

Text Messaging Important Enrollment Information

Mt. SAC is exploring text messaging important information to students related to enrollment. Research says about 73% of today's 18-year-olds are open to receiving text messages from their school.

Below is a draft of the first series of text messages related to enrollment the college intends to send for Fall registration. In addition, there are notes about key actions we want the audience to take and ideas on how to measure success.

1. OPT OUT MESSAGE

Mt. SAC provides important student information through text messages. Text STOP to end msgs. Msg and data rates may apply. (123 characters)

- Need BP + AP*
- *If legal counsel determines we can automatically opt students into these text messages (where we use an opt-out model), then this would be the first message.*
 - **Key Action:** None. Awareness.
 - **Measurement:** Number and percentage of recipients who opt-out after receiving the message.

2. REGISTRATION DATES

Registration appointments for [TERM] at Mt. SAC have been assigned. Log into the Portal to find your date and time. Text STOP to end msgs. (139 characters)

- NEXT WEEK!*
- Need direct link (track)*
- Edit*
- **Key Action:** Recipients look up their registration date
 - **Measurement 1:** Number and percentage of recipients who went to the portal and clicked #8 to look up registration date.
 - **Measurement 2:** What is the percentage of students who registered on their assigned date, comparing people who received text message and people who did not (Will work only for this year)

3. DROP FOR NONPAYMENT

Mt. SAC records show you have not paid for classes and may get dropped. Check the Portal to learn more and pay fees. Text STOP to end msgs. (140 characters)

- **Key Action:** Pay fees
- **Measurement 1:** Compare year over year, the percentage of students who paid prior to drop for nonpayment.
- **Measurement 2:** Determine the amount of money collected for nonpayment after text messages went out.
- **Measurement 3:** Compare percentage of students who paid prior to drop for nonpayment between those who received text messages versus those who did not.

Add "missed reg appt"

- Note, those in FA process may not get dropped

Other messages we would like to consider rolling out at a later time are:

- HOLD
Mt. SAC records show a hold on your record that must be cleared before registration. Check Portal for info. Text STOP to end msgs. (137 characters)
 - **Audience:** People with holds, but NOT people with suspension holds
 - **Action:** Check the portal. Clear the hold.
 - **Measurement 1:** Percentage of students who went to the portal and checked #8.
 - **Measurement 2b:** Percentage of students who cleared Holds that Prevent Registration before the next registration
 - Timeframe? To be determined.
 - **Measurement 3:** Compare year over year percentage of holds not cleared.
 - **Other possible exploratory ideas:** What is the average time frame it takes for students to check the portal #8? Are the holds preventing registration?
 - **NOTE:** Review the outcomes of the task force on holds

HOLD
work
group
needs
to
complete
analysis

- ORIENTATION (Up to George and Tom)
To enroll in classes at Mt. SAC, you must complete orientation. Check the Portal to learn more. Text STOP to end msgs. (119 characters)
 - For students who applied, but have not done anything else. George will speak with Tom
 - Target applied, but have not completed orientation.

Perhaps
not
needed

- REGISTRATION REMINDER *Changed to "missed appt"*
Your Mt. SAC registration appointment is coming up in the next 24-48 hours. Check the Portal to learn more. Text STOP to end. (133 characters)

↑
PRIORITY

- WAIT LIST
(may have issues with volume of manually programmed messages) Your wait listed class is open. You have 72 hours from now to enroll in your class. *Needs to be automated*
- DISTANCE LEARNING TIPS
If there is an open distance learning class [Not seeing the class you want? Class XXX is online and available. Enroll today!]
- LATE CLASS STARTING
You are registered for a late start class beginning the week of XXXXX. Check the Portal to learn more. Text STOP to end. (128 characters)

Manual
so big
work
load