

REFERENCE GUIDE

# Texting Adult & Non-Traditional Students

# Executive Summary

*“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](#)

# Texting Communications Plan

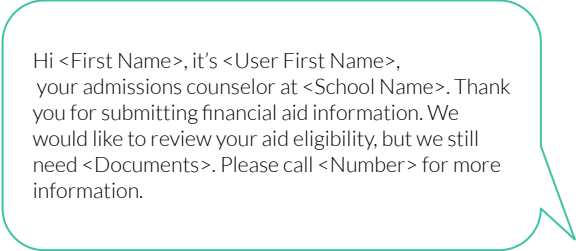
Message Topic	Message	Target	When to send text?	Contact Stage	From
Inquiry	Hi <First Name>! My name is <User First Name> and I work with <School Name>. Thank you for your interest in our <Program>. I'm scheduling appointments this week to answer questions and discuss next steps. Are you interested in 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

Note: Items in <Brackets> denote merge fields.

## 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

## Texting Communications Plan

Message Topic	Message	Target	When to send text?	Contact Stage	From
Incomplete financial aid	 <p>Hi &lt;First Name&gt;, it's &lt;User First Name&gt;, your admissions counselor at &lt;School Name&gt;. Thank you for submitting financial aid information. We would like to review your aid eligibility, but we still need &lt;Documents&gt;. Please call &lt;Number&gt; for more information.</p>	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

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)

View and share this report [MongooseResearch.com/Enterprise-Texting](https://MongooseResearch.com/Enterprise-Texting)

If you'd like to share this guide or quote from it — and we hope you do — please add a link to [MongooseResearch.com/Enterprise-Texting](https://MongooseResearch.com/Enterprise-Texting) if you're sharing online, or add a credit line: "Texting Across the Enterprise" published by Mongoose, 2020. Thank you.

Copyright © 2020 Mongoose. All rights reserved.