

Texting Students

Best Practices
& Real Results

MONDAY, JUNE 10, 2019

Introductions



ALLEN ARRICK
Digital Communications Specialist
Tyler Junior College



SHANA KUS
Client Success Lead
Mongoose

Agenda

- > The Challenge
- > What Texting Is, and What It Isn't
- > Legalities of Texting
- > What We Did
- > Results: Shattering Records
- > What We've Learned
- > Plans to Expand
- > Q & A

A photograph of two men sitting at a table in a meeting, overlaid with a semi-transparent blue filter. The man on the left is wearing a striped shirt and is looking towards the man on the right. The man on the right is wearing a light blue shirt and is looking down at a smartphone in his hands. On the table in front of them are several papers, a white mug, and a smartphone. The text 'The Challenge' is centered over the image in a white, sans-serif font.

The Challenge

THE CHALLENGE



A person's hands are shown typing on a laptop keyboard. The image is overlaid with a semi-transparent blue filter. The text "What Texting is & What it isn't" is centered in white.

What Texting is & What it isn't

A STEP-BY-STEP GUIDE

How To
**ENROLL IN
COLLEGE**

20

154TH EDITION

18

71-89 EASY STEPS

STEPS SUBJECT TO CHANGE
BASED ON 1,000+ FACTORS



WE MAKE ENROLLMENT EASY

What do students want to hear?

79%

Application
Reminders

71%

Admission-Related
Campus Events

64%

Financial Aid
Reminders

WHAT TEXTING IS

What do students want to hear?

Hi <first name>, it's <staff first name> from <institution>. Thanks for your application. We are missing your transcript. The application will be due by <date>, will you be able to submit it by then?

Application Reminders

<first name>, we wanted to confirm your orientation registration. Are you still able to join us on <date>? Also, here's some helpful hints for maximizing your <institution> experience while you're here: <link>

Admission-Related Campus Events

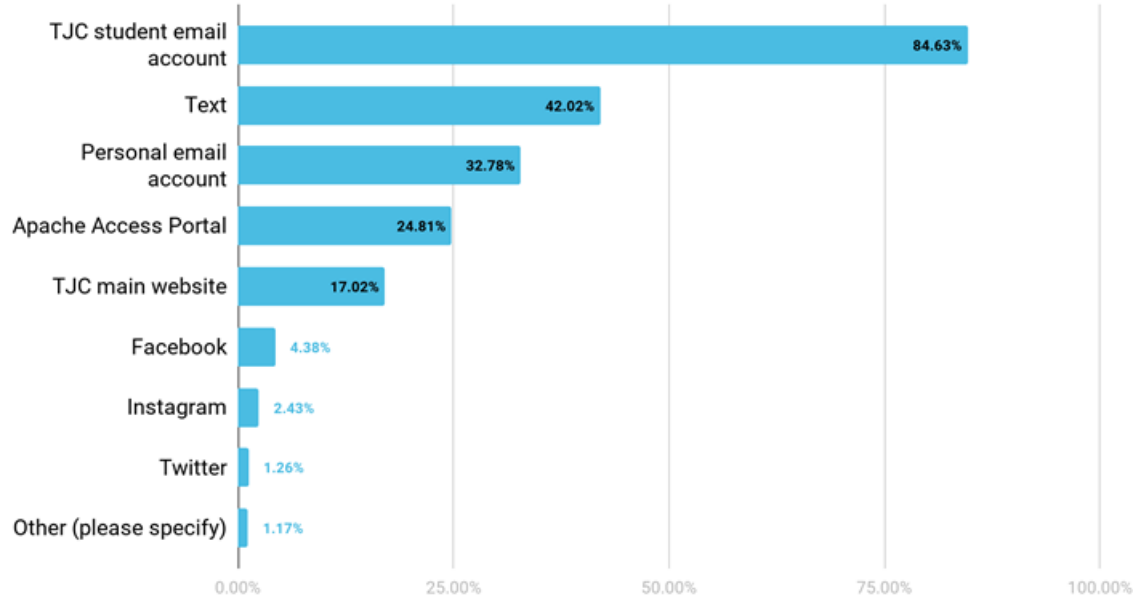
<first name>, congratulations again on your admission to <institution>! We've mailed out our financial aid decision. Can I help with any questions or challenges?

Financial Aid Reminders

WHAT TEXTING IS

We surveyed our own students.

How do you prefer to be communicated with about registration deadlines, bill payments, and financial aid? (Select ALL that apply)



WHAT TEXTING IS

When texting
works well, it's...

- > A personal message from a person at your school
- > A two-way form of communication

WHAT TEXTING IS NOT

Texting fails as...

- > Air cover/advertisement
- > Only call-to-action
- > A replacement for email
- > A replacement for personal interaction with an advisor or recruiter

A blue-tinted background image showing hands pointing at documents on a desk. The image is overlaid with a semi-transparent blue filter. In the center, the text "Legalities of Texting" is written in a white, sans-serif font. The background shows several hands in business attire pointing at various papers and documents on a desk. One hand is holding a pen, and another is pointing at a document. The overall scene suggests a professional or legal setting.

Legalities of Texting

LEGALITIES & PRIVACY

TCPA

VS

ETIQUETTE

Can I text?

...yes!

TCPA rulings grant rights to non-profit organizations to text or call without gaining explicit consent.

LEGALITIES & PRIVACY

TCPA

VS

ETIQUETTE

Should I text?

...maybe!

Consider:

- > consent
- > opt-in language
- > message relevance

LEGALITIES & PRIVACY

TCPA

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LEGALITIES & PRIVACY

Mobile Number

- Please text me important personal messages related to my application and enrollment status. (highly recommended)

LEGALITIES & PRIVACY

Clicking “Get Information” below constitutes your express written consent to be called and/or texted by Rosedale Technical College at the number(s) you provided regarding furthering your education.

GET INFORMATION

A blue-tinted photograph of a collaborative workspace. In the foreground, a silver laptop is open, displaying a webpage with charts and text. Several hands are visible, some holding pens and writing on papers, others pointing at the laptop screen. The background shows a desk with a smartphone, a white mug, and other office supplies. The overall scene conveys a sense of teamwork and productivity.

What We Did

Texting Opportunities

- > Application/Admitted
- > Registration deadlines/events
- > Payment/drop reminder
- > Orientation invitation/reminder
- > Incomplete application paperwork
- > Call for tutors
- > Preview Day invite

WHAT WE DID

- > Alert new admits
- > Invite to Preview Day
- > Invite to Orientation

Hi Allen, this is the TJC admissions office. Congratulations, you've been accepted to TJC! Your student ID is A00466256. To see the next steps, go here: <http://bit.ly/2nrvbXD>

ADMITTED

ORIENTATION

REGISTER

PAY

ARRIVE ON CAMPUS

WHAT WE DID

- > Missing documents
- > Application roadblocks
- > Reminder to attend

ADMITTED

ORIENTATION

REGISTER

PAY

ARRIVE ON CAMPUS

WHAT WE DID

Thank you, Allen, for attending our advising and registration rally last week. Classes are filling up quickly, so register now to make sure you get the ones you need!

> “Registration Rally”

invite

> Attendance review:

(did/did not register)

ADMITTED

ORIENTATIO
N

REGISTER

PAY

ARRIVE ON CAMPUS

WHAT WE DID

- > Payment reminders
- > Drop warnings
- > Drop notifications

Hi, Allen. This is TJC. Your classes for Summer 2019 have been dropped for non-payment. Please see an Advisor or the Registrar's Office.

ADMITTED

ORIENTATION

REGISTER

PAY

ARRIVE ON CAMPUS

WHAT WE DID

Hi, <FIRST NAME>! Fall classes start next week and we can't wait to see you. Go Apaches!

- > First day of class
- > Log into LMS

ADMITTED

ORIENTATIO
N

REGISTER

PAY

ARRIVE ON CAMPUS

WHAT WE DID

Can you help me?

Can you help me?

Can you help me?

Can you help me?

Can you help me?

Can you help me?

Can you help me?

Can you help me?

Can you help me?

Can you help me?

Yes!



Results

RESULTS

Higher Enrollment

Fall Enrollment

2016 -> 11,493

2017 -> 11,511

2018 -> 12,270

420 additional FTIC students!

RESULTS

Formula Funding Increase for 2019- 2021

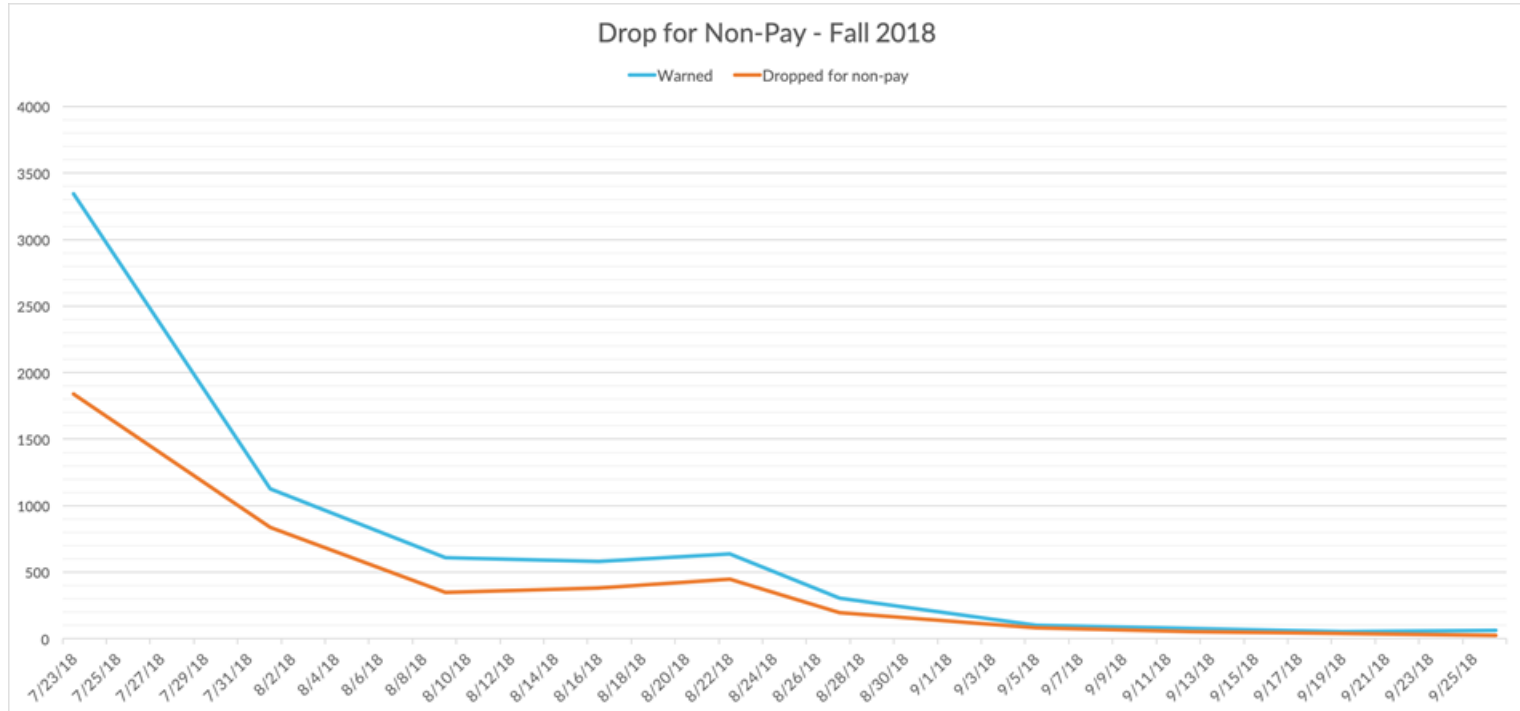
OVERALL ———> +8%

An Additional **\$2,623,763**

Highest among East Texas Regional
community colleges by **5X!!!**

RESULTS

Fewer Drops for Non-Pay



RESULTS

Continued Success Among Other Community Colleges

STUDENTS PAID IN FULL

Fall 2017 → 64.5%

Fall 2018 → 71.9%

YIELD RATES

2016

Texts Sent → 16,000

Yield Rate → 57.2%

2017

Texts Sent → 41,606

Yield Rate → 60.2%

RESULTS

Enrolled in Fall,
but not Spring

2,312 text messages sent

552 registered (24%)

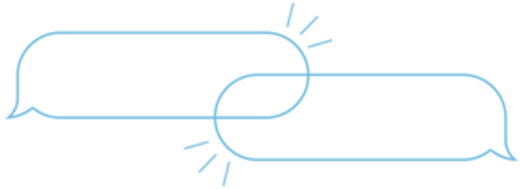
5,335 credit hours

\$900,230

A person is seen from behind, sitting at a desk and working on a laptop. The desk is cluttered with various papers, including a document with a circular logo and the number '000'. The entire scene is overlaid with a semi-transparent blue filter. The text 'What We've Learned' is centered in white, bold font.

What We've Learned

General tips



- > Identify yourself
- > Address students directly
- > Strike the right tone
- > Be concise
- > Include a clear call-to-action
- > Have fun – show your excitement!
- > Be ready to respond

WHAT WE LEARNED

Avoid robotic language
BE HUMAN

ATTENTION STUDENTS: TJC
Fall and summer registration
opens this Sunday, 4/11, at
midnight. Register online or at
the see an advisor to get the
classes you need.

Hi Allen! Registration for Fall
classes at TJC opens this Sunday!
Since you don't have a hold, you
can register online 24/7. Let me
know if you need any help!

Listening to your students uncovers opportunities

- > Students don't know they owe money
- > Students don't know about installment plans or payment options
- > Sometimes it IS our fault

Pitfalls of payment campaigns

- > Don't become a collections agency
- > Give students options
- > Show your humanity

WHAT WE LEARNED

Students just want someone to talk to who can help them solve a problem.

WHAT WE LEARNED

Problem Solved

Hi! I am trying to register for mid summer classes it says I have an "Advising Hold" on my account? I don't know what that means...

WHAT WE LEARNED

Automation should
not replace
personalization



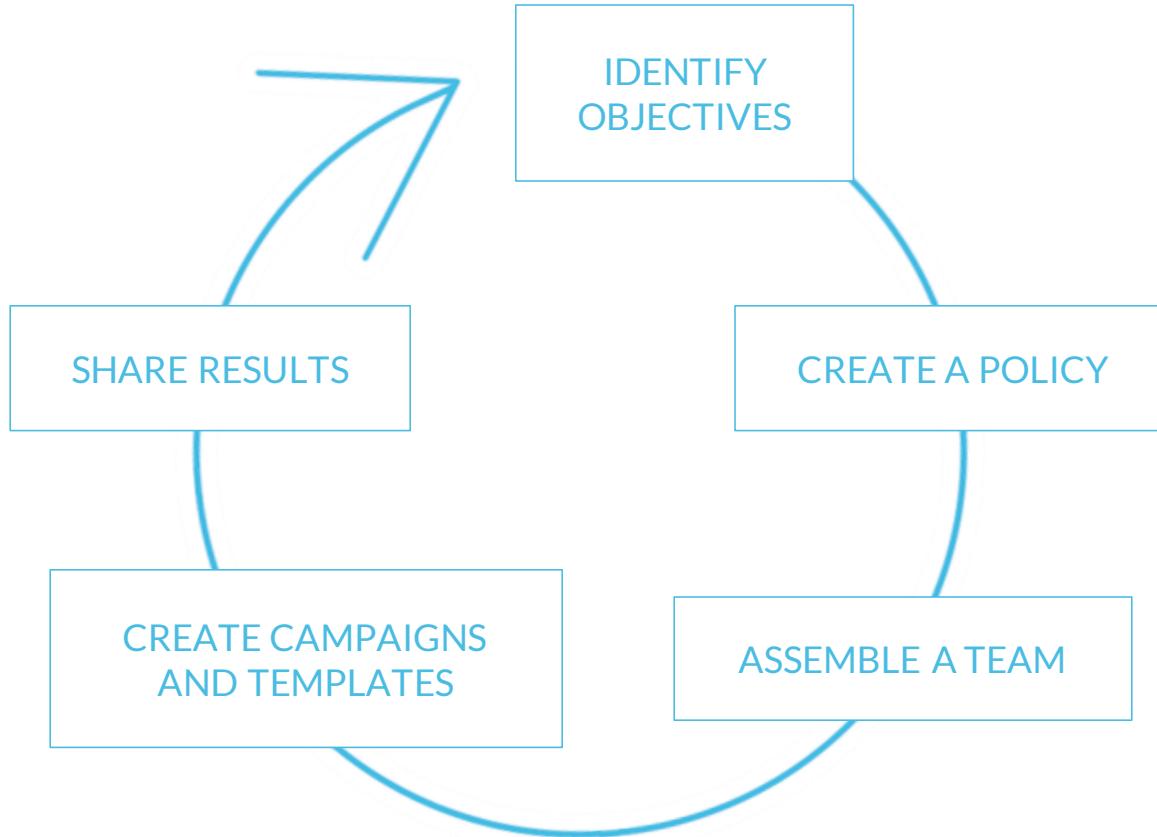
WHAT WE LEARNED

Who's good at what?	CRMs	HUMANS
Complex algorithms	✓	
Remembering things	✓	
Genuine conversations		✓

Texting Platform Checklist

- > Enterprise-Ready
- > Templates
- > Segments
- > Reporting
- > Individual and Group Accounts

WHAT WE LEARNED



A background image showing a group of people in a meeting, with their hands and arms visible as they look at documents and a tablet. The entire image is overlaid with a semi-transparent blue filter. The text 'Plans to Expand' is centered in white.

Plans to Expand



Q & A

TACCM.com



Texting templates

Best practices