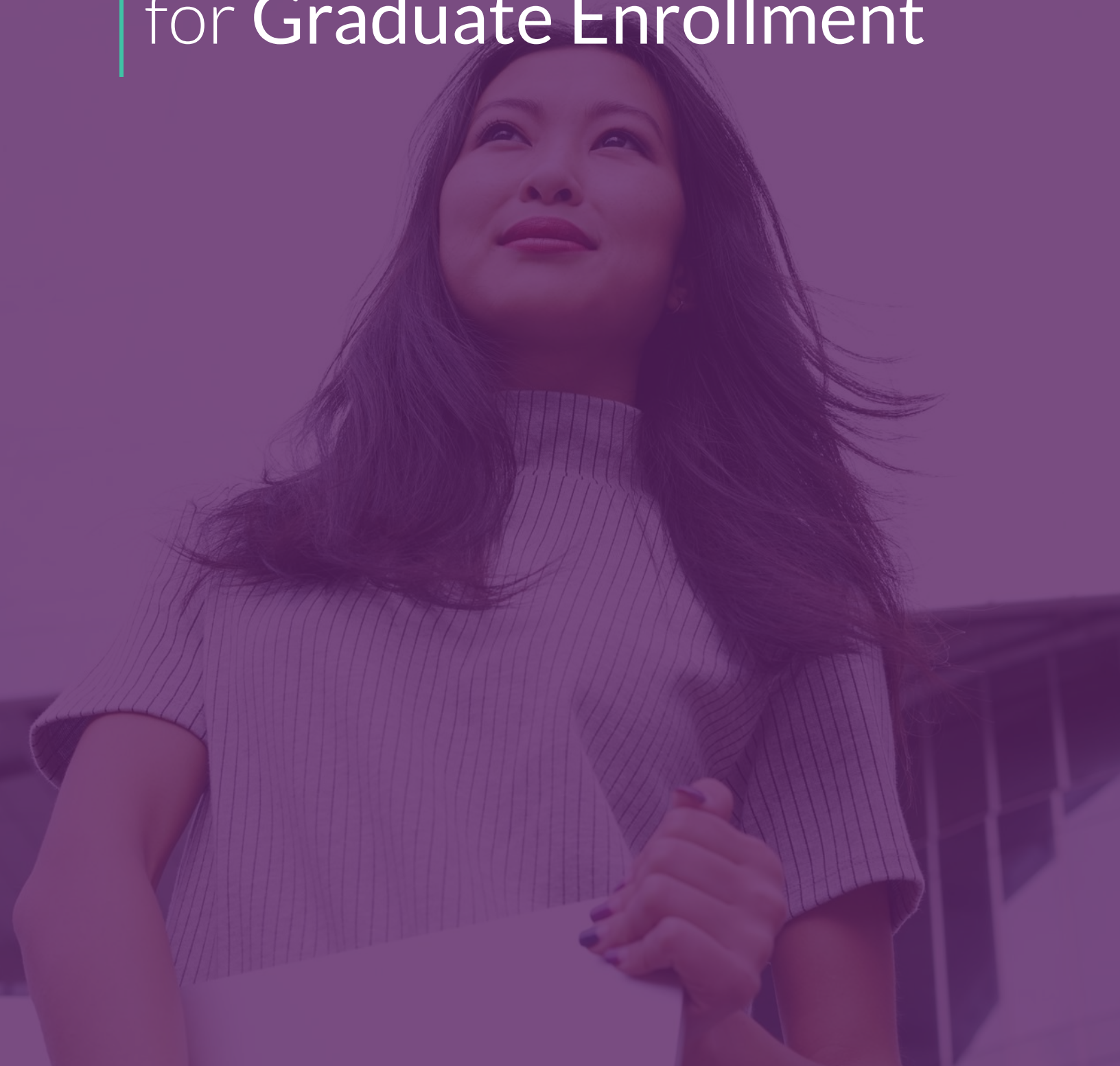# 15 Texting Templates
for **Graduate Enrollment**

Why should you use SMS templates for graduate enrollment?

Crafting a message on-the-spot is time-consuming and risky. When you use SMS templates to write your text messages ahead of time, you can:

> Develop and maintain best practices

> Plan when your messages are sent

> Ensure clear, engaging communication

> Increase efficiency while communicating with students

What will you get out of this guide?

The ability to achieve a better response from your SMS texting. These templates will help you:

> Engage with prospective graduate students

> Quickly move students through the application process

> Increase information session and orientation attendance

> Set up check-ins and reminders

Why should you use SMS templates for graduate enrollment?

What to consider when using SMS templates

> **Always test and measure**
> Data is king, and the more you analyze what is working (and what isn't), the more efficient and effective your strategy will be. Tracking and reporting activity related to a specific group of texts will give you valuable insight.

> **Use of emojis and MMS**
> The use of emojis and multimedia messages allow you to communicate with personality.

> **Merge fields**
> The variable fields provided in these templates are for example only. Be sure to update them accordingly for your use.

Let's get started.

If you're already using Cadence but you're not sure how to use these templates, feel free to reach out to your Client Success Lead or our support team at support@mongooseresearch.com.

Prospects & Inquiries

RESPONSE TO REQUEST FOR INFORMATION

<FIRST NAME>, my name is <STAFF FIRST NAME>, your graduate admissions counselor from <School Name>. Thank you for your interest in <Program>! Spots are available for <Semester>. Would you like any further information?

INTEREST IN APPLYING

Hi <FIRST NAME>, it's <STAFF FIRST NAME>, from <School Name>. We're accepting applications for <Term>! Are you interested in applying?

REQUEST FOR APPLICATION MATERIALS

Hi <FIRST NAME>, it's <STAFF FIRST NAME>, from <School Name>. We're accepting applications for <Term>! Are you interested in applying? We'll need <Document Name(s)>. Do you have any questions?

EVENTS

Hi <FIRST NAME>, this is <STAFF FIRST NAME> from <School Name>! I wanted to invite you to an <Event/Informational Session> on <Date> in <Location>. This is a great opportunity to meet faculty and staff, and fellow future <Program> students. Are you interested in attending?

Applicants

APPLICATION REVIEW BEGINS

Hey <FIRST NAME>, it's <STAFF FIRST NAME>, from <School Name>. Congratulations, your application was received! We'll review it as quickly as possible and have a decision out soon. Do you have any questions about the admissions process?

MISSING MATERIALS

Hi <FIRST NAME>, it's <STAFF FIRST NAME>, your admissions counselor at <School Name>. Thanks for your application. I look forward to reviewing it as soon as possible. We are missing <Document Name(s)>. What can I do to help you?

GRADUATE ASSISTANT PLACEMENT

<FIRST NAME>, congratulations again on your admission to <School Name>. We know that a large part of your graduate work will be practical experience. Are you interested in graduate assistantship or internship opportunities?

SOFT CHECK-IN

Hi <FIRST NAME>, it's <STAFF FIRST NAME> from <School Name>. Do you have any questions about <School Name>? Please let me know if I can help.

Accepted Students

DECISION PUSH

<FIRST NAME>, <STAFF FIRST NAME> from <School Name> here. The next academic term is approaching. Are you still interested in joining the <Program> at <School Name>?

Deposited Students

REGISTRATION SIGN-UP

Hi <FIRST NAME>, we are so thrilled you are going to be a <School Mascot> this Fall! Registration will be starting <Date>. Can I help get you signed up to select your classes?

REGISTRATION REMINDER

<FIRST NAME>, just a reminder that your registration appointment is tomorrow at <Time> with <Faculty Name>. Can you please confirm if you will be attending?

ACCEPT AWARD OR ASSISTANTSHIP

Hi <FIRST NAME>! This is <STAFF FIRST NAME> from <School Name>. Just a reminder to lock in your <Assistantship/Award> before classes start! Please let me know if you need help and congratulations!

Deposited Students Continued...

ENROLLMENT FORMS DUE (HOUSING, PARKING, MEDICAL, ETC.)

Hey <FIRST NAME>! <STAFF FIRST NAME> from <School Name> here! Just a reminder that your enrollment paperwork is due. Can I send you the link to complete your forms?

ORIENTATION

Hi <FIRST NAME>, its <STAFF FIRST NAME> from <Office Name>! Just a reminder that orientation is quickly approaching on <Date>. We still need you to sign up. Can I send you the link?

FIRST DAY OF CLASSES

<FIRST NAME>, it has been great working with you through the enrollment process here at <School Name>. Best of luck on your first day of classes! -<STAFF FIRST NAME>

Mongoose is dedicated to being a bridge for higher education between schools and constituents. With a focus on conversational engagement software, Mongoose takes great pride in offering both the knowledge and the tools to help higher ed grow and retain a long-lasting collegiate community.

Both **Cadence**, our premier texting platform, and **Harmony**, our intelligent virtual assistant, exist to create successful outcomes for students and staff alike.

Learn more: **MongooseResearch.com**