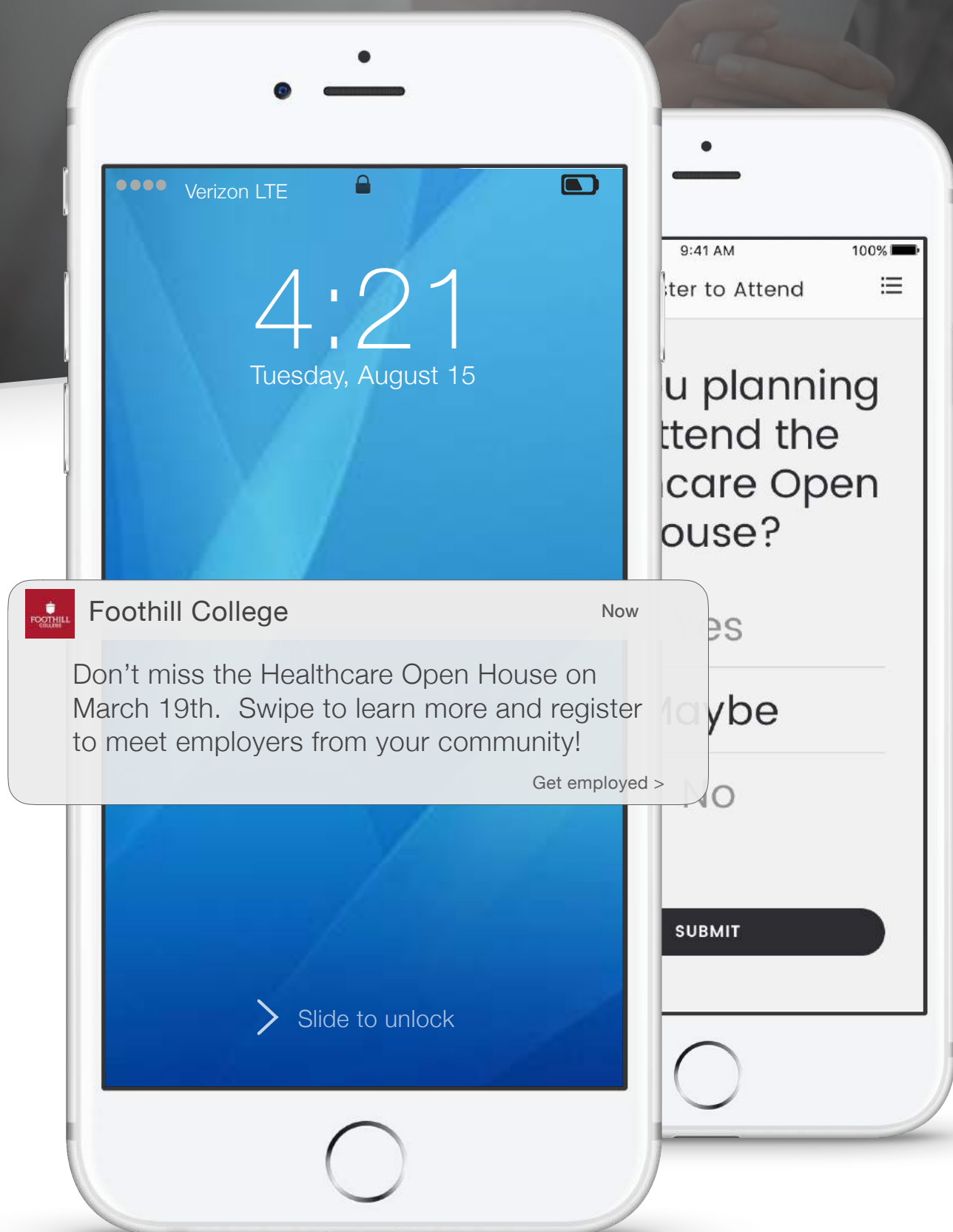




FULL MEASURE  
EDUCATION

## COMMUNICATION PLATFORM

Full Measure Education is a trusted service provider to postsecondary institutions that are actively working to close the communication gap with students. Our mission is to help colleges and universities unlock their ability to communicate personally and consistently with every student. The FME communication platform activates for our partners the full power of personalized content, text messages and push notifications. Through close collaboration, we help to implement best practices and keep our partners on the cutting edge of effective student communications.



# EXECUTIVE OVERVIEW

## What can institutions expect from a Full Measure partnership?

- A highly experienced, mission driven team of communications experts, postsecondary professionals, and technologists who work tirelessly to deliver results for our clients
- A research based approach to student engagement that enhances your existing strategies for nurturing prospects and impacting their decision making
- An award-winning technology platform that maximizes the impact of text messages and push notifications
- A delightful experience for your prospective students to explore your institution delivered through a fully native, institution branded mobile app

## Our Solution

Working closely with our clients, Full Measure Education will deliver a robust content and communications solution that will enhance your ability to engage prospects through the channels that most effectively drive their behavior. The platform unlocks two new mediums for the delivery of effective student communications: text messages and push notifications.

### Push Notifications

Push notifications are a highly effective but vastly underutilized communication channel. Similar to text messages, push notifications are short and relevant messages that appear on a user's phone. Unlike text messages, students can only receive push notifications from mobile applications that are installed on their device. Full Measure will deliver an institution branded mobile application for that allows for the delivery of push notifications. Across our partner base, 86% of their students have opted in to receive push notifications. Given the industry average of 41% -- this rate is a powerful signal that students crave interaction with the institution through this communication channel.

### Automated Texting & Enterprise SMS Platform

It is no secret that text messaging has become an important medium for information and conversation. Pew Research reports that texting is the primary communication channel for American teens, and that 80% of all U.S. adults text message—making it the most common cell phone activity. With an average open rate of 98%, text messages are a far more successful channel for reaching students than email. If your institution is not making full use of this medium, an opportunity to stay connected to your prospects and students is lost.

FME's Enterprise SMS Platform will enable institutions to engage students through group text messages and one-to-one texting conversations. The platform provides staff members a web/mobile interface to initiate and manage conversations with students. When they send a message to a student, it is sent as a text message directly to their mobile phone number. Students can also initiate conversations with an admissions representative and the message will be routed to the appropriate staff member. Counselors are assigned a unique phone number that students may call or text. This is a fantastic medium for managing multiple conversations and creating meaningful interactions.

### Institution Branded Mobile Feed

In addition to serving as the delivery channel for push notifications, the mobile feed provides institutions a visual based method for delivering information to students. The mobile feed gives our higher education clients the same functionality used by Amazon, Facebook and Snapchat move away from long form text information and towards visual based communication and content experiences .

## Full Measure Enterprise SMS Platform

Purpose built for higher education, our platform allows you to manage individual conversations with students through text messaging. Whether sent as mass communications or one-on-one text messages, your counselors are empowered with an intuitive interface for building relationships with their students.

### Benefits

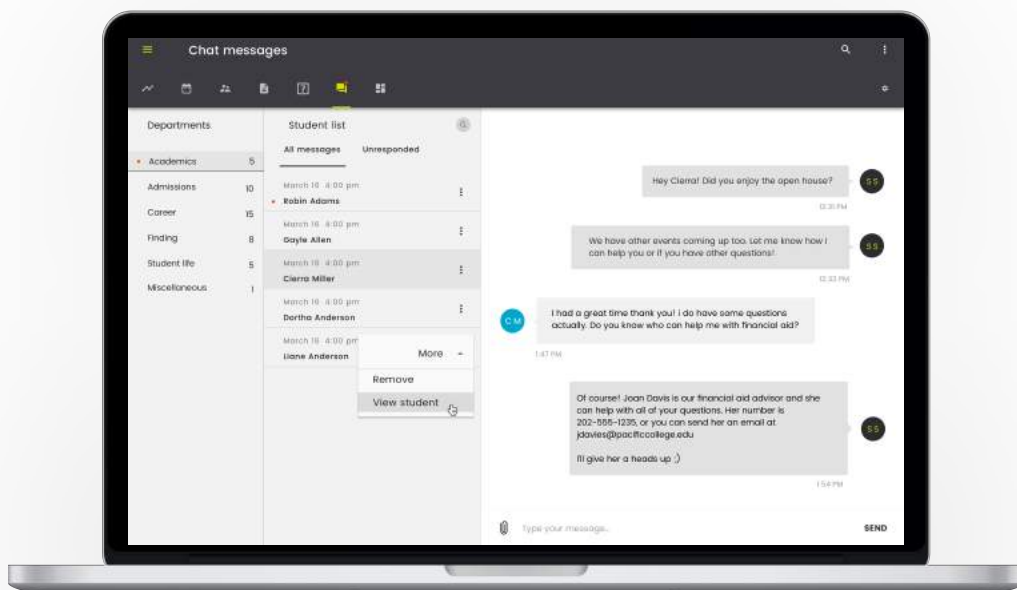
- Get responses from students in minutes — not hours
- Save staff time
- Drastically increase message open and response rates
- Communicate with students anytime and anywhere using the web or a mobile device
- Visualize key student progress details and complete communication history
- Easily manage multiple conversations

### Key Features

- Up to 15 staff members on the platform
- Send and receive an unlimited number of messages
- Send one-on-one or group messages, including photos, emojis and links
- Unique phone number for individual counselors that support both SMS and phone calls
- Custom merge fields that makes group messaging quick and personal
- View of important student status details that add context to your conversations

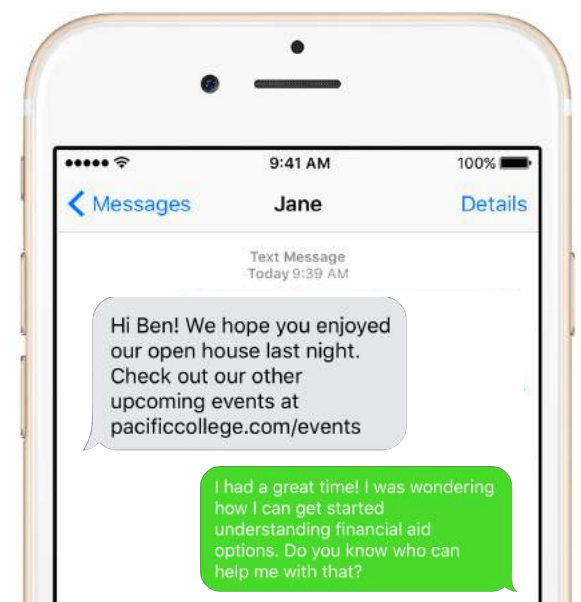
### Secure, Powerful and Cloud Hosted

- Your data is yours and no one else's.
- We are fully compliant with FERPA guidelines and provisions
- Cloud hosted with in the United States with Amazon Web Services (AWS) and encrypted with AES-256 when at rest
- Highly scalable and redundant database servers ensures our partners have maximum uptime and no disruptions to the service
- No hardware, setup fees or maintenance required



**FME ENTERPRISE SMS PLATFORM**  
**STAFF VIEW – WEB**

### STUDENT VIEW





# EXECUTIVE OVERVIEW

## Strategic Services & Successful Implementation

Our approach was born from the need to provide colleges and universities with the technology infrastructure and strategic consulting services necessary to consistently deliver effective communications to students. As missed targets for enrollment, retention and completion have become the new normal for campuses, the closing the communication gap has never been more critical. Full Measure Education helps campus leaders ensure their outreach efforts reach specific students and effectively more effectively engage students in decision making and behaviors that lead to more student success.

A successful activation of the service includes the development, deployment, and constant improvement of the Enterprise SMS Platform, push notification communication strategies and mobile feed content. By implementing a continuous feedback loop of results-based improvements, and solidifying a strong relationship between the FME team and your institution, a successful implementation is poised to deliver immediate impact. The FME team is committed to a swift activation of the solution, aligning with the following milestones:

### Milestone 1: Gathering Existing Institution Content

- FME will gather and analyze the existing communication workflows and milestones currently in use
- FME will curate content from existing materials (i.e. website, viewbooks, photography and brochures)
- FME will build communication strategies specific to advance the institutions student lifecycle workflow
- FME can deliver outbound SMS & email communications to those students and encourage them to engage in planning and enrollment activities through web properties and other support systems

### Milestone 2: Content Development & Finalization

- The institution point of contact works with the FME team to create/enhance existing communication plans to take advantage of the new channels of communication
- The institution point of contact collaborates with the FME team on development of new content designed for the mobile app

### Milestone 3: Training & Launch

- FME will activate the Enterprise SMS Platform and train staff on its use
- FME will confirm the app launch date with the point of contact
- FME will provide best practices in driving mobile app adoption

## Post-Launch & Continuous Improvement

After a successful launch, FME and the point of contact will hold regular touch points to review results and improvements. The FME account manager will be available via text, email, and phone at any point throughout the engagement for any needed additions or changes to mobile viewbook content and/or communications.

Based on the data captured by the FME Communications Engine, the FME team will make strategic recommendations on how to best iterate on the communication plans based upon:

- Language used in communications
- Response rate to communications
- Follow-through rate of communication to action

The collection and analysis of these key metrics allows FME to help advance the efficacy of all communications, delivering on-going value to the institution.