

REFERENCE GUIDE

Texting for Undergraduate Admissions

Executive Summary

“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 Group Account (shared inbox) for efficient application status and event nudges
- > Collaborate with Athletics to ensure NCAA or governing body compliance
- > Text survey links 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](#)

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 <STAFF FIRST NAME>, your admissions counselor. I look forward to working with you. Feel free to text me here or text my colleagues at <Group Inbox Number> if you have any questions.	Inquiry - student	Within 48 hours after inquiry	Inquiry	Office
Event / Visit reminder	Hi <FIRST NAME> this is <STAFF FIRST NAME> from <School Name> Admissions. We host campus tours on (days/times). Are you and your family interested in attending?	Inquiry - student	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 - student	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?	Student - incomplete app	As received	Applicant	Counselor

Note: Items in <Brackets> denote merge fields.

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Congratulations on achievement	Hi <FIRST NAME>! It's <STAFF FIRST NAME> from <School Name>. Congratulations on your (academic achievements/test scores)!	Student - potential honors / merit recipient	As received	Applicant	Director
College fair / School visit	Hi <FIRST NAME>! It's <STAFF FIRST NAME> from <School Name>. I'm headed to <High School> and I'll be at the (College Fair Name) on (Date) and (Time). I would love to meet you! Are you planning on attending?	Student - inquiry / Applicant - accepted	September - December	Inquiry / Applicant	Counselor
Visit follow-up	Hi <FIRST NAME>! It's <STAFF 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?	Students who visited	Within 24 hours after event	Inquiry / Applicant	Counselor
Congratulations on acceptance	Hi <FIRST NAME>! It's <School Name> Admissions Counselor, <STAFF 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!	Student - accepted	1 week after mailing	Accepted student	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>.	Student - accepted	August or January	Accepted student	Event Coordinator / Counselor

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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?	Student - accepted	Within 24 hours after event	Accepted student	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?	Student - accepted	1 week after mailing	Accepted student	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 student	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?	Student - accepted	As package is sent	Accepted student	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.	Student - accepted	March	Accepted student	Counselor

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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 student	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?	Student - accepted	April	Accepted student	Counselor
Final questions	<FIRST NAME>, as we approach the deposit deadline, can I answer any final questions or help with anything on my end?	Student - accepted	April	Accepted student	Counselor
Deposit reminder	Hey <FIRST NAME>! Next week, <Date>, is the deadline to submit your enrollment deposit. You can visit here: <Website URL> to make a payment. Do you have any questions? <STAFF FIRST NAME>	Student - accepted	Late-April	Accepted student	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!	Student - accepted	As received	Accepted student	Counselor

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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>?	Student - deposited	June	Deposited student	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>?	Student - deposited	June	Deposited student	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 student	Director
Orientation confirmation	<FIRST NAME>, we wanted to confirm your orientation registration. Are you still able to join us on <Orientation Date>? Also, here's a link with some helpful hints for maximizing your <School Name> experience while you're here: <Link>	Student and family - deposited	June	Deposited student	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>!	Student and family - deposited	June	Deposited student	Counselor

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Orientation follow-up	<p><FIRST NAME>, we hope you enjoyed your orientation experience. We're always looking to improve. Would you mind completing this survey? <URL></p>	Family-deposited	June	Deposited student	Director
Thank you and good luck	<p><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.</p>	Family-deposited	June	Deposited student	Director

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

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