Create Recruiting Events

STAFF

Workday Student

This tip sheet explains the process for creating recruiting events. It is intended for staff.

Create Recruiting Campaigns and Events

Create an event for a student recruiting campaign. Identify the dates, event type, owner, campaign, and other details. You can configure the event to send engagement items, including:

- Invitations
- Registration confirmations
- Post-event follow-up communications

This task makes the event available through the **Find Student Recruiting Events** report and the **Student Recruiting Event Calendar** report.

NOTE: Before you can create a Student Recruiting Event, you must have an appropriate Recruiting Cycle and Recruiting Campaign set up to tie it to.

Creating Recruiting Events

1. Access the Create Student Recruiting Event task.
2. As you complete the task, consider:

Option	Description
Name	The name must be unique for the start date and time.
Type	Select a Workday-defined value.
Campaign	You can select from approved campaigns for your academic unit. The academic unit associated with the recruiting cycle for the campaign determines which engagement items you can use with the recruiting event. You can use items for

	the recruiting cycle academic unit or subordinate academic units.
Location	Select the location of the event. You are able to create a location if it is not pre-populated by going through the Create Ad Hoc Location task.
Start Date / End Date	The event dates must be within the date range of the campaign.
Time Zone	The time zone for the event.

3. Within the **Event Overview** tab, consider:

Option	Description
On Campus	Check this box if the event is to be hosted on one of your campuses.
Private Event	Select the check box to prevent the recruiting event from displaying externally or on an internal calendar.
Internal Description	You may include details for the event that will not be displayed on the external student site here.
External Description	Please include details for the event that you wish to be displayed on the external student site.
Owner	The prompt displays all active admissions counselors. You can also find recruiting events by owner.
Hosted by	The location hosting the event.
Host Contact	Lists representatives of the educational institution or external association selected in the Hosted by field.
Budget	If you use Workday Expenses or Procurement, admissions counselors can select the event name as a worktag when they file expense reports. You can then compare budgeted and actual costs when you view the event.

4. Within the **Registration Details** tab, consider:

Option	Description
Attendance Limit	The maximum number of people that can attend the event, including guests. You can enter a prospect's guest count when you register prospects for the event.
Allow Guests	Check this box if the registrant is allowed to bring guests. If checked, you must indicate how many guests each prospect may bring.

Registration Opens	Indicate how far in advance of the event you wish to allow registration.
Registration Closes	Indicate when registration for the event should close. If you are allowing prospects to register on the day of the event, be sure to take that date into consideration when setting this field. If you close registration on the day of the event, you won't be able to register walk-ins.
Recruitment Academic Unit	Select from the academic unit associated with the campaign of the recruiting cycle or subordinate academic units.
Recruitment Academic Level	The prompt includes levels of the selected academic unit configured to recruit students.

5. **(Optional)** Within the **Invite Criteria** tab, select the conditions student prospects must meet to receive an invitation to the event. You may select a pre-existing student audience or you can create a new one.
6. **(Optional)** Within the **Communications tab**, select from engagement items defined for the academic unit and subordinate academic units associated with the campaign. The category of the item determines its availability in engagement item prompts.

Option	Description
Sent To Email - Priority	If the recipient doesn't have the first email type, Workday sends emails to the next type on the recruiting event. To use the Institutional email type, the academic unit of the Campaign can't be: Superior to an institution. Subordinate to an academic unit that's not an institution.
Invite Item	The invitation to send to prospects between the Start Date and Stop Date. Workday sends the item to all prospects who meet the conditions on the Invite Criteria tab, unless they have an engagement preference of Opt Out.
Invitations Start	Indicate how far in advance you would like the invitations to be sent out to prospects.
Invitations Stop	Indicate when you wish for the invitations to stop being sent out to prospects.
Registration Confirmation Details	Workday sends this item to prospects who register for the event, regardless of whether they have an engagement preference of Opt Out.

Pre Event Reminder Details	Workday sends this item to prospects who register for the event, regardless of whether they have an engagement preference of Opt Out.
Post Event Follow-up Details	Workday sends these follow-up items to a large number of prospects, including prospects marked as: Invited Registered Attended Non-Attended Example: To send a follow-up email 5 days after the event, enter: End After: 5 Date Interval: Days

7. (Optional) On the **Staff** tab, select other admissions counselors, workers, or prospects participating in the event. Workday displays their primary, public phone number and email.
8. If you need to enter the location, date, time, or time zone later, click **Save for Later**. Changing this information for an approved event requires rescheduling.
9. Click **Submit** when you are ready to submit.
10. Important: To have the event communications sent, you must go to the published event via the **Find Student Recruiting Events** task. Select the associated actions icon next to the name of the event. Hover over **Student Recruiting Event** and select **Launch/Schedule of Event Communications** and select the run frequency desired.

Note: It is important to note, an event will only be available if it has been approved.

To view the status of your submitted event if it has not yet been approved: Go to your **Inbox** and then navigate to **Archive.**