Text Messaging Calendar 2017-18

	Prio	Campaign	Publication Date	Actual Send Date	Text Type Code	Title and Text	Details	Objective	COMMENTS	Results
1						Learn how to use this template				
2										
3						**TEXT MESSAGING CONTENT CALENDAR**				
4						⊟ July 2017				
5		Enrollment F17	07/05/17		ARXT	Fall registration appointments are now in your Mt. SAC Portal. View your appt now at www.mtsac.edu/inside. To end msgs text ARSTOP.	131 characters. Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date		
6		Enrollment F17	07/26/17		ARXT	You missed your Mt. SAC registration appt. Log into the Portal now at www.mtsac.edu/inside to add classes. To end msgs text ARSTOP.	131 characters People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes		
7										
8						⊟ August 2017				
9		FinAid 1718	08/07/17		FAXT	Can you receive Financial Aid for Fall 2017? Check at www.mtsac.edu/inside & look for FA Academic Progress Status. To end msgs text FASTOP.	139 characters	FINANCIAL AID: Recipients log in and clear holds		
10		Enrollment F17	08/11/16		INXT	Your classes haven't been paid for and may get dropped. Pay fees in the Mt. SAC Portal at www.mtsac.edu/inside. To end msgs text ARSTOP.	138 characters People who have registered but have not paid	ENROLLMENT: Recipients log in and pay fees		
11		Enrollment F17	08/26/16		INXT	Mt. SAC is adding new course sections. Get added by coming to the first day of class. www.mtsac.edu/schedule. To end msgs text STOP.	132 characters	ENROLLMENT: Recipients check schedule to add classes		
12										
13						⊟ September 2017				
14		FinAid 1718	09/12/17		FAXT	It's not too late! You can still apply for Financial Aid for 17-18! To end msgs text STOP.	85 characters. All registered students who do not receive FinAid for that current academic year	FINANCIAL AID: Increase number of students who applied		
15										
16						⊟ October 2017				
17		FinAid 1819	10/01/17		FAXT	2018-19 financial aid applications now available. Complete the FAFSA/CA Dream Act! Info www.mtsac.edu/financialaid. To end msgs text FASTOP.	140 characters All recipients	FINANCIAL AID: Recipient fills out FAFSA or CA Dream Act App		
18		FinAid 1718	10/17/17		INXT	NOTE: SEE COMMENT IN BUBBLE TO LEFT REMINDER! Good grades we pay; Bad grades you pay. BOG fee waiver has new rules. Go to www.mtsac.edu/bog for info. To end msgs text STOP.	137 characters oAll financial aid recipients oEmail notice first, then text message oWHEN? Anytime through 17-18	Deep link into Portal. WARNING! Check link redirect is working before sending out		
19										
20						⊟ November 2017				
21		Enrollment W18	11/01/17		ARXT	Winter registration appointments are now in your Mt. SAC portal. Log in now at www.mtsac.edu/inside. To end msgs text STOP.	124 characters. Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date		
22		Enrollment W18	11/22/17		ARXT	You missed your Mt. SAC registration appt. Log into the Portal now at www.mtsac.edu/inside to add classes. To end msgs text STOP.	133 characters People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes		
23										
24						⊟ December 2017				
25		Enrollment W18	12/01/17		INXT	Your classes haven't been paid for and may get dropped. Pay fees in the Mt. SAC Portal at www.mtsac.edu/inside. To end msgs text ARSTOP.	138 characters People who have registered but have not paid	ENROLLMENT: Recipients log in and pay fees		
26		FinAid 1819	12/18/17		FAXT	Time to renew your Financial Aid for 2018-19. Apply for FAFSA/Cal Dream Act now! Apply by 3/2 to get the most aid. To end msgs text STOP.	140 characters. Everyone	FINANCIAL AID: Increase people registering for financial aid		
27										
28						⊟ January 2018				

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29	Enrollment Sp18	01/03/18		ARXT	Spring registration appointments are now in your Mt. SAC portal. Log in now at www.mtsac.edu/inside. To end msgs text STOP.	124 characters. Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date		
30	FinAid 1718	01/11/18		FAXT	Will you receive Financial Aid for Spring'18? Check at www.mtsac.edu/inside & look for FA Academic Progress Status. To end msgs text FASTOP.	140 characters oAll financial aid recipients oEmail notice first, then text message (use email code) oWHEN? When grades are final	FINANCIAL AID: Recipients log in and clear holds		
31	Enrollment Sp18	01/24/18		ARXT	You missed your Mt. SAC registration appt. Log into the Portal now at www.mtsac.edu/inside to add classes. To end msgs text STOP.	133 characters People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes		
32									
33					▬ February 2018				
34	Enrollment Sp18	02/01/18		INXT	Your classes haven't been paid for and may get dropped. Pay fees in the Mt. SAC Portal at www.mtsac.edu/inside. To end msgs text ARSTOP.	139 characters People who have registered but have not paid	ENROLLMENT: Recipients log in and pay fees		
35	FinAid1819	02/15/18		FAXT	Time to renew your Financial Aid for 2018-19. Apply for FAFSA/Cal Dream Act now! Apply by 3/2 to get the most aid. To end msgs text STOP.	140 characters Everyone who has not applied for financial aid	FINANCIAL AID: Increase people registering for financial aid		
36									
37									
38					▬ March 2018				
39	FinAid 1718	03/05/18		FAXT	It's not too late! You can still apply for Financial Aid for this year! To end msgs text STOP.	85 characters. All registered students who do not receive FinAid for that current academic year	FINANCIAL AID: Increase number of students who applied		
40									
41									
42					▬ April 2018				
43	FinAid 1718	04/03/18		FAXT	REMINDER! Good grades we pay; Bad grades you pay. BOG fee waiver has new rules. Go to www.mtsac.edu/bog for info. To end msgs text STOP. 137 characters	131 characters oAll financial aid recipients oEmail notice first, then text message oWHEN? Anytime through 17-18			
44									
45					▬ May 2018				
46	Enrollment Su18	05/02/18		ARXT	Summer registration appointments are now in your Mt. SAC portal. Log in now at www.mtsac.edu/inside. To end msgs text STOP.	124 characters. Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date		
47	Enrollment Su18	05/23/18		ARXT	You missed your Mt. SAC registration appt. Log into the Portal now at www.mtsac.edu/inside to add classes. To end msgs text ARSTOP.	133 characters People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes		
48									
49									
50					▬ June 2018				
51	Enrollment Su18	06/01/18		INXT	Your classes haven't been paid for and may get dropped. Pay fees in the Mt. SAC Portal at www.mtsac.edu/inside. To end msgs text ARSTOP.	138 characters People who have registered but have not paid	ENROLLMENT: Recipients log in and pay fees		
52									
53									
54					TIME VARIES BY STUDENT (NOT TECHNICALLY READY TO SEND THESE TYPES OF TEXTS)				
55	Enrollment W18			INXT	NOTE: READ COMMENT IN BUBBLE TO LEFT. NOT READY TO SEND. You have a hold on your record you must clear before registration. Log in the portal for info: www.mtsac.edu/inside. To end msgs text STOP	138 characters People who have a registration appointment and has a hold on their account	ENROLLMENT: Recipients log in and review their student account		

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56	FinAid 1718			FAXT	There is an ISSUE with your BOG Fee Waiver. Log into Mt. SAC Portal under Financial Aid to learn more. To end msgs text STOP.	113 characters oBOG students with issue using email code oEmail notice first, then text message (use email code) oWHEN? When grades are final			
57	FinAid 1718			FAXT	To receive aid on time, there are Financial Aid REQUIREMENTS you need to submit. Check Mt. SAC Portal for info. To end msgs text STOP.	138 characters oAll students with FA record and missing requirement oDream Act message is included oEmail notice first, then text message (email code) oWHEN? Student specific based on when submit FAFSA. About May through October.			
58	FinAid 1718			FAXT	Second Notice! There are Financial Aid REQUIREMENTS you need to submit. Check Mt. SAC Portal for information. To end msgs text STOP.	136 characters oAll students with FA record and missing requirement oDream Act message is included oEmail notice first, then text message (email code) oWHEN? 60 days after initial requirements message (refer to No. 5).			
59	FinAid 1718			FAXT	Final Notice! There are Financial Aid REQUIREMENTS you need to submit. Check Mt. SAC Portal for information. To end msgs text STOP.	135 characters oAll students with FA record and missing requirement oDream Act message is included oEmail notice first, then text message (email code) oWHEN? 60 days after second requirements message (refer to No. 6).			