


IMMEDIATE NEED REQUEST
2022-2023

Requested by: Information Technology			
Location	(Fill-in)	Reviewed By (Signature):	
Department or Unit:	IT Project Management	<i>Monica Cantu-Chan</i>	
		Date to Cabinet: 2/14/2023	
Division:	Information Technology	Lewis Anthony Moore III	Digitally signed by Lewis Anthony Moore III Date: 2023.02.06 08:32:43 -08'00'
		Outcome:	
Vice President:	Administrative Services		2/9/2023

Budget Request(s)		Justification for Request(s)		Funds Requested **			Funding
(List in Priority Order)		An "Immediate Need" is a shortfall in funding that, unless funded immediately, could cause a program to cease to function.		Amount	One-time	Ongoing	Approved
1.	Signal Vine Text Messaging	<p>For over five years, the College has been utilizing T-Mobile to send non-emergency text messages to our students under an unlimited text messaging plan. As a result of recent changes made by the Federal Communications Commission (FCC), SMS carriers are required to protect consumers from spam text messages. These rules are laid out in the Telephone Consumer Protection Act (TCPA), which regulates SMS marketing.</p> <p>For the Fall 2022 term, registration appointment reminders were sent to 60,412 students. A total of 20,073 students received a missed appointment follow-up message. A total of 11,036 texts to Financial Aid recipients were sent for Fall 2022 Financial Aid Application reminders. There is also growing interest in using text messaging for recruitment and retention, such as the pilot program with SCE. Special programs have expressed interest in using text messaging for reminders and outreach, such as the Health Center, Mountie Money Management Center, Early Alerts, ESL, and more. Please see the attached 2022-2023 Student Messaging Calender for all messaging sent to date and planned for the remainder of the fiscal year. As of December 2022, the College has been unable to deliver scheduled text messages related to Financial Aid, Instruction, or Admissions and will be unable to continue text messaging campaigns until a replacement is implemented.</p> <p>To comply with these new regulations, SMS carriers require senders to own unique, sender-identifiable 10-digit long code (10DLC) for all operational, non-emergency text messages. In order to comply with these new regulations, T-Mobile made changes to its network, which now identifies Mt. SAC text messaging lines as spam. T-mobile indicated that suspected spam texts are immediately blocked due to the changes. Our messages are immediately blocked due to the volume of one-way messages. The College sends up to 60,000 messages a month.</p> <p>The T-Mobile representatives recommend utilizing a third party, such as Signal Vine or Twilio. Registered and identified as a mass texter, Signal Vine is currently used by the College for Early Alerts and student retention (SCE). Signal Vine's blended messaging approach allows for personalized messaging through artificial intelligence (AI), workflow automation, and two-way (conversational) text messaging. In addition, through the Analytics module, the College will be able to report on the success of text messaging.</p>		48,000		48,000	
Account Number(s):		11000.665000.584000.678000					

** Please provide documentation to support the amount requested, such as price quotes from vendor, copy of catalog, etc. Also, include any ancillary costs, such as maintenance, annual software upgrades, etc.

Messaging Calendar 2022-23

Actual Send Date	Campaign	Text Type Code	Audience	Objective	Formats	Stakeholders for Approval	Text Message	Results	Companion Email / Portal	Voicemail message
							July 2022			
	Enrollment Fall	ARXT	ACTIVE STUDENTS Everyone with registration appointments	ENROLLMENT: Recipients log up their registration date	Email Portal Social Media Text Message	ENROLLMENT: Check with George Bradshaw, Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	Fall registration appointments are in your Mt. SAC Portal. View your appt now at www.mtsac.edu/inside To end msgs text ARSTOP. 131 characters.	43626	[IT emails out] REGISTRATION APPOINTMENTS: It's time to register for classes at Mt. SAC! [TERM] registration opens [DATE] for current and returning students. Check your Mt. SAC Portal today to find your registration appointment. Search the Schedule of Classes to find the right class for your schedule. Search all open and available courses in the Schedule of Classes. Pay fees online through your Mt. SAC Portal or in-person at the Cashier's Office (Building 4-1st Floor).	This is Mt. SAC calling for [TERM] classes. [TERM] registration opens. Check your Mt. SAC Portal for your appointment. Search the Schedule of Classes.
	Enrollment Fall	Mailchimp	EMBED FORM IN MAILCHIMP	ENROLLMENT: Apply and ready to register for next term	Email	CALL CENTER: Cynthia Orr and Yen Mai; Get data from Mailchimp			https://mailchi.mp/21d5de5eae36/register-for-summer-classes-at-mt-sac-1281647e=[UNIQID]	
	Enrollment Fall	Call Center	ASK IT: Students who Applied, but didn't Enroll	ENROLLMENT: Apply and get ready for next term	Call Center Email	CALL CENTER: Cynthia Orr and Yen Mai; Get data from IT			https://mailchi.mp/f78eb10bb997/register-for-summer-classes-at-mt-sac-1281687e=[UNIQID]	
	Re-Engage	NEW	INACTIVE STUDENTS Students who dropped out the previous four terms and are not taking any classes the current term. Filter out holds, probations, spam populations	ENROLLMENT: Students re-enroll	Email Marquee Portal Social Media Text Message	RE-ENGAGEMENT: Zaida Bolden, Andi Sims, Patricia Montoya, Tannia Robles, Katrina Hermoso, ANYONE ELSE? cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado, Antonio Bangloy	NOTE: Need to ask IT to support these additions. Filter out holds, probations, spam populations		Email must go through Marketing	
		NEW	CURRENT STUDENTS Reminder: COVID-19 and Other Success Tips	NEW	Email Portal Social Media Text Message					
		NEW	ALL APPLICANTS Campus Tours: Mountie Fast Track; What to do after Applying; Orientation, AQ, New Student Welcome, Map PROCESS: Step by Step	NEW	Email Text Message					
		NEW	NEW STUDENTS: 6 Units or Less, and New Applicants	NEW	Email Marquee Portal Social Media Text Message					
	Enrollment Fall	ARXT	MISSED APPOINTMENTS People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes	Call Center Email Text Message	ENROLLMENT: Check with George Bradshaw, Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy; CALL CENTER: Ask for this data to call students.	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	29619	[IT emails out] REGISTRATION REMINDER: You missed your registration appointment. [TERM] registration opened [DATE] for current and returning students. Search the Schedule of Classes to find the right class for your schedule. Search all open and available courses in the Schedule of Classes. Pay fees online through your Mt. SAC Portal or in-person at the Cashier's Office (Building 4-1st Floor). Hurry! Register now to get the right classes for your schedule.	This is Mt. SAC calling for [TERM] classes. Search the Schedule of Classes. Hurry! Register now to get the right classes for your schedule.
							August 2022			
	Enrollment Fall	INXT	MISSING PAYMENT People who have registered but have not paid. Exclude financial aid students	ENROLLMENT: Recipients log in and pay fees	Email Text Message	ENROLLMENT: Check with George Bradshaw, Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	Your classes haven't been paid for and may get dropped. Pay fees in the Mt. SAC Portal: www.mtsac.edu/inside . To end msgs text INSTOP. 139 characters	4731	[IT emails out] PAYMENT REMINDER: Pay your outstanding balance to avoid being dropped from your classes. Pay fees online through your Mt. SAC Portal www.mtsac.edu/inside or in-person at the Cashier's Office (Building 4-1st Floor).	
	Enrollment Fall	ARXT	POTENTIAL UNITS Students taking fewer than 12 units	ENROLLMENT: Recipients log in and register for classes	Building Digital Signs Email Marquee Portal Social Media Text Message	ENROLLMENT: Check with George Bradshaw, Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	Add one more class, get one step closer to your goals. Spots have opened. Add classes now at www.mtsac.edu/inside . To end msgs text ARSTOP. 139 characters	11103		
		NEW	APPLIED BUT DIDN'T ENROLL It's not too late	NEW						
	Success Fall	MRKTNG USES RAVE	FIRST TIME STUDENTS Initiated by marketing to make sure emails go out first	New to College Information COVID-19 Information necessary	Email Social Media Text Message	SUCCESS: Check with Kristina Alvarado-Grassmann, Michael Williams, Lina Soto, Meghan Chen, Seth Myers, CC: Uyen Mai	Need some helpful Tips to Start Strong? Check your Mountie Gmail for a detailed message and links. To end msgs text INSTOP. 123 characters		https://us16.campaign-archive.com/?e=test_email_&u=c81a139489dbcc89ef6bb130&d=447b610d3c Tips for Success: Only a few days until you become a Mt. SAC Mountie! Congratulations on joining Mt. San Antonio College and pursuing your academic and career goals! College is both exhilarating and challenging. We want you to know Mt. SAC faculty and staff are here to help you succeed. To get off on the right foot, here are some tips for you to prepare for your first semester at Mt. SAC: GOOGLE EMAIL + APFS Official student	
	Success Fall	MRKTNG USES RAVE	ALL STUDENTS All students signed up for the term	Welcome to the Term / How to Take Online Classes	Email Portal Social Media Text Message	SUCCESS: Check with Kristina Alvarado-Grassmann, Michael Williams, Lina Soto, Meghan Chen, Seth Myers, CC: Uyen Mai	Get important information about the incoming term at Mt. SAC. Check your Mountie Gmail for a detailed message and links. To end msgs text INSTOP. 145 characters		https://us16.campaign-archive.com/?e=test_email_&u=c81a139489dbcc89ef6bb130&d=447b610d3c COVID-19 INFORMATION NEEDS TO BE UPDATED! Face coverings are required indoors and on public transportation regardless of vaccination status. Students have also received information about the COVID-19 vaccination requirement to take in-person and hybrid classes. Learn more and stay up to date on our COVID-19 website at www.mtsac.edu/covid19 .	
	FinAid Current Year	FAXT	FINANCIAL AID Financial Aid applicants	FINANCIAL AID: Recipients log in and check their FA_SAP Status	Email Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza, and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	Can you receive Financial Aid for Fall 2022? Check at www.mtsac.edu/inside & look for FA Academic Progress STATUS. To end msgs text FASTOP. 139 characters	11036		
		NEW	ALL STUDENTS THAT TERM		Building Digital Signs Email Marquee Portal Social Media Text Message		Vaccines			
		NEW	ALL STUDENTS THAT TERM		Building Digital Signs Email Marquee Portal Social Media Text Message		COVID-19 Guidelines			
	First Week	NEW	ALL STUDENTS THAT TERM		Building Digital Signs Email Marquee Portal Social Media Text Message		Campus Resources - Construction, Water Refills			
							September 2022			

Actual Send Date	Campaign	Text Type Code	Audience	Objective	Formats	Stakeholders for Approval	Text Message	Results	Companion Email / Portal	Voicemail message
	FinAid Current Year	FAXT	FINANCIAL AID All registered students who do not receive FinAid for that current academic year	FINANCIAL AID: Increase number of students who applied	Building Digital Signs Marquee NEEDS CONFIRMATION Social Media Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy.	It's not too late! You can still apply for FAFSA or CA Dream Act for 22-23! To end msgs text FASTOP.	7756	Ask Jenny Phu for content for email	
	Success Fail	MKTG USE RAVE	CURRENT STUDENTS Registered students that term	SUCCESS: Remind students of resources to help them succeed	Building Digital Signs Email Marquee Portal Social Media Text Message	SUCCESS: Check with <i>Karina Alvarado</i> , <i>Grassmann, Michael Williams</i> , <i>Lina Soto</i> , <i>Meghan Chen</i> , <i>Seth Myers</i> , <i>CC: Uyen Mai</i>	How's It Going? We are here to support your success. Visit your Mountie Gmail for links to helpful resources on campus. To end msgs text INSTOP. NOTE: Check with Zelda if there is an event to share.		https://mailchi.mp/1efd02b78d18/how-is-it-going How's It Going? We hope your classes are going well! Sometimes toward the middle of the semester, many students find they could use some help. Mt. SAC has FREE resources that can come in handy. LIBRARY The Mt. SAC Library is open seven days with evening hours, study spaces, lots of resources, just for your studying and research needs. Online librarians, online research help, and online workshops are also available if you can't come on campus. Visit www.mtsac.edu/library/ TUTORING CENTERS The Mt. SAC Tutoring Centers have numerous resources to support students in a wide-range of	
	Winter Enrollment Call Center	Call Center	PROSPECTIVE STUDENTS from EMBED FORM	ENROLLMENT: Apply and ready to register for next term	Call Center	CALL CENTER: Cynthia Orr and Yen Mai; Get data from Mailchimp			https://mailchi.mp/21d5de5eae36/register-for-summer-classes-at-mt-sac-128164?e=[UNIQID]	
	Enrollment Fall	ARXT	POTENTIAL UNITS Current Credit Students	ENROLLMENT: Check with log in and register for more classes	Building Digital Signs Email Marquee Portal Social Media Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	Want to finish faster? Check out our late start classes. They're only 8 weeks long and begin mid-October! Info? www.mtsac.edu/schedule .		https://mailchi.mp/b785ea753da4/theres-still-time-to-add-late-start-classes There's still time! Add Late Start Classes to Finish Faster! Mt. SAC will offer a variety of late start credit classes for the fall semester, with most classes beginning [DATE] Late start classes are short-term eight-week courses that cover the same material as the regular 16-week courses. They can be particularly helpful for students who enjoy shorter schedules or need more units. For more information on classes available, visit the Mt. SAC fall schedule online at http://www.mtsac.edu/schedule . View Late Start Classes	
							October 2022			
	Success Fail	MKTG USE RAVE	CURRENT STUDENTS Registered students that term	SUCCESS: Remind students to get ready to transfer	Building Digital Signs Email Marquee Portal Social Media Text Message	SUCCESS: Check with <i>Transfer Center Director, Lina Soto</i> , <i>Tannia Robles</i> , <i>CC: Uyen Mai</i>	TBD		https://us16.campaign-archive.com/?e=__test_email__&u=c81a139489dbccc89ef6bb130&id=447b610d3c Update COVID-19 INFORMATION	
	FinAid Current Year	FAXT	FINANCIAL AID oAll financial aid recipients oEmail notice first, then text message	WARNING! Check link redirect is working before sending out Remind students of policy	Email Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza, and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	REMINDER! Good grades we pay; Bad grades you pay. Read CA College Promise Grant eligibility at www.mtsac.edu/blog To end msgs text FASTOP.	10107	Email through IT	
	FinAid Next Year	FAXT	FINANCIAL AID All financial aid recipients	FINANCIAL AID: Recipient fills out FAFSA or CA Dream Act App	Building Digital Signs Email Marquee Portal Social Media Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza, and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	2023-24 financial aid applications now available. Complete the FAFSA/CA Dream Act! Info https://www.mtsac.edu/financialaid/cashfair.html To end msgs text FASTOP	3837	Email through IT	
	Enrollment Winter	ARXT	ACTIVE STUDENTS Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date	Email Portal Social Media Text Message	ENROLLMENT: Check with George Bradshaw, Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	Winter registration appointments are now in your Mt. SAC portal. Log in now at www.mtsac.edu/inside To end msgs text ARSTOP.	Approval received: 11/02/22: total 38401	REGISTRATION APPOINTMENTS It's time to register for classes at Mt. SAC! [TERM] registration opens [DATE] for current and returning students. Check your Mt. SAC Portal today to find your registration appointment. Search the Schedule of Classes to find the right class for your schedule. Search all open and available courses in the Schedule of Classes. Pay fees online through your Mt. SAC Portal or in-person at the Cashier's Office (Building 4-1st Floor).	This is Mt. SAC calling [TERM] classes. [TERM] registration open for students. Check your Mt. SAC Portal for appointment. Search the Schedule of your schedule.
	Enrollment Winter	Mailchimp	EMBED FORM IN MAILCHIMP	ENROLLMENT: Apply and ready to register for next term	Email	CALL CENTER: Cynthia Orr and Yen Mai; Get data from Mailchimp			https://mailchi.mp/21d5de5eae36/register-for-summer-classes-at-mt-sac-128164?e=[UNIQID]	
							November 2022			
	Enrollment Winter	Call Center	ASK IT: Students who Applied, but didn't Enroll	ENROLLMENT: Apply and get ready for next term	Call Center Email	CALL CENTER: Cynthia Orr and Yen Mai; Get data from IT			https://mailchi.mp/778eb10bb997/register-for-summer-classes-at-mt-sac-128168?e=[UNIQID]	
	Enrollment Winter	ARXT	MISSED APPOINTMENTS People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes	Call Center Email Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy. CALL CENTER: Ask for this data to call students.	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.	20073	REGISTRATION REMINDER You missed your registration appointment [TERM] registration opened [DATE] for current and returning students. Search the Schedule of Classes to find the right class for your schedule. Search all open and available courses in the Schedule of Classes. Pay fees online through your Mt. SAC Portal or in-person at the Cashier's Office (Building 4-1st Floor). Hurry! Register now to get the right classes for your schedule.	This is Mt. SAC calling [TERM] class Search the Schedule of your schedule. Hurry! Register now to get the right classes for your schedule.
							December 2022			
	Enrollment Winter	INXT	MISSING PAYMENT People who have registered but have not paid. Exclude financial aid students	ENROLLMENT: Recipients log in and pay fees	Email Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	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.	2030	PAYMENT REMINDER Pay your outstanding balance to avoid being dropped from your classes. Pay fees online through your Mt. SAC Portal www.mtsac.edu/inside or in-person at the Cashier's Office (Building 4-1st Floor).	
	Spring Enrollment Call Center	Call Center	PROSPECTIVE STUDENTS from EMBED FORM	ENROLLMENT: Apply and ready to register for next term	Call Center	CALL CENTER: Cynthia Orr and Yen Mai; Get data from Mailchimp			https://mailchi.mp/21d5de5eae36/register-for-summer-classes-at-mt-sac-128164?e=[UNIQID]	
	Enrollment Winter	INXT	POTENTIAL UNITS Students taking less than 4 units	ENROLLMENT: Recipients log in and register for classes	Building Digital Signs Email Marquee Portal Social Media Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	Add one more class, get one step closer to your goals. Spots have opened. Add classes now at www.mtsac.edu/inside To end msgs text ARSTOP. 139 characters			
	FinAid next year	FAXT	FINANCIAL AID Financial Aid students	FINANCIAL AID: Increase people registering for financial aid	Building Digital Signs Email Marquee Portal Social Media Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza, and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	Did you renew your Financial Aid yet? Apply for the 2023-24 FAFSA/CA Dream Act now! Apply by 3/2 to get the most aid. To end msgs text FASTOP.	2304	IT emails	
	Success Winter	MKTG USE RAVE	First time students - INITIATED BY MARKETING TO MAKE SURE EMAIL GOES OUT FIRST	New to College Information COVID-19 Information necessary	Email Portal Social Media Text Message	SUCCESS: Check with <i>Mountie Alvarado</i> , <i>Grassmann, Michael Williams</i> , <i>Lina Soto</i> , <i>Meghan Chen</i> , <i>Seth Myers</i> , <i>CC: Uyen Mai</i>	Need some helpful Tips to Start Strong? Check your Mountie Gmail for a detailed message and links. To end msgs text INSTOP.		https://us16.campaign-archive.com/?e=__test_email__&u=c81a139489dbccc89ef6bb130&id=447b610d3c Tips for Success Only a few days until you become a Mt. SAC Mountie! Congratulations on joining Mt. San Antonio College and pursuing your academic and career goals! College is both exhilarating and challenging. We want you to know Mt. SAC faculty and staff are here to help you succeed. To get off on the right foot, here are some tips for you to prepare for your first semester at Mt. SAC: GOOGLE EMAIL + APPS Official student	
							January 2023			

Actual Send Date	Campaign	Text Type Code	Audience	Objective	Formats	Stakeholders for Approval	Text Message	Results	Companion Email / Portal	Voicemail message
	Enrollment Winter	INXT	ALL STUDENTS	ENROLLMENT: Recipients check schedule to add classes	Email Portal Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	Mt. SAC has more open course sections. Get added by coming to the first day of class. www.mtsac.edu/schedule . To end msgx text INSTOP.			
	Enrollment Spring	ARXT	ACTIVE STUDENTS Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date	Building Digital Signs Email Marquee Portal Social Media Text Message	ENROLLMENT: Check with George Bradshaw, Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	Spring registration appointments are now in your Mt. SAC Portal. Log in now at www.mtsac.edu/inside . To end msgx text ARSTOP.		REGISTRATION APPOINTMENTS It's time to register for classes at Mt. SAC! [TERM] registration opens [DATE] for current and returning students. Check your Mt. SAC Portal today to find your registration appointment. Search the Schedule of Classes to find the right class for your schedule. Search all open and available courses in the Schedule of Classes. Pay fees online through your Mt. SAC Portal or in-person at the Cashier's Office (Building 4-1st Floor).	This is Mt. SAC calling for [TERM] classes. [TERM] registration opens. Check your Mt. SAC Portal appointment. Search the Schedule of your schedule.
	Enrollment Spring	Mailchimp	EMBED FORM IN MAILCHIMP	ENROLLMENT: Apply and ready to register for next term	Email	CALL CENTER: Cynthia Orr and Yen Mai; Get data from Mailchimp			https://mailchi.mp/21d5de5eae36/register-for-summer-classes-at-mt-sac-128164?e=[UNIQID]	
	FinAid this year	FAXT	FINANCIAL AID oAll financial aid recipients oEmail notice first, then text message (use email code) oWHEN? When grades are final	FINANCIAL AID: Recipients log in and check their FA_SAP status for spring 2023	Email Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza, and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	Will you receive Financial Aid for Spring'23? Check at www.mtsac.edu/inside & look for FA Academic Progress Status. To end msgx text FASTOP.	5539	Email through IT	
	Enrollment Spring	Call Center	ASK IT: Students who Applied, but didn't Enroll	ENROLLMENT: Apply and get ready for next term	Call Center Email	CALL CENTER: Cynthia Orr and Yen Mai; Get data from IT			https://mailchi.mp/78eb10bb997/register-for-summer-classes-at-mt-sac-128168?e=[UNIQID]	
	Success Winter	MKTG USE RAVE	CURRENT STUDENTS Registered students that term	SUCCESS: Remind students of resources to help them succeed	Building Digital Signs Email Marquee Portal Social Media Text Message	SUCCESS: Check with Kristina Alvarado-Grassmann, Michael Williams, Lina Soto, Meghan Chen, Seth Myers, CC: Uyen Mai	How's It Going? We are here to support your success. Visit your Mountie Gmail for links to helpful resources on campus. To end msgx text INSTOP.		https://mailchi.mp/1efd02b78d18/how-is-it-going How's It Going? We hope your classes are going well! Sometimes toward the middle of the semester, many students find they could use some help. Mt. SAC has FREE resources that can come in handy. LIBRARY The Mt. SAC Library is open seven days with evening hours, study spaces, lots of resources, just for your studying and research needs. Online librarians, online research help, and online workshops are also available if you can't come on campus. Visit www.mtsac.edu/library/ TUTORING	
	FinAid Next Year	FAXT	ALL STUDENTS	FINANCIAL AID: Help Students get financial aid	Building Digital Signs Email Marquee Portal Social Media Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza, and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	Get help with 2023-24 FAFSA/CA Dream Act on "[DATE]" at Cash for College. RSVP www.mtsac.edu/financialaid/cashfair.html To end msgx text FASTOP		Email through IT	
	Enrollment Spring	ARXT	MISSED APPOINTMENTS People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes	Call Center Email Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy. CALL CENTER: Ask for this data to call students.	You missed your Mt. SAC registration appt. Log into the Portal now at www.mtsac.edu/inside to add classes. To end msgx text ARSTOP.		REGISTRATION REMINDER You missed your registration appointment. [TERM] registration opened [DATE] for current and returning students. Search the Schedule of Classes to find the right class for your schedule. Pay fees online through your Mt. SAC Portal or in-person at the Cashier's Office (Building 4-1st Floor). Hurry! Register now to get the right classes for your schedule.	This is Mt. SAC calling for [TERM] classes. Search the Schedule of your schedule. Hurry! Register now to get the right classes for your schedule.
							February 2023			
	Enrollment Spring	INXT	MISSING PAYMENT People who have registered but have not paid. Exclude financial aid students	ENROLLMENT: Recipients log in and pay fees	Email Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	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 msgx text ARSTOP.		PAYMENT REMINDER Pay your outstanding balance to avoid being dropped from your classes. Pay fees online through your Mt. SAC Portal www.mtsac.edu/inside or in-person at the Cashier's Office (Building 4-1st Floor).	
	Enrollment Spring	ARXT	POTENTIAL UNITS Students taking less than 12 units	ENROLLMENT: Recipients log in and register for classes	Building Digital Signs Email Marquee Portal Social Media Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	Add one more class, get one step closer to your goals. Add classes now at www.mtsac.edu/inside . To end msgx text ARSTOP.			
	FinAid Next Year	FAXT	FINANCIAL AID Everyone who has not applied for financial aid	FINANCIAL AID: Increase people registering for financial aid	Building Digital Signs Email Marquee Portal Social Media Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza, and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	Did you renew your Financial Aid yet? Apply for the 2023-24 FAFSA/CA Dream Act now! Apply by 3/2 to get the most aid. To end msgx text FASTOP.			
	Enrollment Spring	ARXT	POTENTIAL UNITS Students taking less than 12 units	ENROLLMENT: Recipients check schedule to add classes	Email Portal Social Media Text Message	ENROLLMENT: Check with George Bradshaw Meghan Chen cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy	Mt. SAC has more open course sections. Get added by coming to the first day of class. www.mtsac.edu/schedule To end msgx text INSTOP.			
	Success Spring	MKTG USE RAVE	FIRST TIME STUDENTS Initiated by marketing to make sure emails go out first	New to College Information COVID-19 Information necessary	Email Portal Social Media Text Message	SUCCESS: Check with Kristina Alvarado-Grassmann, Michael Williams, Lina Soto, Meghan Chen, Seth Myers, CC: Uyen Mai	Need some helpful Tips to Start Strong? Check your Mountie Gmail for a detailed message and links. To end msgx text INSTOP. 123 characters		https://us16.campaign-archive.com/?e=test_email_&urc081a139489d8cc089ef6bb130&iid=447b610d3c Tips for Success Only a few days until you become a Mt. SAC Mountie! Congratulations on joining Mt. San Antonio College and pursuing your academic and career goals! College is both exhilarating and challenging. We want you to know Mt. SAC faculty and staff are here to help you succeed. To get off on the right foot, here are some tips for you to prepare for your first semester at Mt. SAC: GOOGLE EMAIL + APPS Official student	
	Success Spring	MKTG USE RAVE	ALL STUDENTS All students signed up for the term	Welcome to the Term /How to Take Online Classes	Email Marquee Portal Social Media Text Message	SUCCESS: Check with Kristina Alvarado-Grassmann, Michael Williams, Lina Soto, Meghan Chen, Seth Myers, CC: Uyen Mai	Get important information about the incoming term at Mt. SAC. Check your Mountie Gmail for a detailed message and links. To end msgx text INSTOP. 145 characters		https://mailchi.mp/8109ee7e806e/finding-your-classes-127683 Change to Summer 2023 Covid Info Update IN-PERSON CLASSES	
							March 2023			
	FinAid Next Year	FAXT	FINANCIAL AID All registered students who do not receive FinAid for that current academic year	FINANCIAL AID: Increase number of students who applied	Email Portal Social Media Text Message	FINANCIAL AID: Check with Manuel Cerda, Rosie Esparza, and Jenny Phu, cc: Uyen Mai, Monica Cantu-Chan, Claudia Coronado and Antonio Bangloy;	It's not too late! You can still apply for Financial Aid for 2023-24! www.mtsac.edu/financialaid To end msgx text FASTOP.		IT emails	
	Success Spring	MKTG USE RAVE	CURRENT STUDENTS Registered students that term	SUCCESS: Remind students of resources to help them succeed	Building Digital Signs Email Marquee Portal Social Media Text Message	SUCCESS: Check with Kristina Alvarado-Grassmann, Michael Williams, Lina Soto, Meghan Chen, Seth Myers, CC: Uyen Mai	How's It Going? We are here to support your success. Visit your Mountie Gmail for links to helpful resources on campus. To end msgx text INSTOP.		https://mailchi.mp/1efd02b78d18/how-is-it-going How's It Going? We hope your classes are going well! Sometimes toward the middle of the semester, many students find they could use some help. Mt. SAC has FREE resources that can come in handy. LIBRARY The Mt. SAC Library is open seven days with evening hours, study spaces, lots of resources, just for your studying and research needs. Online librarians, online research help, and online workshops are also available if you can't come on campus. Visit www.mtsac.edu/library/ TUTORING	

[illegible]