

Mt. San Antonio College In – Progress Applicants (Non-Direct Matriculants) Communication Report

Overview

Each Monday, a list of in-progress applicants is received by OpenCCC.net. In-Progress applicants are those who have started a Mt. SAC credit college application through OpenCCCApply but have not submitted their application. The Inreach Services program, within the Student Services Division has developed a communication strategy to close the loop from interest to application submission. Inreach in-progress non-direct matriculants communication campaigns started October 13, 2025.

On October 31, 2025, it was determined that Inreach would continue its campaigns by targeting non-direct matriculants born before 2008. High School Outreach and Dual Enrollment would independently manage their in-progress applicant campaigns, focusing on individuals born in 2008 or earlier to ensure timely dissemination of special admit, dual enrollment, and high school outreach information. Access to the OpenCCC.net reports was provided as of November 7, 2025.

Inreach Services contact non-direct matriculant in-progress applicants within two weeks of starting the application—the first contact is via email and the second is via text message to their phone. Since the Inreach campaign launched in October 2025, it has reached 2,161 applicants as of January 13, 2026. Of those, **70% opened the email, and 72% submitted the college application within a month.**

Communication Strategy

The In-Progress Applicant list is received by OpenCCC.net every Monday. The spreadsheet includes the applicants' DOB; the information is used to target communications to non-direct matriculants, with High School Outreach and Dual Enrollment communicating to high school age applicants. The following day, on Tuesday, an email is sent to the list of new in-progress applicants that were not in the previous list. The following Monday, those same applicants receive a text reminder. Each applicant is contacted only once by email and once by text within a two-week period; no additional reminders are sent if the application remains incomplete. Each week only new in-progress applicants receive communication. Campaigns for these communications are managed through Navigate Recruit and Modern Campus (Signal Vine).

The report below is inclusive of data collected from October 13, 2025 through January 13, 2026.

EMAIL SCRIPT:

Hello <STUDENT NAME>,

We noticed you've started your Mt. SAC application — great first step! 🎉 You're just a few clicks away from unlocking amazing opportunities.

The application is free, and so are the next steps: the assessment questionnaire, orientation, and educational plan. But first, be sure to complete and submit your application.

Once submitted, you should receive your Welcome Letter (with your Mt. SAC ID# and Username and next steps) within two weeks. If you don't receive it, please contact Admissions & Records at (909) 274-4415 or admissions@mtsac.edu.

Need help? The Inreach Services Team is here for you! Whether it's a quick question or a little guidance, we're just an email or call away. If you want to learn more about our campus visit our virtual tour.

Let's make it official — your future at Mt. SAC is waiting!

Text Script:

Remember to Complete and Submit your Mt. SAC application today! You're just a few clicks away from unlocking amazing opportunities-Inreach Services, inreach@mtsac.edu

DATA OVERVIEW & RESULTS

FIRST CONTACT: EMAIL COMMUNICATIONS

| MONTH | YEAR | TOTAL # ON IN-PROGRESS REPORT | UNDUPLICATED NUMBER OF STUDENTS CONTACTED |
|---|------|-------------------------------|--|
| October | 2025 | 1,167 | 670 |
| November | 2025 | 2,458 | 984 |
| December | 2025 | 1,382 | 190 *data is lower due to campus closure Dec. 22-Jan 1 |
| January | 2026 | 337 | 317*through 1/12/26 |
| Total Number of students emailed as of 1/9/2025: | | | 2, 161 |
| <i>*Note: The lower number of students contacted due to incomplete or missing phone numbers, Modern Campus filters for potential fraudulent phone numbers and does not include them in the text messaging</i> | | | |

- **70% Opened Communication** (Read the Navigate Recruit Email)
- **72% Completed** (Submitted their application within two weeks of the second contact)

SECOND CONTACT: TEXT COMMUNICATIONS

| MONTH | YEAR | TOTAL # ON IN-PROGRESS REPORT | UNDUPLICATED NUMBER OF STUDENTS CONTACTED |
|---|------|-------------------------------|---|
| October | 2025 | 1,167 | 582 |
| November | 2025 | 2,458 | 350 |
| December | 2025 | 1,382 | 122 |
| January | 2026 | 337 | 317 |
| Total Number of students text messaged as of 1/13/26: | | | 1, 371 |
| <i>*Note: The lower number of texts than emails is due to incomplete or missing phone numbers, Modern Campus filters for potential fraudulent phone numbers and does not include them in the text messaging</i> | | | |