

Pre-Orientation Advising Meetings & Campaigns

Process Document | Summer 2026

Student Populations

- First Time Freshmen (FTF), and Transfer/Adult (T/A) students who have registered for an orientation session

Please Note

- Advising units will pull their own orientation lists from VZ as desired.
 - Students may register for an Orientation session 48 hours prior to that session. Please pull a list within that 48-hour window and add students to Campaigns
 - NSFP recommends pulling a list the morning of Orientation for final Learning Support updates
- Advisors will contact incoming Orientation students approximately two (2) weeks in advance of each Orientation session
- Advisors will meet with students to help them register in Fall courses in-person, over the phone, or virtually on Zoom.
 - Emailing Fall schedules to students is not sufficient.
- Advisors will contact incoming students before Orientations, but will not be able to register all students ahead of each event due to inability to reach every student, holds preventing registration, etc.
 - Student should leave pre-orientation advising appointments fully enrolled unless there are unmanaged holds preventing registration.

Learning Support

- LS-R and “No Test” students will be included in the Colleges’ VZ Orientation Reports
 - The “Learning Support Imported” column will indicate current placement or testing requirements
 - Placement is updated weekly (by noon on Monday’s).
 - On Orientation weeks, updates take place more often (sometimes daily) with updates to VZ by noon.
 - Please see the *Learning Support VZ Report Filters.pdf* for additional guidance
- For the purposes of schedule adjustments, professional Advisors may call the Registrar’s Office directly at 9-5584 during Orientation days for assistance dropping an LS section
- The UAC LS permit Retention policy:
 - Beginning the first business day after registration week has concluded, the UAC will review all permits issued for COMM 2025-L, ENGL 1010-L, MATH 1530-L:
 - Permits which were issued 30+ days ago will be removed
 - Academic Advisors will receive advanced noticed prior to removal (via a student list sent in Weekly Update)
 - Permits will be reviewed & removed on a weekly basis until the first day of classes
 - In some circumstances, in coordination with academic departments, permits which are unused after 2 weeks may be removed

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Suggested Outreach – Regular Orientation Dates

- Advisors should manage their outreach to students via Navigate Appointment Campaign
 - Please use the *00 Orientation (Pre-Orientation Advising) Service* in the *Advising Care Unit*.
- Appointment Campaigns should be configured based on the *Suggested Timeline* table below, managing nudges accordingly:
 - Build two (2) Campaigns, with approximately 3 and 15 Nudges respectively, and add students to that Campaign upon running Orientation lists in VZ
 - Build Campaigns in relation to their corresponding scheduling window, with approximately 3 nudges each, to target students registered for particular Orientation session during the two-week window prior to that Orientation date.

- The VZ Label column in the *Suggested Timeline* below represents the title of the report in the VZ Orientation portal, correlating with the VZ Report titles in the VZ portal.

- Please see the *Launching a Pre-Orientation Appt Campaign.pdf* and *Add Students to a Launched Campaign.pdf* user guides for additional guidance




05/15/2026 8:00 AM - 4:00 PM:	May Summer Term Freshman and Transfer Orientation
06/04/2026 8:00 AM - 4:00 PM:	Transfer & Adult Orientation Session 1
06/05/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 1
06/11/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 2
06/12/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 3
06/24/2026 8:00 AM - 4:00 PM:	Transfer & Adult Orientation Session 2
06/25/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 4
07/09/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 5
07/10/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 6
07/19/2026 12:00 AM:	Summer LAUNCH Only Orientation
07/19/2026 12:00 AM:	Summer Online Cohort Orientation
07/23/2026 8:00 AM - 4:00 PM:	Transfer & Adult Orientation Session 3
07/24/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 7
08/07/2026 8:00 AM - 4:00 PM:	August Freshman and Transfer Orientation
08/18/2026 12:00 AM - 08/22/2026 12:00 AM:	International Student Orientation
08/31/2026 12:00 AM:	Fall LAUNCH Only Orientation
08/31/2026 12:00 AM:	Fall Online Cohort Orientation

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Suggested Outreach – LAUNCH, ONLINE, & International Orientation Dates

- Advisors should manage their outreach to students via Navigate Appointment Campaign
 - Please use the *00 Orientation (Pre-Orientation Advising) Service* in the *Advising* Care Unit.
- Appointment Campaigns should be configured based on the *Suggested Timeline* table below, managing nudges accordingly:
 - Build one (1) Campaign, according to the scheduling window and add students weekly, with 1 nudge weekly, to target students registered for particular Orientation session during the two-week window prior to that Orientation date.
- The VZ Label column in the *Suggested Timeline* below represents the title of the report in the VZ Orientation portal, correlating with the VZ Report titles in the VZ portal.
- The following reports have been added to the *Suggested Timeline: Summer LAUNCH, Summer ONLINE, Fall LAUNCH, and Fall ONLINE*. Notice these do not occur during regular business days, resulting in the scheduling window overlapping with regular summer orientations.
 - *LAUNCH Only* is for students who are not able to attend Orientation in-person (whether for schedule conflicts, living far way, travel/vacation, etc.) or they are adult students who do not have the option to attend in-person.
 - *LAUNCH Only* students **CAN** see *Preview* as an option in VZ
 - *ONLINE Only* is designated for students who are taking their coursework *fully online*.
 - *ONLINE Only* students **CANNOT** see *Preview* as an option in VZ
- The *Fall International* Orientation Date prepares students to meet with an advisor in a timely manner, ensuring registration prior to the first day of Fall classes.
- Please see the *Launching a Pre-Orientation Appt Campaign.pdf* and *Add Students to a Launched Campaign.pdf* user guides for additional guidance



05/15/2026 8:00 AM - 4:00 PM:	May Summer Term Freshman and Transfer Orientation
06/04/2026 8:00 AM - 4:00 PM:	Transfer & Adult Orientation Session 1
06/05/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 1
06/11/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 2
06/12/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 3
06/24/2026 8:00 AM - 4:00 PM:	Transfer & Adult Orientation Session 2
06/25/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 4
07/09/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 5
07/10/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 6
07/19/2026 12:00 AM:	Summer LAUNCH Only Orientation
07/19/2026 12:00 AM:	Summer Online Cohort Orientation
07/23/2026 8:00 AM - 4:00 PM:	Transfer & Adult Orientation Session 3
07/24/2026 8:00 AM - 4:00 PM:	Freshman Orientation Session 7
08/07/2026 8:00 AM - 4:00 PM:	August Freshman and Transfer Orientation
08/18/2026 12:00 AM - 08/22/2026 12:00 AM:	International Student Orientation
08/31/2026 12:00 AM:	Fall LAUNCH Only Orientation
08/31/2026 12:00 AM:	Fall Online Cohort Orientation

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Suggested Timeline – Regular Orientation Dates

VZ Label	Orientation Dates	Student Group	WM/Nudge 1 (Email)	Nudge 2 (Text)	Nudge 3 (Email)	Nudge 4 (Text)	Scheduling Window
Summer	F, 5/15/2026	T/A & FTF	F, 5/1/2026	T, 5/5/2026	F, 5/8/2026	T, 5/12/2026	5/4/26 – 5/14/26
TR 1	R, 6/4/2026	T/A	F, 5/15/2026	T, 5/19/2026	F, 5/22/2026	R, 5/28/2026	5/20/26 - 6/3/26
FTF 1	F, 6/5/2026	FTF	F, 5/15/2026	T, 5/19/2026	F, 5/22/2026	R, 5/28/2026	5/20/26 - 6/3/26
FTF 2	R, 6/11/2026	FTF	F, 5/22/2026	W, 5/27/2026	M, 6/1/2026	F, 6/5/2026	5/27/26 - 6/10/26
FTF 3	R, 6/12/2026	FTF	F, 5/22/2026	W, 5/27/2026	M, 6/1/2026	F, 6/5/2026	5/27/26 - 6/10/26
TR 2	W, 6/24/2025	T/A	T, 6/9/2026	F, 6/12/2026	T, 6/16/2026	F, 6/19/2026	6/15/26 - 6/23/26
FTF 4	R, 6/25/2025	FTF	T, 6/9/2026	F, 6/12/2026	T, 6/16/2026	F, 6/19/2026	6/15/26 - 6/23/26
FTF 5	R, 7/9/2026	FTF	F, 6/26/2026	M, 6/29/2026	F, 7/3/2026	M, 7/6/2026	6/26/26 - 7/8/26
FTF 6	F, 7/10/2026	FTF	F, 6/26/2026	M, 6/29/2026	F, 7/3/2026	M, 7/6/2026	6/26/26 - 7/8/26
TR 3	R, 7/23/2026	T/A	W, 7/8/2026	M, 7/13/2026	F, 7/17/2026	M, 7/20/2026	7/13/26 - 7/22/26
FTF 7	F, 7/24/2026	FTF	W, 7/8/2026	M, 7/13/2026	F, 7/17/2026	M, 7/20/2026	7/13/26 - 7/22/26
TR & FTF	F, 8/7/2026	T/A & FTF	W, 7/22/2026	M, 7/27/2026	F, 7/31/2026	M, 8/3/2026	7/27/26 - 8/6/26

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Suggested Timeline – LAUNCH, ONLINE, & International Dates

VZ Label	Orientation Dates	Student Group	Email Nudges	Text Nudges	Scheduling Window
Summer LAUNCH	S, 7/19/2026	T/A & FTF	F, 5/1/2026 T, 5/05/2026 T, 5/12/2026 T, 5/19/2026 T, 5/26/2026 T, 6/02/2026 T, 6/09/2026 T, 6/16/2026 T, 6/23/2026 T, 6/30/2026 T, 7/07/2026 T, 7/14/2026	R, 5/07/2026 R, 5/14/2026 R, 5/21/2026 R, 5/28/2026 R, 6/04/2026 R, 6/11/2026 R, 6/18/2026 R, 6/25/2026 R, 7/02/2026 R, 7/09/2026 R, 7/16/2026	5/4/26 – 7/18/26
Summer ONLINE	S, 7/19/2026	T/A & FTF	F, 5/1/2026 T, 5/05/2026 T, 5/12/2026 T, 5/19/2026 T, 5/26/2026 T, 6/02/2026 T, 6/09/2026 T, 6/16/2026 T, 6/23/2026 T, 6/30/2026 T, 7/07/2026 T, 7/14/2026	R, 5/07/2026 R, 5/14/2026 R, 5/21/2026 R, 5/28/2026 R, 6/04/2026 R, 6/11/2026 R, 6/18/2026 R, 6/25/2026 R, 7/02/2026 R, 7/09/2026 R, 7/16/2026	5/4/26 – 7/18/26
Fall International	T, 8/18/2026	T/A & FTF	T, 7/28/2026 T, 8/04/2026 T, 8/11/2026	R, 7/30/2026 R, 8/06/2026 R, 8/13/2026	8/3/26 – 8/18/26
Fall LAUNCH	M, 8/31/2026	T/A & FTF	T, 5/12/2026 T, 5/19/2026 T, 5/26/2026 T, 6/02/2026 T, 6/09/2026 T, 6/16/2026 T, 6/23/2026 T, 6/30/2026 T, 7/07/2026 T, 7/14/2026 T, 7/21/2026 T, 7/28/2026 T, 8/04/2026	R, 5/14/2026 R, 5/21/2026 R, 5/28/2026 R, 6/04/2026 R, 6/11/2026 R, 6/18/2026 R, 6/25/2026 R, 7/02/2026 R, 7/09/2026 R, 7/16/2026 R, 7/23/2026 R, 7/30/2026 R, 8/06/2026	5/15/26 – 8/21/26

			T, 8/11/2026 T, 8/18/2026	R, 8/13/2026 R, 8/20/2026	
Fall ONLINE	M, 8/31/2026	T/A & FTF	T, 5/12/2026 T, 5/19/2026 T, 5/26/2026 T, 6/02/2026 T, 6/09/2026 T, 6/16/2026 T, 6/23/2026 T, 6/30/2026 T, 7/07/2026 T, 7/14/2026 T, 7/21/2026 T, 7/28/2026 T, 8/04/2026 T, 8/11/2026 T, 8/18/2026	R, 5/14/2026 R, 5/21/2026 R, 5/28/2026 R, 6/04/2026 R, 6/11/2026 R, 6/18/2026 R, 6/25/2026 R, 7/02/2026 R, 7/09/2026 R, 7/16/2026 R, 7/23/2026 R, 7/30/2026 R, 8/06/2026 R, 8/13/2026	5/15/26 – 8/21/26

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Nudges Drafts

Please use these Nudge drafts as preferred based on the way the Campaign(s) are set up. Edit as desired. Please see the template name in Navigate360 of each nudge type below. If *Applying the Template* directly in Navigate, please verify the *Merge Tag* inserts correctly when editing.

Students are not able to register for an Orientation session less than 48 hours prior to that Orientation. Please pull a final Orientation list 48 hours in advance, add students to the appropriate Campaign, and ensure that the *Welcome Message* goes out that day (please see the *Add Students to a Launched Campaign.pdf* user guide for additional guidance.)

Welcome Message Draft (Nudge 1) - Email

Template Name in Navigate360 - Summer Orientation: Welcome Message

Subject: {\$student_first_name}, Pre-Orientation Advising & Class Registration

Message:

Please schedule an advising appointment.

Hi {\$student_first_name}:

We hope you are getting ready for your orientation day at ETSU! Before orientation, each new student will meet with their academic advisor to register for classes.

Please schedule your **00 Orientation (Pre-Orientation Advising)** appointment by clicking the following link, select a time that works with your schedule, and click *Save*. You will receive an email confirming the appointment time and details.

{\$schedule_link}

Thank you!

{\$email_signature}

Reminder Nudge 2 Draft - SMS

Template Name in Navigate360 - Summer Orientation: Nudge 2

This is your academic advisor at ETSU. Click to schedule a 00 Orientation (Pre-Orientation Advising) appointment to choose classes for Fall. I look forward to meeting you!

{\$schedule_link}

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Reminder Nudge 3 Draft – Email

Template Name in Navigate360 - Summer Orientation: Nudge 3

Subject: {\$student_first_name}, Register for Classes with an Advisor!

Message:

Reminder: Please Schedule an Orientation Advising Appointment

Hi {\$student_first_name}:

We hope you are getting ready for your orientation day at ETSU! Before orientation, each new student will meet with their academic advisor to register for classes.

Please schedule your **00 Orientation (Pre-Orientation Advising)** appointment by clicking the following link, select a time that works with your schedule, and click *Save*. You will receive an email confirming the appointment time and details.

{schedule_link}

Thank you!

{email_signature}

Reminder Nudge 4 Draft - SMS

Template Name in Navigate360 - Summer Orientation: Nudge 4

This is your academic advisor at ETSU. Click to schedule a 00 Orientation (Pre-Orientation Advising) appointment to choose classes for Fall. I look forward to meeting you!

{schedule_link}

Success Message Draft – Email

Template Name in Navigate360 - Summer Orientation: Success Message

Subject: Thank You for Scheduling Your Pre-Orientation Advising Appointment!

Message:

Hi {\$student_first_name},

Thank you for scheduling your **00 Orientation (Pre-Orientation Advising)** appointment. I look forward to meeting you, learning about your goals, and helping you get started on your path at ETSU!

{email_signature}