

REFERENCE GUIDE

Texting Across the Enterprise

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Executive Summary

The benefits of texting do not end with recruitment. Cadence is built to help each department connect with their unique constituencies. This has proven to improve retention, student engagement, and alumni participation.

With an enterprise texting platform like Cadence, you'll be able to:

- > Provide genuine guidance and support with personalized, timely outreach
- > Increase response and call-to-action completion rates
- > Save time with automated replies
- > Track campaigns with easy-to-access reports
- > Increase efficiency with templates

The departmental overviews and sample texting templates to follow are based on actual user experience - and focus solely on texting interactions. Our Client Success team can help you create templates specific to your institution's needs. Comprehensive communication plans can be provided to our clients as well.

Undergraduate Admissions

“The first full year we had Cadence, we over-enrolled our freshman class rather dramatically.”

- California Lutheran University

Texting with Cadence will increase engagement and help guide prospective students through the admissions process, gauge levels of interest, track down missing information, nudge students along, and convey relevant information and reminders.

Targeted Goals

- Utilize a Shared Inbox Account for efficient application status and event nudges
- Collaborate with Athletics to ensure NCAA or governing body compliance
- Send survey reminders and / or request emoji / GIF feedback for all events and visits
- Remember to thank students, parents, and / or guardians throughout the process as tasks are completed

Additional Content / Links

[\[Case Study\] Texting at Carroll University improves student outcomes](#)

[Communicating with Gen Z students](#)

[Communicating with parents of prospective students](#)

Undergraduate Admissions

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Thank you / confirmation	Hi <First Name>, thank you for reaching out to (School Name). I'm <User First Name>, your admissions counselor. I look forward to working with you. Feel free to text me here or text my colleagues at <Shared Inbox Number> if you have any questions.	Inquiry - contact	Within 48 hours after inquiry	Inquiry	Office
Event / Visit reminder	Hi <First Name> this is <User First Name> from (School Name) Admissions. We host campus tours on (days/times). Are you and your family interested in attending?	Inquiry - contact	4 weeks prior to first events / visits	Inquiry	Office
Visit confirmation	Hi <First Name>! It's <School Name> Admissions. We're excited to see you today for Open House. You can text or call this number if you have any questions during the event. Need Wi-Fi? Our network is: <Network Name>, password: <Password>.	Inquiry - contact	24 hours prior	Inquiry	Event Coordinator / Counselor
Follow-up survey	Hi <First Name>! It's <School Name> Admissions. Thank you for visiting our campus! We want to create the best events possible. Can you respond with a GIF or emoji to tell us how today went for you?	Inquiry - family	Within 24 hours after event	Inquiry	Event Coordinator / Counselor
Missing application documents	<First Name>, thank you for applying to <School Name>. We are missing <Document Name(s)> and cannot review your application without it. Can I help with any questions or challenges?	Contact - incomplete app	As received	Applicant	Counselor

Note: Items in <Brackets> denote merge fields.

Undergraduate Admissions

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Congratulations on achievement	Hi <First Name>! It's <User First Name> from <School Name>. Congratulations on your (academic achievements/test scores)!	Contact - potential honors / merit recipient	As received	Applicant	Director
College fair / School visit	Hi <First Name>! It's <User First Name> from <School Name>. I'm headed to and I'll be at the (College Fair Name) on (Date) and (Time). I would love to meet you! Are you planning on attending?	Contact - inquiry / Applicant - accepted	September - December	Inquiry / Applicant	Counselor
Visit follow-up	Hi <First Name>! It's <User First Name> from <School Name>. Thank you for visiting our campus! We want to create the best events possible. Can you respond with a GIF or emoji to tell us how today went for you?	Contacts who visited	Within 24 hours after event	Inquiry / Applicant	Counselor
Congratulations on acceptance	Hi <First Name>! It's <School Name> Admissions Counselor, <User First Name>. Congrats again on your acceptance. Feel free to text or call if you have any questions. We look forward to seeing you in the Fall!	Contact - accepted	1 week after mailing	Accepted Contact	Counselor
Accepted Students Day confirmation	Hi <First Name>! It's <School Name> Admissions. We're excited to see you today for Open House. You can text or call this number if you have any questions during the event. Need Wi-Fi? Our network is: <Network Name>, password: <Password>.	Contact - accepted	August or January	Accepted contact	Event Coordinator / Counselor

Undergraduate Admissions

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Accepted Students Day follow-up	Hi <First Name>! It's <School Name> Admissions. Thank you for visiting our campus! We want to create the best events possible. Can you respond with a GIF or emoji to tell us how today went for you?	Contact - accepted	Within 24 hours after event	Accepted contact	Event Coordinator / Counselor
Financial aid reminder	<First Name>, congratulations again on your admission to <School Name>. We are missing <Document Name(s)> and cannot complete your financial aid package without it. Can I help with any questions or challenges?	Contact - accepted	1 week after mailing	Accepted contact	Counselor
Financial aid inquiry for parents	<First Name>, we've mailed out our financial aid decision. We know that paying for college is incredibly important for parents and guardians. Can I help with any questions or challenges?	Family - accepted	As package is sent	Accepted contact	Director
Financial aid inquiry for students	<First Name>, congratulations again on your admission to <School Name>. We've mailed out our financial aid decision. Can I help with any questions or challenges?	Contact - accepted	As package is sent	Accepted contact	Counselor
Soft deposit reminder	<First Name>, we are so excited that you applied to <School Name>. To secure your attendance for <Term>, please give me a call at <Number>. I'll walk you through the deposit process.	Contact - accepted	March	Accepted contact	Counselor

Undergraduate Admissions

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Preparing for college	<First Name>, we are so excited that your family is considering <School Name>. As you all prepare to make your family's college decisions, can I help answer any questions or assist with any challenges?	Family - accepted	March	Accepted contact	Counselor
Gauge interest	<First Name>, thank you for you applying to <School Name> and working with me through your decision process. As you narrow down options, could you let me know if we're still in the running by sending either a thumbs up or thumbs down emoji?	Contact - accepted	April	Accepted contact	Counselor
Final questions	<First Name>, as we approach the deposit deadline, can I answer any final questions or help with anything on my end?	Contact - accepted	April	Accepted contact	Counselor
Deposit reminder	Hey <First Name>! Next week, <Date>, is the deadline to submit your enrollment deposit. You can visit our website to make a payment. Do you have any questions? <User First Name>	Contact - accepted	Late-April	Accepted contact	Counselor
Deposit confirmation	<First Name>, thank you so much for depositing and officially becoming a member of the <School Name> family. As you prepare for orientation, please let me know if you have any questions. We're so excited for you to join us next semester!	Contact - accepted	As received	Accepted contact	Counselor

Undergraduate Admissions

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Welcome message	<First Name>, now that you're officially a <Mascot / Nickname>, we want to help you prepare for your first official visit as a student. Are there any activities you want to do on campus or in <College Town>?	Contact - deposited	June	Deposited contact	Counselor
Orientation inquiry	<First Name>, as you prepare for orientation, do you or your family need any help with lodging, directions, or recommendations for enjoying <School Name> or <College Town>?	Contact - deposited	June	Deposited contact	Counselor
Orientation reminder	<First Name>, we're so excited to see you and your family at orientation. This is just a reminder that orientation is <Date> and begins with registration at <Location> at <Time>. Can I help with any questions you have?	Family - deposited	June	Deposited contact	Director
Orientation confirmation	<First Name>, we wanted to confirm your orientation registration. Are you still able to join us on <Orientation Date>? Also, remember to check your email for a link with helpful hints for maximizing your <School Name> experience while you're here.	Contact and family - deposited	June	Deposited contact	Counselor
Introduction to advisor	<First Name>, we are so thrilled that you decided to enroll at <School Name>! When classes start, you'll start working more closely with the advising team. Please do not be a stranger, but your advisor will be in the best position to serve you moving forward. Good luck and thank you again for choosing <School Name>!	Contact and family - deposited	June	Deposited contact	Counselor

Undergraduate Admissions

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Orientation follow-up	<First Name>, we hope you enjoyed your orientation experience. We're always looking to improve. Would you mind checking your email and completing the survey we sent?	Family-deposited	June	Deposited contact	Director
Thank you and good luck	<First Name>, thank you for working with us this past (year / semester). We are thrilled that you joined <School Name>. Congratulations and good luck on all that's in store.	Family-deposited	June	Deposited contact	Director

Registrar

“Our ability to follow the individual all the way through the funnel is much easier.”

- Rochester Institute of Technology

Texting with Cadence helps contacts acquire quick information or navigate a confusing process like transferring credits, while helping your staff locate the files they need to work efficiently.

Targeted Goals

- Help contacts navigate the uncertain landscape of applying for and receiving federal and state financial aid
- Decrease your institution's default percentage by preparing contacts for the costs of college

Additional Content / Links

[How to text students and parents without breaking privacy laws](#)

[\[Case Study\] Texting at Carroll University improves student outcomes](#)

Registrar

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Contact information (update incorrect / incomplete)	Hi <First Name>! This is <User First Name> from the Registrar's Office at <School Name>. Have you logged into <Portal> to update your contact information?	Current contacts	First 1-2 week of term	Enrolled	Registrar Office Staff
Add / drop deadline	Hi <First Name>! This is <User First Name>, from the Registrar's Office at <School Name>. The last day to add / drop courses for the <Term> without penalty is <Date>. Do you know how to finalize your semester schedule?	Current contacts	First 1-2 week of term	Enrolled	Registrar Office Staff
Add / drop paperwork: course withdrawal	Hi <First Name>! This is <User First Name> from the Registrar's Office at <School Name>. Please stop into <Location> to complete your course withdrawal paperwork for the <Term> by <Date>.	Current contacts	First 1-2 week of term	Enrolled	Registrar Office Staff
Change of degree program / major paperwork	Hi <First Name>! This is <User First Name> from the Registrar's Office at <School Name>. Thank you for the update on your degree program / major. Please stop in (Office Location) to complete your paperwork by <Date>.	Current contacts	First 1-2 week of term	Enrolled	Registrar Office Staff
FERPA	Hi <First Name>! This is <User First Name> from the Registrar's Office at <School Name>. Please stop into <Location> to complete your mandatory Family Educational Rights and Privacy Act (FERPA) form for the <Term> by <Date>.	Current contacts	First 1-2 week of term	Enrolled	Registrar Office Staff

Registrar

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Transfer credit evaluation	Hi <First Name>! This is <User First Name> from the Registrar's Office at <School Name>. We sent the results of your transfer credit analysis to your email on <Date>. Do you have questions / concerns that I can address for you at this time?	Prospective / Current contacts	As needed	Applied and/or accepted	Registrar Office Staff
Official transcripts needed	Hi <First Name>! This is <User First Name> from the Registrar's Office at <School Name>. We are missing the official documents required to process your transfer credit analysis. Do you know what steps to take next?	Current contacts	As needed	Enrolled	Registrar Office Staff
Change of enrollment status	Hi <First Name>! This is <User First Name> from the Registrar's Office at <School Name>. Thank you for the update on your enrollment status for the <Term>. Do you have additional questions or concerns that I may address?	Current contacts	As needed	Enrolled	Registrar Office Staff
Graduation application deadline	Hi <First Name>! This is <User First Name>, the Registrar at <School Name>. Applications for all impending graduates are due on <Date>. Do you have questions / concerns about completing your degree conferral paperwork?	Current contacts	Mid-semester final semester	Enrolled	Registrar Office Staff
Graduation application procedure	Hi <First Name>! This is <User First Name> the Registrar at <School Name>. Congratulations to the Class of <Year>! Your degree conferral application is now available. Visit our website for more information deadlines. Let us know what questions or concern you have!	Current contacts	Mid-semester final semester	Enrolled	Registrar Office Staff

Registrar

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Official transcript request	<p>The Registrar's Office at <School Name> thanks you for submitting your request for official transcripts. Please allow for 14-21 business days for processing and transit. Contact <Phone Number> for additional help.</p>	Current contacts	As needed	N/A	Registrar Office Staff

Financial Aid

“For this year’s class, we have more financial aid files complete, we have fewer freshmen with unpaid balances, and we had greater participation in our first-year advising workshops.”

- Aurora University

By establishing touchpoints to help students move through the process, texting in Cadence will make your Financial Aid department more efficient. You can collect missing info, send nudges and deadline reminders, and establish two-way conversations to answer questions much more efficiently.

Targeted Goals

- > Help students/parents navigate the uncertain landscape of applying for and receiving federal and state financial aid
- > Promote financial literacy, even before enrollment begins
- > Increase retention and graduation rates
- > Decrease your institution's default percentage by preparing students for the costs of college

Additional Content / Links

[How to text students and parents without breaking privacy laws](#)

[Effective use of texting across the enterprise](#)

Financial Aid

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Accept financial aid award	Hi <First Name>! This is <User First Name> from <School Name>. Just a reminder to lock in your financial aid award before classes start! Please let me know if you need help accepting your awards!	Deposited contacts	Spring / Summer	Accepted contacts	Financial Aid Counselor
FAFSA deadline	Hi <First Name>! This is the Financial Aid Office at <School Name>. I wanted to let you know the deadline to file your FAFSA is <Date>. Do you know how to file?	All contacts	Summer	Accepted contacts	Financial Aid Counselor
Encouragement to fill out FAFSA	<First Name>, congratulations again on your admission to <School Name>. We know that you are making an investment in your education and career. We have resources to help. Please complete the FAFSA form using <School Code>. Do you have any questions?	All contacts	October 1	All contacts	Financial Aid Counselor
Financial aid award available	Hi <First Name>! This is <User First Name> from Financial Aid at <School Name> with great news. Your Financial Aid award is now available to view. Can I give you a call to review it with you and your family?	All contacts	When available	Accepted contacts	Financial Aid Counselor
Missing documents	<First Name>, congratulations again on your admission to <School Name>. We are missing <Documents> and cannot complete your financial aid package without it. Can I help with any questions or challenges?	All contacts	When contact applies	Accepted contacts	Financial Aid Counselor

Financial Aid

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Work study	<First Name>, this is <User First Name> from <School Name>. Congrats on your work study placement! Did you get a chance to fill out your paperwork yet?	Eligible contacts	When financial aid is received	Accepted contacts	Financial Aid Counselor
Scholarships & grants available	<First Name>, this is <User First Name> from <School Name>. Did you know we offer several scholarships and grants to help you get a great education at an affordable cost? Please let me know if you'd like to meet to discuss how to pay for college.	All contacts	After FAFSA opens	All contacts	Financial Aid Counselor

EOP Program

“For this year’s class, we have more financial aid files complete, we have fewer freshmen with unpaid balances, and we had greater participation in our first-year advising workshops.”

- Aurora University

The academic pressures of starting college can be unbearable, and compounding those pressures with the worries of finances can threaten a student’s future. Texting helps your staff guide students through pitfalls and set them up for success.

Targeted Goals

- > Help students with limited financial options receive supplemental support
- > Increase awareness of academic counseling, tutoring, and financial services on campus
- > Assist students in making the transition to college life

Additional Content / Links

[How to collect parent information in the admissions process](#)

[Webinar: Texting throughout the student lifecycle](#)

[Text nudges to engage students](#)

EOP Program

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
What is EOP?	Hi <First Name>, this is <User First Name>. I see that you expressed some interest in our EOP program. This is a program that will help support you here at <School>. What questions do you have about the program?	Prospective contact	At inquiry stage	At inquiry stage	EOP Counselor
Eligibility	Hey <First Name>, this is <User First Name> from <Office>! There are a few things we will be checking to make sure you are qualified for EOP. Can we set up a time to talk these things over?	Prospective contact	After application	After application	EOP Counselor
How to apply	Good morning <First Name>! This is <User First Name>. Our EOP application is open! We just sent you an email with instructions on applying. Did you receive it?	Prospective contact	At inquiry stage	At inquiry stage	EOP Counselor
When to apply	Hey <First Name>, this is <User First Name> from <Office>! The EOP application is open and will only be open until <Date>! Make sure to get your application in!	Prospective contact	At inquiry stage	At inquiry stage	EOP Counselor
Missing information	Hi <First Name>, this is <User First Name> from <School>! Thank you for your EOP application! We are missing your test scores though. When can you get those to us?	Prospective contact	After application	After application	EOP Counselor

EOP Program

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Upcoming interview	Hi <First Name>, this is <User First Name>. I'm thrilled to meet you at your upcoming EOP interview on <Date>! Are you still able to attend?	Prospective contact	After application	After application	EOP Counselor
Counselor intro	Hi <First Name>, this is <User First Name> from <School>! I will be your EOP counselor. What this means is I will be your point of contact and support throughout your enrollment! Do you have any questions for me right now?	Prospective contact	At inquiry stage	At inquiry stage	EOP Counselor
Why should you apply?	Hi <First Name>, this is <User First Name>. I see we haven't gotten your EOP application just yet. EOP is a great program to participate in for support, especially as you transition to college. Are you still considering applying?	Prospective contact	At inquiry stage	At inquiry stage	EOP Counselor
EOP student spotlight	Hi <First Name>, this is <User First Name> from <School>! Are you still considering applying for EOP? One of our students, <Name> shared her story on why EOP was a great fit for her. Are you interested in checking this out?	Prospective contact	After application	After application	EOP Counselor

Advisement

“Our numbers are stronger. And, having the ability to follow the individual all the way through the funnel makes it so much easier.”

- Rochester Institute of Technology

Texting with Cadence allows you to set up check-ins or “interventions” that increase retention. By communicating with students in their preferred medium, you increase engagement and help them reach their goals.

Targeted Goals

- > Open a channel of communication between User and students to improve persistence to graduation
- > Counsel students on changes in major, addition of minors, repetition of classes, meeting graduation requirements, and managing transfer credits
- > Provide direct intervention to overcome barriers and improve retention rates

Additional Content / Links

[Text nudges to engage students](#)

[Veteran wisdom for transfer admissions professionals](#)

[Texting across the enterprise](#)

[Student Affairs Live: Academic Advising in the Community College](#)

Advisement

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
First week check-in	Hi <First Name> this is <User First Name> from <Office>. How was your first week? Could you let us know with an emoji or GIF?	First-year and new transfer contacts	End of first class week	Academic / Program Advisor
Mid-term check-in	Hi <First Name> it's <Advisor Name> from <Office>. Wanted to wish you good luck on the midterms. Is there anything I can help with?	All contacts	Two weeks prior to mid-term	Academic / Program Advisor
Registration planning	Hi <First Name> it's <Advisor Name> from <Office>. It's time to start preparing for the next semester. When can we meet to review your new schedule?	All contacts	Two weeks prior to registration	Academic / Program Advisor
Registration reminder	Hi <First Name> it's <User First Name> from <Office>. Registration is coming up on <Day / Date>. Do you have any questions? Do you have your registration information?	All contacts	48 hours prior to registration	Advisor / Registrar / Bursar
Late registration	Hi <First Name>, it's <User First Name>, your academic advisor at <School Name>. We want to make sure you stay on track to graduate on time. How can we help you complete your registration for the <Term>?	Contacts-incomplete registration	One week after registration period	Advisor / Registrar / Bursar

Advisement

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Missing academic requirements	Hi <First Name>, this is <User First Name>, your academic advisor. I noticed that you did not <Schedule Correct Course / Complete Degree Requirement>. I'm here to help and want to make sure you graduate on time. Do you need help with this?	Contacts-incomplete academic requirement	One week after semester end	Academic / Program Advisor
Advisor introduction	Hi <First Name> it's <User First Name> from Academic Advising. I'll be your advisor this year. I look forward to meeting you at <Event>. Please feel free to contact me here or at <User Email> if I can assist.	All advisees	When assigned	Advisor
First week check-in	Hi <First Name> this is <User First Name> from <School Name> Academic Advising. How was your first week? Could you let us know with an emoji or GIF?	All contacts	First week of class	Advisor
Financial hold	Hi <First Name> it's <User First Name> from Academic Advising. Registration is coming up and you have a financial hold. We want to make sure you can secure classes for next semester. Can I help with any arrangements?	When applicable	Pre-registration	Advisor
Upcoming registration	Hi <First Name>, it's <User First Name>, your academic advisor at <School Name>. We want to make sure you stay on track to graduate on time. How can we help you complete your registration for next semester?	All contacts	When advisement opens	Advisor

Advisement

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Schedule review	Hey <First Name> it's <User First Name> from Academic Advising! It's time to start preparing for the next semester. When can we meet to review your new schedule?	All contacts	When applicable	Advisor
Hold	Hi <First Name>, it's <User First Name> from the Registrar's Office. We have a hold on your account, but want to work with you to get you registered for next semester. Can I help with any questions? We'd be happy to make arrangements with you.	Contacts with financial holds	When applicable	Advisor

Adult & Post-Traditional Students

“The best part of using Cadence to text students is being able to be personal, direct, and friendly with them while still being efficient at a large scale.”

- University of Maine at Farmington

While post-traditional students present unique challenges in terms of communication, texting with Cadence is a straightforward way to give them the support they need, on their time.

Targeted Goals

- > Help students complete requirements efficiently and affordably
- > Opt for a shared inbox to allow for more flexible hours
- > Offer flexibility with course offerings and resources that the student population desires
- > Help post-traditional students balance multiple responsibilities (work, family, military service, etc.)

Additional Content / Links

[Should technical colleges be texting?](#)

[\[Case Study\] Rosedale Technical College: Texting for a Two-Year School](#)

[Transfer folks: Make it easy on everyone - text your students](#)

Adults & Post-Traditional Students

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Inquiry	Hi <First Name>! My name is <User First Name> and I work with <School Name>. Thank you for your interest in our <Program>. I'm scheduling appointments this week to answer questions and discuss next steps. Are you interested in setting up a time to learn more?	All adult / non-traditional / certificate User	Within 24 hours of inquiry	Adult contact - inquiry	Counselor
Application push	Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. We're reviewing applications for <Term>, and I see that your app is incomplete. Please check your email to review outstanding requirements. Text me if you have any questions!	All adult / non-traditional / certificate contacts	One week after inquiry	Adult contact - inquiry	Counselor
Soft check-in	Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. Thank you for submitting your application! Any questions or concerns for me at this time?	All adult / non-traditional / certificate contacts	One week after application text	Adult contact - applied	Counselor
Application complete	Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. We're letting you know your application was received. We'll review it as quickly as possible and have a decision out soon. Please let me know if you have any questions in the meantime.	All adult / non-traditional / certificate contacts - application completed	Within 24 hours after complete	Adult contact - applied	Counselor
Acceptance	Hi <First Name>, you'll receive a very important letter soon - a letter informing you of your acceptance to <School Name>! Congratulations! Welcome to the <Mascot> family!	All adult / non-traditional / certificate contacts - application accepted	48 hours after accepted decision	Adult contact - accepted	Counselor

Adults & Post-Traditional contacts

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Financial aid introduction	Hi <First Name>, congratulations again on your acceptance to <School Name>. We know that you are making an investment in your education and career. Please check your email for details about completing <Financial Aid / FAFSA / Profile> forms, using <School Code> by <Date>. Reach out if you have any questions!	All adult / non-traditional / certificate contacts - application accepted	One week after accepted decision	Adult contact - accepted	Counselor
Financial aid check-in	Hi <First Name>, it's <User First Name> from <School Name>. We sent out your financial aid options. Please let me know if you have any questions.	All adult / non-traditional / certificate contacts - application accepted	One week after financial aid (FA) introduction text	Adult contact - accepted	Counselor
Deposit check-in	<First Name>, we are so excited that you applied to <School Name>. To secure your attendance for <Term>, please give me a call. I'll walk you through the deposit process.	All adult / non-traditional / certificate contacts - application accepted	One week after FA review	Adult contact - accepted	Counselor
Confirmation of status (pre-registration)	Hi <First Name>, thank you for submitting your deposit! To get the most out of your experience, we will connect you with your academic advisor and other important contacts so you have a guide as you register for classes at <School Name>. More details to come!	All adult / non-traditional / certificate contacts - application incomplete	1-2 business days after deposit	Adult contact - deposited	Counselor
Incomplete application	Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. We are missing <Documents> from your application. The final deadline is <Date>. Please let me know if you have any questions or if I can assist.	All adult / non-traditional / certificate contacts - application incomplete	3 business days after incomplete application submission	Adult contact - incomplete application	Counselor

Adults & Post-Traditional contacts

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Incomplete financial aid	<div>Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. Thank you for submitting financial aid information. We would like to review your aid eligibility, but we still need <Documents>. Please call <Number> for more information.</div>	All adult/ non-traditional / certificate contacts - application accepted, financial aid incomplete	3 business days after incomplete application submission	Adult contact - accepted but incomplete financial aid	Counselor

Online Students

“Students love having someone to reach out to and talk to whenever they need. I’ve noticed that it’s helped our new students especially feel more comfortable with being online students because they don’t feel so disconnected from people that can help.”

- Tennessee Board of Regents eCampus

Online students need flexibility and support but, because they are often working and juggling a busy home life, they can be tough to reach. Cadence is agile, responsive, and ideal for their needs.

Targeted Goals

- > Provide online students with a reliable and convenient means of communication due to the absence of a set class structure
- > Be personal and timely to more closely replicate an on-campus experience
- > Connect students to appropriate resources, chat rooms, and virtual/social networking opportunities to improve their sense of community

Additional Content / Links

[Communicating with online students](#)

[Top three considerations when selecting a texting platform](#)

Online Students

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Inquiry	Hi <First Name>! My name is <User First Name> and I work with <School Name>. Thank you for your interest in our <Program>. I'm scheduling appointments this week to answer questions and discuss next steps. Are you interested in setting up a time to learn more?	All online contacts / inquiry	Within 24 hours of inquiry	Counselor
Application push	Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. We're reviewing applications for <Term> and I see that your application is incomplete. Please check your email to review outstanding requirements. Text me if you have any questions!	All online contacts / applied	One week after inquiry	Counselor
Application complete	Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. We're letting you know your application was received. We'll review it as quickly as possible and have a decision out soon. Please let me know if you have any questions.	All online contacts / complete application	Within 24 hours after complete	Counselor
Acceptance	Hi <First Name>, you'll receive a very important letter soon - a letter informing you of your acceptance to <School Name>! Congratulations! Welcome to the <Mascot> family!	All online contacts / application accepted	48 hours after accepted decision	Counselor
Financial aid introduction	Hi <First Name>, congratulations again on your acceptance to <School Name>. We know that you are making an investment in your education and career. We have resources to help. Please check your email for details about completing <Financial Aid / FAFSA / Profile> forms using <School Code> by <Date>. Reach out if you have any questions!	All online contacts / application accepted	One week after accepted decision	Counselor

Online Students

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Financial aid check-in	Hi <First Name>, it's <User First Name> from <School Name>. We sent out your financial aid options. Please let me know if you have any questions.	All online contacts - application accepted	One week after financial aid introduction text	Counselor
Confirmation of status (pre-registration)	Hi <First Name>, thank you for submitting your deposit! To get the most out of your experience, we will connect you with your academic advisor and other important contacts so you have a guide as you register for classes at <School Name>. More details to come!	All online contacts - application accepted	1-2 business days after deposit	Counselor
Incomplete application	Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. We are missing <Document(s)> from your application. The final deadline is <Date>. Please let me know if you have any questions or if I can assist.	All online contacts - application incomplete	3 days after incomplete application submission	Counselor
Incomplete financial aid	Hi <First Name>, it's <User First Name>, your admissions counselor at <School Name>. Thank you for submitting financial aid information. We would like to review your aid eligibility, but we still need <Document(s)>. Please call <Number> for more information.	All online contacts - financial aid incomplete	3 days after incomplete application submission	Counselor
Advisor / Orientation hand-off	We are thrilled that you decided on <School Name>! Moving forward, your main contact will be your advisor, <Advisor First Name>. You can expect an email from <Advisor First Name> outlining support resources and online communities available to get you off to a quick start. Best of luck and let me know if you need anything along the way! <Emoji>	All online contacts - deposited	June	Counselor

Online Students

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Opt-in for offices	Hi <First Name> it's <User First Name>. We have a lot of offices providing services for our students. We do not want to bombard you with info you don't want / need. Can you please respond to an email we have just sent to confirm your preferences for which offices you'll want information from?	All online contacts	First week of semester	CIO / contact Services / Student Life / Advising / Orientation
Faculty introduction	Hi <First Name> it's <User First Name>. Welcome to <Class Name> at <School Name>! As you prepare for our first classes, please feel free to reach out to me at this number or at <User Email>. Can I help you with anything in the interim?	All contacts	Prior to start of new class	Faculty Members

Academic Support Services

“We rely heavily on images to get students through many of our processes. Texting with Cadence, I can quickly help students fill in the blanks.”

- Stevenson University

Ensure students are receiving the proper attention to succeed. Cadence can help you nudge, send information, and answer questions quickly and efficiently.

Targeted Goals

- > Focus on serving students first and providing accommodations second
- > Follow FERPA / HIPAA compliance
- > Emphasize that accommodations or mandated services are not punishment, rather support
- > Recruit and retain harder-to-reach students who require more support
- > Provide easy access to information, deadlines, etc.
- > Give proof of success for grant-funded programs

Additional Content / Links

[\[Case Study\] Texting at Carroll University improves student outcomes](#)

[\[Webinar\] Texting throughout the student lifecycle](#)

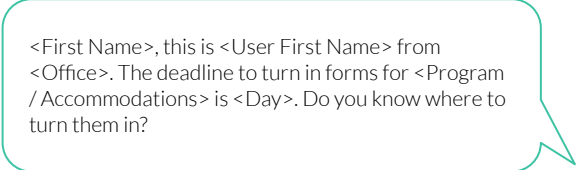
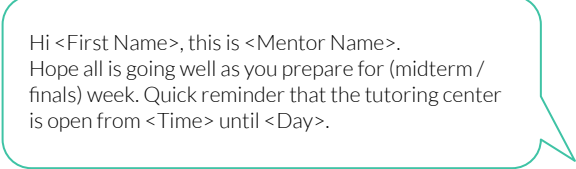
Academic Support Services

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Resources	Hi <First Name> it's <Advisor Name>. If you find you need any tutoring, assistance with writing, math, or any subject, please feel free to text me or our team of specialists here at <Shared Inbox Number>. We're all here to help.	All contacts	After first week of semester	Academic / Program Advisor
Appointment reminder	Hi <First Name> it's <Advisor Name>. Thanks for agreeing to meet with me. Just a reminder that we're scheduled for <Date> at <Time> in <Location>. Are you still available?	All contacts	After first week of semester	Academic / Program Advisor
Accommodations	Hi <First Name> it's <Advisor Name>. I'd like you to review your accommodations and finalize them for this semester. When would be a good time to meet?	contacts with Section 504 protections	As needed	Academic / Program Advisor
Introduction	Hi <First Name> this is <User First Name> and I will be your (Advisor / Mentor / Success Coach) this semester. Please save this number and reach out by call or text if you have any questions. Looking forward to working with you!	All contacts	Upon mentor assignment	Academic / Program Advisor
Special event RSVP	Good morning <First Name>! <User First Name> from <Office> here. Don't forget, the deadline to sign up for <Event> is this <Day>. Do you need help signing up?	contact in specific program	As needed when event is scheduled	Academic / Program Advisor

Academic Support Services

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Form deadline		contact in specific program	As needed	Academic / Program Advisor
Mid-term / Finals check-in		All contacts	Halfway through semester / end of semester	Academic / Program Advisor

Athletics / E-Sports

“We’ve seen engagement through texting help increase our application completion rate from 70 to 75%.”

- Oklahoma Baptist University

In the increasingly popular and growing world of E-sports, it’s almost impossible to engage with athletes via email. Texting is the best way to meet students and prospective students where they are, for recruiting and relationship-building.

Targeted Goals

- > Set up recruiting appointments as well as follow-up surveys.
- > Schedule campus visits and coordinate online meetings
- > Send reminders for deadlines and collect missing paperwork
- > Establish fan development on campus and encourage support

Additional Content / Links

[Communicating with online students](#)

[Podcast] [Joe Nocera on paying college athletes](#)

[Webinar] [The use of texting for intercollegiate athletics](#)

Athletics: E-Sports

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Recruiting form	Hi <First Name>, it's <User First Name>. I wanted to remind you to fill out your recruiting profile. Did you have any questions?	Prospective student-athlete	Within 48 hours of interaction and after recruiting quiet period / restrictions	Prospective student-athlete	Recruiting Coach
Form confirmation	Hi <First Name>, it's <User First Name>. Thanks for filling out your recruiting profile. We'll be in touch. Why are you considering (School Name)?	Prospective student-athlete	Within 48 hours of interaction and after recruiting quiet period / restrictions	Prospective student-athlete	Recruiting Coach
Grades accomplishment	Hi <First Name>, it's <User First Name>. (Recruiter name) informed me of your grades this (quarter / semester). Congratulations and keep up the great work!	Prospective student-athlete	Within 48 hours of interaction and after recruiting quiet period / restrictions	Prospective student-athlete	Head Coach
Athletic / performance accomplishment	Hi <First Name>, I just heard about (performance / achievement). That's incredible! Congratulations and let's stay in touch.	Prospective student-athlete	Within 48 hours of interaction and after recruiting quiet period / restrictions	Prospective student-athlete	Head Coach
Official visit scheduling	Hi <First Name>, it's <User First Name>. We'd love to host you for an official visit. How does (Date) work for you and your family? Do you have any dietary restrictions we should know about?	Prospective student-athlete	Campus visit window	Prospective student-athlete	Head Coach

Athletics: E-Sports

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
National letter of intent confirmation	Hi <First Name>, it's <User First Name>. Thank you for visiting (School Name), meeting with us, and choosing to become a (mascot). We've processed your national letter of intent. We'll be in touch as you prepare for your time here.	Committed student-athlete	Signing period	Prospective student-athlete	Head Coach
Orientation reminder	Hi <First Name>, it's <User First Name>. Congratulations on becoming a (mascot)! I wanted to remind you to check your email to register for Orientation. Please let me or any of the coaches know if we can help you through your paperwork.	Incoming student-athlete	Spring / Summer before first year	Incoming student-athlete	Assistant Coach / Operations
Orientation confirmation	Hi <First Name>, it's <User First Name>. I wanted to confirm that you were attending Orientation on (Date). Have you completed all of your forms, and are you registered for all of your meetings? Let's schedule some time to talk while you're here.	Orientation	1 week before orientation	Incoming student-athlete	Assistant Coach / Operations
Team event reminder	Hi <First Name>, it's <User First Name>. Remember we're (practicing / leaving for trip / lifting / etc.) at (Time) at (Location) on (Day / Date). Please be there at (time). Did you have any questions?	Team activity	72 hours before event	Student-athlete	Assistant Coach / Operations
Fan development	Hi <First Name>, it's <User First Name>. We really need your help! Can you come out and support our (Team Name) on (Date / Time) at (Location) against (Opponent)?	Event attendance	48 hours prior to content	Fans	Assistant Coach / Operations

Athletics: E-Sports

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Fan engagement	<div>Hi <First Name>, it's <User First Name>. Great job! You really helped our team. Can you help us again on (Date) at (Time) in (Location)?</div>	Event attendance	Within 4 hours of a victory	Fans	Assistant Coach / Operations

Campus Ministry

"We get direct feedback from students, even via email, about their positive experiences with texting."
- Nazareth College

Whether your staff is organizing services or gathering volunteers to participate in campus charity events, it's crucial to be able to reach students where they with texting. Cadence allows you to organize your messages, establish touchpoints throughout the semester, and create meaningful, 1-on-1 conversations.

Targeted Goals

- > Find and sign up volunteers for service and charity events
- > Promote special event speakers and encourage participation
- > Increase attendance at campus services with text reminders
- > Send positive affirmations and increase engagement with individual students seeking guidance

Additional Content / Links

[Top 5 best practices for texting across the student lifecycle](#)

[\[Podcast\] We get to do this - caring in college admissions with Brennan Barnard](#)

[Effective use of texting across the enterprise](#)

Campus Ministry

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Community engagement	Hello <First Name>! This is <User First Name> from <Program Name>. I hope your first week of classes are going well. <School First Name> has many opportunities for faith formation, small group gatherings, and special events. Are you interested in receiving occasional text updates? Y / N	New contacts	After first week of classes	Program Director, Cadence Shared Inbox
Service opportunity	Hi <First Name>! Are you in need of additional service hours this semester? <School Name> is in need of volunteers for (Event) on <Date> @ <Time>. Are you interested?	Current contacts that have not met service requirements	As needed	Office Coordinator
Faith formation	Hello <First Name>! We have our Faith Formation line-up of speakers, special events, and small group discussions posted online! Check your email for more details. Text if you have any questions. <Team Name>.			
Praise & worship event	<School> Chapel meets every Thursday morning @ <Time>. Bring a friend & end the week strong in presence of the Lord! Blessings, Chapel Ministries 🕯️.	Current contacts that opted in for Mass updates	As needed	Office Coordinator
Guest speaker	Hello <First Name>! <Speaker Name> is visiting <Hall Name> to talk about (Topic). Event is free and pizza will be served 🍕. Meeting time is (Time) and in (Location). Hope to see you there!	contacts that opted-In	As needed	Office Coordinator

Campus Ministry

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Motivational	<p>Word of the day is "reflecting." We are created to be image bearers. To be an image bearer is to act / mirror God. So who are we reflecting?</p>	contacts enrolled in the BOLD 40 day challenge		Program Leader
Welcome message from the president	<p>Hi <First Name>, this is <President First Name>. We are looking forward to you joining the Mongoose family in the <Term>! If you have any questions, please feel free to text me. Come by my office to say "hi" once you are on campus! Welcome to the family!</p>	Confirmed contacts	As needed	University President
Service schedule during break	<p>Hi <First Name>! I wanted to remind you that (Services) will be available on (Date) at (Time) in (Location) during our break.</p>	On campus contacts	As needed	Office Coordinator
Small group gathering	<p>Hi <First Name>! <Group Name> is hosting (Small Group) on (Day) at (Time). Attendance is not required each week. Please bring (materials). We look forward to a great discussion!</p>	contacts that opted-In	As needed	Program Leader

Commencement

"We've seen text response rates range from 50-60% consistently."

- Oklahoma Baptist University

Texting helps reach students at important touchpoints throughout the lifecycle, so why wouldn't it benefit both students and staff for commencement? Share key details and important feedback surveys to ensure students are getting the most out of their time spent at your institution.

Targeted Goals

- > Ensure that students have everything they need for commencement
- > Increase participation in year-end surveys for curriculum and staff members
- > Promote guest speakers and on-campus volunteer opportunities

Additional Content / Links

[How to text students and parents without breaking privacy laws](#)

[Effective use of texting across the enterprise](#)

Commencement

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Save the date for commencement	Hi <First Name>, this is <User First Name>. Can you believe commencement is right around the corner? Please save the date for <Date>! Let me know if you have any questions!	Graduating contact	As needed	Commencement Office
Cap and gown pickup	Hi <First Name>, this is <User First Name>. Cap and gowns are HERE! Please pick up before <Date> in <Office>!	Graduating contact	As needed	Commencement Office
Faculty speaker nominations	Hi <First Name>, this is <User First Name> from <School>! Did one of our faculty members make an impact on your time here? Please nominate your most influential faculty to speak at this year's commencement by emailing your nominations to <Email>.	Graduating contact	As needed	Commencement Office
Cap decorating even	Hi <First Name>, this is <User First Name>. Time to add some special flair to your graduation caps! Please join us in <Office> to decorate your cap for commencement 2020!	Graduating contact	As needed	Commencement Office
Hashtag / social media awareness	Hey <First Name>, this is <User First Name> from <Office>! This year's commencement hashtag is #GRAD2020. Please tag your social media posts for a chance to be featured!	Graduating contact	As needed	Commencement Office

Commencement

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Pick up your tickets	Good morning <First Name>! This is <User First Name>. Tickets are now ready for family and friends to attend commencement! When you pick up your tickets, this is also when you can add yourself to the ticket waitlist. See you in <Office>!	Graduating contact	As needed	Commencement Office
Student volunteers	Hi <First Name>, this is <User First Name>. Looking for one last job opportunity to round out the semester? We're looking for students to help with commencement including helping with check-in and ushering. Might you be interested?	Current contacts	As needed	Commencement Office
Speaker announcements	Hi <First Name>, this is <User First Name>. Proud to announce our student speaker this Year is <Student>! Please join me in congratulating him / her!	Graduating contact	As needed	Commencement Office
Where to park	Good morning <First Name>! This is <User First Name>. Please see the attached map so you know where to park on commencement day! See you on <Date>!	Graduating contact	As needed	Commencement Office
Prohibited items	Hey <First Name>, this is <User First Name> from <Office>! Please remember to leave <These Items> at home on commencement day! Let me know if you have any questions!	Graduating contact	As needed	Commencement Office

Commencement

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Guest directions	Hi <First Name>, this is <User First Name>. We are thrilled to see you at our upcoming commencement ceremony. Doors for the ceremony will open at <Time>. Guests should enter through <Door>. Please see the attached map!	Guests of the Graduate	As needed	
Student directions	Hi <First Name>, this is <User First Name> from <School>! We are thrilled to see you at our upcoming commencement ceremony. Students should arrive at at <Time> on the day of the event and enter through <Door>. Please see the attached map!	Graduating contact	As needed	
Commencement reception	Hey <First Name>, this is <User First Name> from <Office>! We would be thrilled to see you and your families at commencement reception. It's at <Time> following the ceremony. Hope to see you there!	Graduating contact	As needed	Commencement Office
Join alumni board	Hi <First Name>, this is <User First Name> from <School>! Welcome to our alumni family! Stay connected to <School> and join the alumni board. Our first meeting is <Date>! See you there!	Graduating contact	As needed	Commencement Office

Counseling

“Cadence really improves the efficiency of our counseling staff. They’re able to drop a message to any number of students at the same time, yet do it in a way that’s super personal.”

- Oklahoma Christian University

Cadence allows you check in with students and quickly respond to their questions. Whether it’s making students aware that counseling is available during final weeks or reminding them of an appointment, texting is a more efficient way to engage.

Targeted Goals

- Provide appointment confirmations and deadline reminders while generating awareness for health/wellness related events, resources, and initiatives
- Set up face-to-face meetings and prompt students to check their emails regarding important calls to action
- Provide information separate from the school’s emergency notification system to avoid infringing upon formal policies or FERPA/HIPAA laws

Additional Content / Links

[Text nudges to engage students](#)

[Increased enrollment yield with texting - exploring the data](#)

Counseling

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Resources	Hi <First Name> it's <User First Name>. If you find that you ever need to talk about anything: school, home, friends, your residence hall - anything - please feel free to stop by our office in <Location>. Your information is always confidential and we're absolutely here to help.	All contacts	Twice during semester	Counseling Center
First year check-in	Hi <First Name> it's <User First Name> from the Counseling Office. We would love to hear how your first semester is going. Please complete the short survey we have emailed you, and let me know if there is anything I can do to help your semester be a successful one! <Emoji>	First-year contacts / Transfer contacts	Two weeks into semester	Counseling Center
Appointment reminder	Hi <First Name> it's <User First Name>. Just a reminder that we're scheduled to meet at <Time> on <Date> in <Location>. I look forward to seeing you!	contacts with appointments	24 hours before appointment	Counselor
Appointment confirmation	Hi <First Name> it's <User First Name>. Just a reminder that our next meeting is at <Time> on <Date> in <Location>. Let me know if anything changes, see you then!	contacts with appointments	24 hours after scheduling next appointment	Counselor
Forms	Hi <First Name> it's <User First Name>. To continue our services, we'll need you to complete some paperwork. Do you mind stopping by and I can walk you through the forms?	contacts with expiring or mandated services	24 hours after last appointment	Counselor

Counseling

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Student gathering opportunity	Hi <First Name>! I wanted to let you know that <Club Name> is hosting a meet and greet in <Location> to share more details about their involvement on campus. Food and drinks provided! <Emoji> Thought you might be interested. Check out our website for more details.	contacts seeking community involvement	Two days before gathering	Counseling Center
Exam / Finals preparation	Hi <First Name>! Don't forget to "chill out" during exam week! <Emoji> To help you prep for finals week, the Counseling Office is hosting an ice cream social in <Location> on <Date> designed for you to relax, focus, and rejuvenate during the week of exams. Hope you will join us! More details can be found on our website.	All contacts	Two weeks before finals	Counseling Center
Wellness / Health event	Hi <First Name>! The Health Office is hosting Zumba classes on the lawn outside of <Hall> at the start of each hour from 12pm-4pm tomorrow. Dress comfy and bring your dance moves!	All contacts	Day before event	Wellness / Health Office

Student Ambassadors

"We've seen a .86 correlation between students who have both texted and committed, which is outstanding. Might be one of our strongest indicators."

- University of Oregon

Texting with Cadence allows staff and current students to establish meaningful connections with prospective students, and those relationships go a long way toward helping prospective students decide which school they'll attend.

Targeted Goals

- > Schedule meetings and campus tours
- > Increase attendance and participation for events, panels and volunteer opportunities
- > Establish relationships with prospective students and strengthen connections with current students

Additional Content / Links

[Put more students in the seats for on-campus events](#)

[Effective use of texting across the enterprise](#)

[Why do you need a texting communications plan?](#)

Student Ambassadors

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Event sign up	Hi <First Name>, this is <User First Name>. We have an upcoming <Event> and we're looking for workers. Would you be interested in helping out?	Current contacts	As needed	Current contacts	Supervisor
Event reminder	Hey <First Name>, this is <User First Name> from <Office>! Just a reminder that you signed up for <Event> on <Date>! See you at <Building> at <Time>.	Current contacts	As needed	Current contacts	Supervisor
Call night	Hey <First Name>, this is <User First Name> from <Office>! Looking for an opportunity to make some extra money this semester? We're looking for students to participate in a call night on <Date>. Let me know if you're interested!	Current contacts	As needed	Current contacts	Supervisor
Volunteer opportunity	Hi <First Name>, this is <User First Name> from <School>! <Team / Office> is hosting a volunteer day for <Holiday / Cause> to help people in the community. Would you be interested in attending?	Current contacts	As needed	Current contacts	Supervisor
Student panel participation	Hi <First Name>, this is <User First Name>. We're looking for current students in <Program> to volunteer for a student panel for our upcoming event. Would you be interested in participating and talking about your experience as a student?	Current contacts	As needed	Current contacts	Supervisor

Student Ambassadors

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Prospective student reachout	Hi <First Name>, this is <User First Name> from <School>! Who doesn't love to text? We're looking for current students willing to text prospective students for a "Text Night Takeover" where prospective students are invited to text in their questions. Can we count on your participation?	Current contacts	As needed	Current contacts	Supervisor
Social media opportunities	Hi <First Name>, this is <User First Name>. Want to be an instagram star? We're looking for students willing to be photographed for marketing! Are you free on this <Date>?	Current contacts	As needed	Current contacts	Supervisor
Focus groups	Good morning <First Name>! This is <User First Name>. We're looking to really get a feel for how current students are feeling on campus. Would you be willing to participate in a focus group to help make positive changes at our school?	Current contacts	As needed	Current contacts	Supervisor
Tour reminder	Hey <First Name>, this is <User First Name> from <Office>! Just a reminder that you are scheduled for a tour on <Date>! Please be here 15 minutes before.	Current contacts	As needed	Current contacts	Supervisor
Tour cancellation	Hi <First Name>, this is <User First Name> from <School>! A quick update- your tour today has been cancelled. We apologize for the inconvenience. Thanks!	Current contacts	As needed	Current contacts	Supervisor

Student Ambassadors

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Tour added	Hi <First Name>, this is <User First Name>. A tour today was added for your allotted time. Please be here at <Time>. Thanks!	Current contacts	As needed	Current contacts	Supervisor
Staff meetings	Hi <First Name>, this is <User First Name> from <School>! Our ambassador meeting this month is on <Date>! See you at <Time> in <Office>!	Current contacts	As needed	Current contacts	Supervisor
Student of the month	Hi <First Name>, this is <User First Name>. Congratulations to our ambassador of the month, <Name>!! Thank you for all the great work this month!	Current contacts	As needed	Current contacts	Supervisor
Upcoming interview	Hey <First Name>, this is <User First Name> from <Office> here to remind you that our year end interview is coming up on <Date>! Please come prepared with 3 of your accomplishments this semester and one area where you would like to improve for next year!	Current contacts	As needed	Current contacts	Supervisor

Student Life

"We had 469 replies that provided information we wouldn't have without texting from Cadence."
- Campbell University

While getting students involved can be challenging, it's easier once you've established a line of communication with which they're comfortable. Texting with Cadence allows you to gauge interest and provide information, as well as solicit feedback with something as simple as an emoji response.

Targeted Goals

- > Provide information on events, activities, and school programs
- > Follow up after events with timely surveys via email for valuable feedback
- > Consider setting up a shared inbox for your team to manage event communications
- > Gather explicit opt-ins, when possible, to avoid coming off as spam

Additional Content / Links

[\[Podcast\] Communicating with Gen Z students](#)

[Five novel uses of texting to engage students](#)

Student Life

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Opt-in for events	Hi <First Name> it's <User First Name>. We have so much to offer at <School Name>, but we do not want to spam you. Please let me know which of these topics interest you: Volunteering, Networking, Mentoring, Athletics, Student Leadership, Academic / Honors Societies, and / or Campus Events.	All contacts	First week of semester	Student Life / Campus Activities Office
Campus event	Hi <First Name> it's <User First Name>. A quick reminder that the <Event> will be in <Location> at <Time>. We'll have <entertainment / food / giveaways, etc.> We'd love to see you there. Can you make it?	contacts who have opted in	Day of event	Student Life / Campus Activities Office
Event evaluation	Hi <First Name>! Thank you for coming to <event>! Can you respond with a GIF or emoji to tell us how everything went for you? Do you have any suggestions or ideas on how we can improve for the future?	contacts who attended event	24 hours after event	Student Life / Campus Activities Office
Volunteer opportunities	Hi <First Name> it's <User First Name>. We need some students to help <Organization> with <Task>. It's at <Time> until <Time> on <Date> at <Location>. Are you able to help us?	contacts who have opted in	2 weeks before opportunity	Student Life / Campus Activities Office
Volunteer confirmation	Hi <First Name> it's <User First Name>. Thanks for offering to join us at <Location> on <Date> at <Time>. Are you still available to help us?	Student volunteers	24 hours before opportunity	Student Life / Campus Activities Office

Student Life

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Starting a club	Hi <First Name> it's <User First Name>. Were you interested in starting a campus organization? All it takes is a simple form, <Minimum Number> members, an advisor, and approval from our Student Government. Stop by and I'd be happy to walk you through the process.	Specific contacts	Second week of semester	Student Life / Campus Activities Office
Student government elections	Hi <First Name> it's <User First Name>. Student Government elections are on <Date> starting at <Time> until <Time>. These leaders directly represent you. If you're interested in voting please go to <Location>. Please let me know if you have any questions.	contacts who have opted in	Second week of semester	Student Life / Campus Activities Office
Involvement fairs	Hi <First Name> it's <User First Name>. Are you interested in starting or joining a campus organization? Stop by <Location> on <Date> at <Time>. Representatives from nearly every student organization will be in attendance. We can also help you start your own. Are you interested in attending?	contacts who have not opted into anything	When applicable	Student Life / Campus Activities Office
Missed orientation	Hi <First Name>, <User First Name> from Student Services here. We missed you at orientation! Can we get a meeting set up to cover everything you missed?	contacts who did not attend orientation	Day after orientation	Student Life / Campus Activities Office

Student Services

“Texting has been a great channel to deliver top-quality service and ensure that students, parents, and other stakeholders’ needs are getting met.”

- Rochester Institute of Technology

The best campuses provide services to students beyond the classroom. Cadence helps ensure students’ needs are met, not just academically, but also practically, via texts that alert students of housing, parking, deadlines, missing medical forms, and more.

Targeted Goals

- > Obtain opt-ins so students aren’t inundated with irrelevant info
- > Follow up after events with timely surveys via email for valuable feedback
- > Consider setting up a shared inbox for your team to manage event communications

Additional Content / Links

[Managing texting preferences in an enterprise environment](#)

[\[Podcast\] Managing texting preferences](#)

[Texting policy for your campus](#)

Student Services

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Opt-in for offices	Hi <First Name> it's <User First Name>. We have a lot of offices providing services for our students. We do not want to send info you don't want / need. Can you please check your email to confirm your preferences for which offices you'll want information?	All new contacts	First week of semester	CIO / Student Services / Student Life / Advising / Orientation
Incoming student checklist	Hi <First Name> it's <User First Name> from <School Name>!. Before classes start, be sure to (include any relevant tasks here). Do you have any questions in the meantime?	All new contacts	Two months before next semester	CIO / Student Services / Student Life / Advising / Orientation / Registrar / Bursar
Missing information reminder	Hi <First Name> it's <User First Name>. Welcome to <School Name>!. As you prepare for your arrival on campus, just a reminder that we need the following information: <Missing Documents>. Please give me a call or send me back a text if I can help in any way.	All new contacts	Weekly until documents are complete	CIO / Student Services / Student Life / Advising / Orientation / Registrar / Bursar
Planning for first year	Hi <First Name> it's <User First Name>. We are so excited that you are joining the <School Name> community! Check your email for some helpful hints to make sure you hit the ground running when you arrive.	All new contacts	One week before new semester	CIO / Student Services / Student Life / Advising / Orientation / Registrar / Bursar
Office / Building hours	Hi <First Name> it's <User First Name>. Thanks for your interest in <Office / Program>. You can stop by our office on <Day(s)> from <Hours>. Please feel free to call or text me if I can help in any way.	All new contacts	First month of semester	Office Contact

Student Services

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Library extended study hours	Hi <First Name> it's <User First Name>. With <Midterms / Finals> occurring, we've extended our hours. Our new hours are <Time to Time> from <Date to Date>. Please let me know if I can help with anything!	contacts who have opted in	As necessary	Office Contact
Housing options	Hi <First Name> it's <User First Name>. Did you need any help setting up your housing for <Term>? If so, please stop by <Office>. We have someone available from <Times> from <Days>. You can also call or text me here, too.	contacts who have opted in	As necessary	Office Contact
Parking passes	Hi <First Name> it's <User First Name>. Did you need to secure a parking pass on campus? If so, please stop by <Office> from <Times> on <Days> and we'll set that up for you.	contacts who have opted in	As necessary	Office Contact
Study abroad opportunities	Hi <First Name> it's <User First Name>. So many students are interested in studying abroad in places like <Location(s)>. Are you interested in spending a semester abroad? If you are, please stop by the <Office> from <Hours> on <Days>. Feel free to call or text me here, too.	contacts who have opted in	As necessary	Office Contact
Public transportation options	Hi <First Name> it's <User First Name>. We want to help you take advantage of everything <College Town> has to offer. To help, we provide <Resource(s)>. Please call / text me here if you have any questions.	contacts who have opted in	As necessary	Office Contact

Residence Life

"The best part of using Cadence to text students is being able to be personal, direct, and friendly with them while still being efficient at a large scale."

- University of Maine at Farmington

Cadence is a proven tool for helping schools make new students feel more comfortable with adjusting to college life while also keeping current students engaged with important tasks and everyday needs.

Targeted Goals

- > Confirm appointments and send application reminders
- > Provide general encouragement and offer support
- > Send important residence life notifications
- > Utilize a shared inbox to process housing deposits

Additional Content / Links

[\[Case Study\] Texting at Carroll University improves student outcomes](#)

[When and how to use text nudges on campus](#)

[Top 5 best practices for texting across the student lifecycle](#)

Residence Life

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
RA intro	Hey <First Name>, welcome to <Residence Hall Name>! Your RA for this semester will be <User First Name>. Would you like to set up a time to meet with them?	Current contact	First week of classes	Current contact	RA
RA application	Hey <First Name>, it's your RA here! Want to become an RA just like me? Join me in <Location> on <Date> to learn all about the benefits and opportunities when you're an RA! 👍	Current contact	Summer	Current contact	Housing Director
Floor event	<First Name>, this is <User First Name> from Res Life! I'm so excited to welcome you <Hall>. We're putting on <Event> on <Date>, would you like to come?	Current contact	As needed	Current contact	RA
Hall closing	Hi <First Name>, it's <User First Name> from Res Life. <Residence Hall> will be closed from <Date>. Did you need any assistance with housing while we shut down? Can I help with anything on my end?	Current contact	As needed	Current contact	Housing Director
Dining hall options	Hi <First Name>, <User First Name> from Res Life here. There are so many options on campus to meet your Dining needs. Can I send you some info on all the locations where you can eat?	Current contact	First week of classes	Current contact	Housing Director

Residence Life

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Housing app open	Hi <First Name>, <User First Name> from Res Life here! Housing apps are OPEN! Make sure you get it filled out before <Date> to get first priority! 🏠	Prospective contact	Spring semester	Applicant	Admissions
Housing violation	Hi <First Name> it's <User First Name> from <Residence Life / Housing>. You have a housing violation due to (Action) on (Date). I'd like to meet to review what happened and how we move forward. When are you available?	Current contact	As needed	Applicant	Housing Director
Missing housing forms	Hi <First Name>, it's <User First Name> from <Residence Life / Housing>. We had you listed as living on campus for next semester, but we're missing some updates. Can you give me a call or text me back so we can review what we still need?	Prospective contact	Spring semester	Applicant	Admissions
Missing immunization forms	Hi <First Name> it's <User First Name> from <Residence Life / Housing>. We had you listed as living on campus for next semester, but we're missing your immunization records. Can you give me a call or text me back so we can review what we still need?	Prospective contact	As needed	Applicant	Student Life
Missing roommate contract	Hi <First Name> it's <User First Name> from <Residence Life / Housing>. We do not have your roommate contract. We're here to help. Were there any questions or challenges?	Prospective contact	Spring semester	Applicant	Admissions

Residence Life

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Housing deposit needed	Hi <First Name> it's <User First Name> from <Residence Life / Housing>. We need your housing deposit to secure your housing <next semester / term>. Can you give me a call so we can process that information?	Prospective contact	Spring semester	Applicant	Admissions
RA training	<First Name>, welcome back to campus from the Res Life team! Just a reminder that RA training is TODAY! Please meet us all in <Hall> no later than <Time>! See you soon!	Current contact	Summer	Current contact	RA
Room selection	Hi <First Name>, it's <User First Name> from <Residence Life / Housing>. We need your housing application and deposit to secure your housing <Next Semester / Term>. Can you give me a call so we can process that information?	Prospective contact	Spring semester	Applicant	Housing Director

Retention

“Our freshman retention rate went up over five percentage points with texting.”

- Aurora University

You’re tasked with keeping students on track for graduation, and that means providing them with the proper resources to succeed. Cadence is a proven tool for helping schools engage with at-risk students in their preferred method of communication.

Targeted Goals

- > Confirm contact information and obtain consent for each semester or academic year
- > Provide general encouragement and offer support
- > Utilize a shared inbox to triage for financial, academic, social, or administrative challenges

Additional Content / Links

[\[Case Study\] Texting at Carroll University improves student outcomes](#)

[When and how to use text nudges on campus](#)

[Using a phone to text students is \(now\) a bad idea](#)

Retention

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Resources	Hi <First Name> it's <Advisor Name>. If you find you need any support for any challenges, academic, social, financial, or anything - please feel free to text me or text our team of specialists at <Shared Inbox Number>.	All contacts	After first month of semester	All enrolled contacts	Academic / Program Advisor
Mid-term check-in	Hi <First Name> it's <Advisor Name> from <Office>. Wanted to wish you good luck on the midterms. Is there anything I can help with?	All contacts	Two weeks prior to midterm	All enrolled contacts	Academic / Program Advisor
Registration planning	Hi <First Name> it's <Advisor Name> from <Office>. It's time to start preparing for the next semester. When can we meet to review your new schedule?	All contacts	Two weeks prior to registration	All enrolled contacts	Academic / Program Advisor
Registration reminder	Hi <First Name> it's <User First Name> from <Office>. Registration is coming up on <Day / Date / Time>. Do you have any questions? Do you have your registration information?	All contacts	48 hours prior to registration	All enrolled contacts	Advisor / Registrar / Bursar
Faculty evaluations	Hi <First Name> it's <User First Name> from <Academic Advising / Academic Affairs>. We want to make sure you have a great classroom experience at <School Name>. Have you received any information to complete faculty evaluations? Do you have any questions or concerns?	All contacts	End of finals	All enrolled contacts	Academic / Program Advisor

Retention

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Financial hold	Hi <First Name> it's <User First Name> from <Office>. Registration is coming up and you have a financial hold. We want to make sure you can secure classes for next semester. Can I help with any arrangements?	contacts - financial hold	Four weeks prior to registration	contacts with financial holds	Advisor / Registrar / Bursar
Late registration	Hi <First Name>, it's <User First Name>, your academic advisor at <School Name>. We want to make sure you stay on track to graduate on time. How can we help you complete your registration for <Season> Term?	contacts - incomplete registration	One week after registration period	contacts with incomplete registration	Advisor / Registrar / Bursar
Missing academic requirements	Hi <First Name>, this is <User First Name>, your academic advisor. I noticed that you did not (schedule correct course / complete degree requirement). Do you need help with this? I'm here to help and want to make sure you graduate on time. Please let me know.	contacts - incomplete academic requirement	One week after semester end	contacts missing academic requirements	Academic / Program Advisor
Tutoring services	Hey <First Name>, it's <User First Name> from <Office> here. I noticed that you're having a little difficulty in <Class> and I want to make sure you're successful! There are tutoring services available. Would you like to meet to discuss?	Specific contacts	When needed	contacts at academic risk	Retention Counselor
General support	Hey <First Name>, <User First Name> from <Office> here! I just wanted to let you know we are here to support you and make sure you're successful on campus this semester. Is there anything I can help you with at this time?	All contacts	When needed	All enrolled contacts	Retention Counselor

Retention

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Specific class support	Hi <First Name> this is <User First Name> from the <Office>! Did you know we have services available for <Class>? This includes (tutoring / peer tutoring / tutoring from the professor). Do you know how to sign up for this?	Specific contacts	When needed	contacts at academic risk	Retention Counselor
First week check-in	<First Name>, this is <User First Name> from <Office> here! Welcome again to our campus and the <Mascot> team, we are so happy to have you! How did your first week of classes go?	All contacts	First week	All enrolled contacts	Retention Counselor
Mid-term check-in	<First Name>, this is <User First Name> from <Office> here. Midterms are coming up fast! Do you feel ready for your upcoming exams?	All contacts	Mid-semester	All enrolled contacts	Retention Counselor
Transfer check-in	<First Name>, this is <User First Name> from <Office> here. Once again, welcome to campus! I know you're a college pro, but I wanted to check in and see how your transition to <School Name> is going. Do you have any questions?	All transfers	First week	All transfer contacts	Retention Counselor
Difficulty in class	Hey <First Name>, <User First Name> from <Office> here. I noticed that you're having a little difficulty in <Class> and I want to make sure you're successful! Can we meet / can I let you know what tutoring services are available?	Specific contacts	When needed	contacts at academic risk	Retention Counselor

Retention

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Performance check-in	Hello <First Name>, we're halfway to midterms! Now is a good time to check your grades and change things up if you need to. Are you happy with your grades?	All contacts	When grades released	All enrolled contacts	Retention Counselor
Welcome back	Hello <First Name>, welcome back! This is <User First Name> from <School Name>. Please save this number for updates or questions about your time here! Books are available today - have you picked yours up yet?	All contacts	First week	All enrolled contacts	Retention Counselor
Congratulations	Congrats on finishing another semester, <First Name>! Have a happy and safe break, we will see you in the <Term>! Contact me with any questions you have about next semester over break.	All contacts	End of semester	All enrolled contacts	Retention Counselor

Alumni Relations

"With a simple texting campaign and 1-3 rating system, I am able to check in with alumni in multiple areas with the click of a button."

- University of South California Hybrid School

You've provided a great collegiate experience for your students, now it's time to keep them engaged. Cadence will make it easier to send updates, event notifications, as well as service and networking opportunities in a personal and efficient manner.

Targeted Goals

- > Introduce future graduates to the alumni association - and its benefits - before graduation
- > Create and / or continue a sense of connection to the campus community

Additional Content / Links

[\[Webinar\] Texting in Advancement](#)

[Changing the way we think about advancement and alumni identity](#)

[Legalities of texting alumni](#)

Alumni Relations

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Setting contact information	<First Name>, this is <User First Name>, from the <School Alumni Office>. Congratulations on your upcoming graduation! We want to help you stay connected and we will not spam you. Can we confirm this cell number for you?	All graduating contacts	Once grades are finalized	Alumni Officer
New graduates	Congrats <First Name>! Welcome to the <School Name> alumni family. This is <User First Name>. We want to verify what you want to know about. Please reference the email sent to finish this process and feel free to text this number any time if we can help with anything!	Recently graduated contacts	Heading into graduation week / weekend	Alumni Officer
Opt-ins	Congrats <First Name>! Welcome to the <School Name> alumni family. This is <User First Name>. We want to verify what you want to know about. Please indicate those interests by replying to the email we sent. And, feel free to text this number any time if we can help with anything!	Recent alums	One month after graduation	Alumni Officer
Check-in	Hi <First Name>, just a reminder that we are here to help you get settled into your career and community. Can I assist with anything on my end? Perhaps, I could connect you with mentor(s) in your field or area?	Recent alums	Two months after graduation	Alumni Officer
Affinity / Chapter event	Hi <First Name>, this is <User First Name> from <School Name> Alumni Relations. I wanted to let you know about <Event> at <Location> on <Date>. Would you be interested in learning more?	Alumni from specific school	Four weeks before event	Alumni Officer

Alumni Relations

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Homecoming	Hi <First Name>, it's <User First Name>, from <School Name>. <Homecoming / Alumni Weekend / Other Event> is coming up. Would you be interested in attending? Please call or text me if we can help with recommendations for accommodations or travel plans.	All alumni	Six weeks before event	Alumni Officer
Reverification	Hi, <First Name>, this is <User First Name>. We want to verify what you want to know about. Please indicate those interests via the email we just sent. Feel free to text this number any time if we can help with anything!	All alumni	Annually	Alumni Officer
Networking event	Hi <First Name>, this is <User First Name> from <School Name>. We are have a networking event on <Date> at <Location> for students who are hoping to connect and gain insight from those already successful in <Career / Field>. Will you be able to attend?	Applicable alumni	Four weeks before event	Alumni Officer
Mentoring students	Hi <First Name>, this is <User First Name> from <School Name>. I'm working with a <Student / Alumnus / Alumna> with a similar background. Do you mind if I connect you two? We'll have a networking event on <Date> at <Location>.	Applicable alumni	As needed	Alumni Officer

Annual Giving

"We have 11,000+ young alumni and 45% responded to our Giving Day texts."

- University of North Carolina at Charlotte

It's vital to keep momentum going when it comes to annual giving. Cadence helps you increase participation as well as organize your donors and messaging by affinity group, propensity to give, or any other way you wish to identify potential donors.

Targeted Goals

- > Send reminders of dates and events to increase alumni participation
- > Donor cultivation and stewardship
- > Pledge reminders and fulfillment
- > Provide enhancements to call centers, Day of Giving events, and other special projects

Additional Content / Links

[\[Webinar\] Texting in Advancement](#)

[\[Podcast\] Re-imagining advancement](#)

[Legalities of texting alumni](#)

[Is your medium sending the wrong message?](#)

Annual Giving

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Setting contact information	<First Name>, this is <User First Name>, from the <School Alumni Office>. Congratulations on your upcoming graduation! We want to help you stay connected but we will not spam you. Can we confirm this cell number for you?	All graduating contacts	Once grades are finalized	Gift Officer / Annual Fund User
Challenge gift	Hi <First Name>, this is <Alumnus/a First Name>. I volunteered to help with <School Name> Giving Day. If we reach <Goal>, <Donor> has pledged to contribute another <Amount>. We appreciate any help! No gift is too small. Please help us continue <Tradition / Cause> at <School Name>.	Prospective donors	Day of Giving / end of year	Gift Officer / Annual Fund User
Stewardship / affinity	Hi <First Name>, this is <User First Name> from <School Name>. We wanted to let you know about <Student Name> who <Shares Same Affinity> as you. They just <Insert Anecdote / Accomplishment>. You can see more information on our website.	All graduating contacts	One month after graduation	Gift Officer / Annual Fund Staff
Engagement story	Hi <First Name>, this is <User First Name> from <School Name>. We are surveying alumni to see what they love most about their time at <School Name>. Would you share with me what had the biggest impact on your experience as a student?	All alumni	Annually	Gift Officer / Annual Fund Staff
Payment by check	Hi, <First Name>, this is <User First Name>. Here is our address if you'd like to write a check: <Address>	All alumni	Annually	Gift Officer / Annual Fund Staff

Annual Giving

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Pledge soft solicitation	Hi <First Name>, thank you for everything you do for <School Name>. Could you offer your support to <Campaign Name>? With your donation we can <Goal>. No gift is too small, but every gift is greatly appreciated. Thank you!	Pledged donors	Annually	Gift Officer / Annual Fund Staff
Appeal - soft pledge	Hi <First Name>, thank you for taking the time to speak with <Student Caller's Name> today - and for considering a gift to support <Campaign Name>. You may make a gift or read more about how your gift would help students on our website.	Pledged donors	Annually	Gift Officer / Annual Fund Staff
Appeal - hard pledge	Hi <First Name>, thank you for taking the time to speak with <Student Caller's Name> today and for your pledge of support to benefit <Cause>. Please follow the link we have emailed you to complete your pledge.	Pledged donors	Annually	Gift Officer / Annual Fund Staff

Community Relations

“Our response rate on our inquiry request is incredibly high.”

- Nazareth College

Your campus is full of people who want to make a difference in their community, and there's no better way to bring them together than with texting. From organizing volunteers and scheduling events, texting is the most effective way to increase participation in the community.

Targeted Goals

- > Schedule volunteer CTA messages to form community outreach teams
- > Organize community events and spread good will
- > Alert volunteers of important information and last-minute changes

Additional Content / Links

[\[Podcast\] Setting your school apart and creating value](#)

[When and how to use text nudges on campus](#)

[Put more students in the seats for on-campus events](#)

Community Relations

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Volunteer outreach	Hi <First Name>, this is <User First Name> from <Office>. We have an opportunity to give back to our community and volunteer at <Location>. Are you interested in joining us?	New contacts	As needed	Initial	Office Staff
Confirmed volunteers reminder	Hi <First Name>, this is <User First Name> from <Office>. Just a reminder that the bus for our volunteer event at <Location> will leave at <Time>. We'll see you then!		Before event	Follow-up reminder	Office Staff
Voting reminder	Hi <First Name>! Just a reminder that voting day is coming up on <Date> and you can cast your ballot at <Location> on campus.	All contacts	Before event	Initial	Office Staff
Local clean-up	Hi <First Name>, this is <User First Name> from <Office>. As you know, our campus is located within the wonderful neighborhood of <Location>. We want to show how much we care and are organizing a trash pick-up day on <Date>. Would you like to sign up?	All contacts	As needed	Initial	University President
Small business saturday	Hi <First Name>. <Date> is Small Business Saturday. There will be a bus to take us to <Location> and show our local businesses how much we appreciate them. Do you want to reserve a seat on the bus?	All contacts	Before event	Initial	Office Staff

Community Relations

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Open forum	Hi <First Name>. Did you know that <School Name> has a monthly open-door meeting where you can meet with our staff members and voice any concerns you may have regarding our campus? Please consider joining us on <Date>!	All contacts	Start of semester	Initial	University President
Holiday giving	<First Name>, this time of year always garners cheer and the spirit of giving. We at <School Name> want to spread some holiday cheer and donate toys and goods to <Organization>. Item drop-off will be on <Date> at <Location>. We hope to see you there!	All contacts	Before event	Initial	University President

IT / Tech Services

“Easy to implement. Easy to learn. Easy to use. Fantastic features.”

- Rosedale Technical College

With instant, two-way messaging, Cadence can help you stay on top of technical issues on your campus and respond quickly, so your students, faculty, and staff can do their jobs. You can even collect valuable feedback to stay ahead of the game.

Targeted Goals

- > Obtain opt-ins from students ahead of time to avoid being perceived as spam
- > Survey contacts via text to obtain timely feedback and improve service
- > Consider using a shared inbox for Help Desk communications

Additional Content / Links

[Developing a texting communications platform for current students](#)

[Comparing a texting feature to a texting platform](#)

[\[Podcast\] Integrating a texting platform with Salesforce](#)

[\[Study\] The continuum of student IT use in campus spaces](#)

IT/Tech Services

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Help desk	Hi <First Name>, I'm <User First Name> from <School Name>. If you have technical questions about your computer, anything in your residence hall, offices, etc., please feel free to reach out to my team and I here. We can receive calls or texts. You can also email us at <Email>.	All contacts / faculty / staff	Within 24 hours of new semester	Office Staff
Service feedback	Hi <First Name>, this is the <School Name> IT User. We'd like your feedback on your recent support request. Please rate our service by texting back a number between 1-5 with 5 being the best and 1 being the worst. Thank you!	Contacts who have requested support	As necessary	Office Staff
Technology survey	Hi <First Name>, I'm <User First Name>. We'd like your feedback on our campus technology. Please rate your experiences with <School Name> technology by texting me a number between 1-5 with 5 being the best and 1 being the worst.	All contacts / faculty / staff	As necessary	Office Staff
Requirements	Hi <First Name> it's <User First Name>. A quick reminder as you move into <Office / Residence Hall>, you'll need <Material(s)>. Please call or text me here or email me at <Email> if I can help with any questions or challenges.	All contacts / faculty / staff	One month prior to move-in	Office Staff
Seminar	Hi <First Name> it's <User First Name>. A quick reminder that the <Event> will be in <Location> at <Time>. We'll have (entertainment / food / giveaways). We'd love to see you there. Can you make it?	contacts who have opted in	As necessary	Office Staff

Veteran Services

“One of the biggest wins with texting is being able to use texting to help set up a phone call.”

- Oklahoma Baptist University

Helping veterans transition to civilian life and providing them with the support they need to succeed is crucial, and texting allows you to engage like no other medium. Texting gives your staff the ability to answer questions quickly and help veterans balance their work/life obligations.

Targeted Goals

- > Responding to inquiries for veteran benefits programs
- > Scheduling reminders for important deadlines
- > Guiding veterans through the process of updating records and applying for services

Additional Content / Links

[Using texting to increase non-traditional student retention](#)

[Is your medium sending the wrong message?](#)

[\[Guide\] Enterprise texting for community colleges](#)

Veteran Services

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Rep intro / inquiry	Hi <First Name>, this is <User First Name> from <School Name>. Thank you for your interest in our program! I work exclusively with students who identify current or former military affiliation - what types of questions do you have for me?	Prospective contact	At Inquiry Stage	Inquiry	Veterans Rep
School application push	Hi <First Name>, this is <User First Name> from <School Name>. I work exclusively with students who serve or have served in our military. Thank you for expressing interest in <Program>. Have you completed your school application?	Prospective contact	At Inquiry Stage	Inquiry	Veterans Rep
VA benefits - enrollment form push	Hi <First Name>, this is <User First Name> your Veteran Services Rep from <School Name>. Thank you for expressing interest in <Program>. Have you completed your VA Benefits Enrollment Form?	Prospective contact	Once school application is received	Applicant	Veterans Rep
VA benefits - enrollment form received	Hi <First Name>, this is <User First Name> your Veteran Services Rep from <School Name>. Thank you for submitting your VA Benefits Enrollment Form. What types of questions do you have for me about your next steps?	Prospective contact	Once enrollment form is received	Accepted/ Enrolled	Veterans Rep
Certification of enrollment - first time	Hi <First Name>, this is <User First Name> your Veteran Services Rep from <School Name>. Thank you for inquiring about your enrollment certification. Please visit our website to follow the steps - questions? Let me know!	Current contacts	As needed	Enrolled	Veterans Rep

Veteran Services

Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Certification of enrollment - continuing	Hi <First Name>, this is <User First Name> your Veteran Services Rep from <School Name>. Please check your email and follow the steps to re-certify for <Term> - questions? Let me know!	Current contacts	As needed	Enrolled	Veterans Rep
Health insurance waiver	Hi <First Name>, this is <User First Name> your Veteran Services Rep from <School Name>. Now that we have verified your military status, your health insurance waiver is available. Visit check your email and complete the required form - questions? Let me know!	Current contacts	Following VA certification	Enrolled	Veterans Rep
Veterans events	Hi <First Name>, this is <User First Name>. I'm here to help the transition to civilian life at <School Name> be a successful one. We are hosting <Event> at <Location> <Time> - will I see you there?	Prospective / Current contacts	As needed	All	Veterans Rep
Update - missing / incomplete information	Hi <First Name>, this is <User First Name> your Veteran Services Rep. My records indicate that your <School Name> file needs some updating. Please check your email and follow the prompts to update your military student profile - questions? Let me know!	Prospective / Current contacts	As needed	All	Veterans Rep

Faculty

“Our faculty, staff, and students are communicating more, and that means the needs are being met for the students.”

- McLennan Community College

Students aren't opening their emails, they're missing important information and their education is suffering. More and more schools are finding out how effective texting can be for faculty in creating better outcomes.

Targeted Goals

- > Set up appointments and answer questions
- > Alert students of changes to schedules, dates and classrooms
- > Send reminders of important deadlines and project due dates

Additional Content / Links

[Comparing a texting feature to a texting platform](#)

[\[Podcast\] Setting your school apart and creating value](#)

[Using a phone to text students is \(now\) a bad idea](#)

Faculty

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Professor intro	Hi <First Name>, it's <User First Name>. I'm so excited to meet you tomorrow for our first day of (Class)! If you have trouble finding (Building and Room Number) please text me back and I'll make sure you're heading in the right direction. 😊	Freshman enrolled in "x" class	Day before class	Professor
Textbook reminder	Hi <First Name>, it's <User First Name>. Just a reminder to purchase your (Textbook Name) textbook before <Date> when your first reading assignment is due. Are you having any trouble finding the best place to purchase it?	Current contacts in "x" class	1 week into classes	Professor
Due dates	It's <User First Name> from (Class Name). For all of my procrastinators out there, your final project is due tomorrow. If you have questions for me, I'll be available during my office hours from 3-5pm today. Good luck!	Current contacts in "x" class	Day before due date for final project	Professor
Grades available	I finished grading your final exam! Your final grade is updated in our portal. If you are interested in your grade breakdown please send me an email and I will send that over to you. If I don't see you before you leave for break have a great holiday season! 🎄👶	Current contacts in "x" class	After final exam	Professor
Date changes	Good news! Your final project date has been pushed to 12/5. I thought you all could use a little more time to work on it after Thanksgiving. Enjoy the holiday! 🍂	Current contacts in "x" class	3 days before prior due date	Professor

Faculty

Texting Communications Plan

Message Topic	Message	Target	When to send text?	From
Cancelled classes	Hi <First Name> this is <User First Name>. I need to cancel class today. Thank you for understanding. Please prepare as normal for our next class.	Freshman enrolled in "x" class	Day of canceled class	Professor
Room changes	Good morning! It's <User First Name>. Class will be held in (Building and Room) today.	Current contacts in "x" class	Day of room change	Professor
Faculty evaluations	Hi <First Name>, it's <User First Name> from Academic Advising. We want to make sure you have a great experience in the classroom at Mongoose. Have you received the information to complete faculty evaluations? Do you have any questions or concerns?	Current contacts in "x" class	1 day after faculty evaluation was sent	Academic Advising / Professor

Mongoose is dedicated to being a bridge for higher education between schools and constituents. With a focus on conversational marketing 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 chatbot solution, exist to create successful outcomes for students and staff alike.

Learn more: [MongooseResearch.com](https://mongooseresearch.com)

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