Element451 Lab Hours

What is Element451?

Element451 is a CRM and automation tool that helps colleges manage prospective and current students by automating and mass-sending outreach communications, answering questions, freeing up staff for more complex tasks.

Student Success Technology will be offering Element451 Lab hours. We invite BC staff to learn about the communications tool(E451), and decide if they'd like to try using it in their areas.

If you find yourself regularly communicating to any group of students, this is a tool you will like. It offers engaging mass text messaging, mass emailing, and much more.

Element 451 Lab Hours Available at ALL BC Sites

BC Panorama: **Monthly** 2nd & 4th Thursdays; Room L160; Time 9am-12pm
BC Arvin: March 03rd Room 108,Time: 10am - 12pm
BC SouthWest: February 03rd & 17th , Room 208, Time: 1:00pm-4:00pm
BC Delano: February 05th & 19th, Room LRC 232; Time: 7:30am-12:30pm
BC Weill Institute: Feb 24th Room: Launchpad Time: 9am -12pm

What will we be doing during Lab Hours?

- Element451 Training & Onboarding for newcomers (takes about 1.5 hours)
- Messaging & Communication Strategy (drop in, no set time)
- Import student list & Creating segments (drop in, takes 5 minutes)
- Technical support & best practices (drop in, no set time)

All student texting previously done in Ocelot will now be handled through Element451. No prior Ocelot experience is required. If you haven't been trained on Element451, please attend a Lab Hour session.