

Information Technology SMS Pilot Project Timeline/Summary:

- 5/13/16: IT completed installation of the SMS tool.
- 5/16/16: Pilot message was finalized and approved by Financial Aid. Approved message text:
Time to renew financial aid for 2016-2017. Complete the FAFSA/CA Dream Act now! Text STOP to end FAInfo.
- 5/11-18/16: IT and FA collaborated to define student population. The population selection resulted in 1,103 students, which was confirmed by Financial Aid.
 - Selection criteria details as defined by FA
 - Award for 2015-2016
 - Valid 2015-2016 FAFSA/CA Dream Act
 - Registered in Spring 2016 for more than 1 unit
 - No FAFSA/CA Dream Act Application for 2016-2017
 - Did not file for Graduation (Pending, etc) for Summer 2015, Fall 2015, or Spring 2016
 - Opted in for Text Messaging (active PTXT in Banner)
- 5/16-19/16: Testing phase. Pilot messages sent to IT staff only.
- 5/19/16: IT management sent an email notification to FA and IT Helpdesk with details of the outgoing message, selection criteria determination, message content, and opt-out procedures.
- 5/19/16: SMS message was sent to students.
- 5/23/16: SMS Incoming/Outgoing Logs was analyzed
 - Total **Outgoing Messages 1,114** (1,103 students; remaining to IT staff)
 - Total **Incoming STOP 13**
 - Total **Incoming ERROR 8**
 - Total **Incoming OTHER 8** (Includes random replies/inquiries received)
- 5/23-27/16: IT to inactivate mobile numbers in Banner for students that have selected to opt-out of FAInfo text messaging.
- 5/25/16: FA, IT, and Marketing will regroup to discuss policy development, test results, lessons learned, and next steps.