Text Messaging Calendar

Campaign	Publication Date	Actual Send Date	Title and Text	Details	Objective	Outcomes	Results
			⊟ July 2016				
Enrollment F16	07/07/16	07/07/16	Fall registration appointments are now in your Mt. SAC portal. Log in now at http://inside.mtsac.edu. To end msgs text STOP.	124 characters. Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #8 to look up registration date. o 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) o Measurement 3: Track students who follow the link	It took 17 hours to finish the 23,280 SMS on Thursday, July 7. So far, we have 365 request to stop. That's about 1.6%.
Enrollment F16	07/27/16	07/27/16	You missed your Mt. SAC registration appt. Log into the Portal now at http://inside.mtsac.edu to add classes. To end msgs text STOP.	133 characters People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #8 to look o Measurement 2: Track students who follow the link	Completed 7/27 at 11:55 pm. A total of 13,772 text messages were sent to students who had an "opt-in" text message number, who had a registration appointment prior to yesterday, and did not have any registration activity.
			⊟ August 2016				
FinAid 1617	08/11/16	08/11/16	Can you receive Financial Aid for Fall 2016? Check at http://inside.mtsac.edu & look for FA Academic Progress Status. To end msgs text STOP.	140 characters	FINANCIAL AID: Recipients log in and clear holds		240 students identified by Jenny Phu

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Enrollment F16	08/11/16	08/18/16	Your classes haven't been paid for and may get dropped. Pay fees in the Mt. SAC portal at http://inside.mtsac.edu. To end msgs text STOP.	138 characters People who have registered but have not paid	ENROLLMENT: Recipients log in and pay fees	o Measurement 1: Compare year over year, the percentage of students who paid prior to drop for nonpayment. o Measurement 2: Determine the amount of money collected for nonpayment after text messages went out. o Measurement 3: Compare percentage of students who paid prior to drop for nonpayment between those who received text messages vs those who did not. * Note, those in FA process may not get dropped	The following text message was sent to 2,084 people who had opted in for text messages. These students were a subset of those who received an e-mail regarding Drop for Non-Payment as part of our regular process, and received both forms of communication. The messages were sent and completed yesterday afternoon.
Enrollment F16	08/26/16	08/26/16	Mt. SAC is adding new course sections. Get added by coming to the first day of class. www.mtsac.edu/schedule. To end msgs text STOP.	132 characters	ENROLLMENT: Recipients check schedule to add classes		Text messages to 3,103 students who are on one or more wait lists and who have opted in to receive text messages are receiving the following message (delivery is in progress):
			⊟ September 2016				
			⊟ October 2016				
FinAid 1617	09/27/16	10/13/16	REMINDER! Good grades we pay; Bad grades you pay. BOG fee waiver has new rules. Go to www.mtsac.edu/bog for info. To end msgs text STOP. 137 characters	137 characters o All financial aid recipients o Email notice first, then text message o WHEN? Anytime through 17-18	Deep link into Portal. WARNING! Check link redirect is working before sending out		The following message has been delivered to 7,517 recipients (39 were filtered out because their text message phone number was marked inactive). REMINDER! Good grades we pay; Bad grades you pay. BOG fee waiver has new rules. Go to www.mtsac.edu/bog for info. To

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							end msgs text STOP Population was anyone awarded financial aid for 2016-17 and currently enrolled in at least one credit class for Fall 2016. 98% (7,353 of messages were successful; 2% (164) were unsuccessful (ER-006F: Protocol error, unspecified, ER-00E0/00E1: Timeout error). As of 10/14/16, 48 students have elected to opt-out.
FinAid 1718		12/14/16	Time to apply for 2017-2018 Financial Aid. Complete the FAFSA/CA Dream Act now! To end msgs text STOP.				
			⊟ November 2016				
Enrollment W17	11/02/16	11/03/16	Winter registration appointments are now in your Mt. SAC portal. Log in now at www.mtsac.edu/inside. To end msgs text STOP.	124 characters. Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #8 to look up registration date. o 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) o Measurement 3: Track students who follow the link	The text message was delivered today to 19,810 numbers where students had a Winter (201630) registration appointment posted and had opted in to receive text messages. 98% (19,426 of messages were successful; 2% (383) were unsuccessful (ER-006F: Protocol error, unspecified). As of 11/19/16, 1 student has elected to opt-out. GOOGLE ANALYTICS: 250 people clicked on the link on their mobile phone on Nov. 3. 426 in the weeks after.

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Enrollment W17	11/23/16		You missed your Mt. SAC registration appt. Log into the Portal now at www.mtsac.edu/inside to add classes. To end msgs text STOP.	133 characters People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #8 to look o Measurement 2: Track students who follow the link	
EnrollmentW17		11/4/206	You have a hold on your record you must clear before registration. Log in the portal for info: www.mtsac.edu/inside. To end msgs text STOP	138 characters People who have a registration appointment and has a hold on their account	ENROLLMENT: Recipients log in and review their student account	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #30 to look up registration date. o 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) o Measurement 3: Track students who follow the link	The text message was sent to 2,687 mobile numbers where students had a Winter (201630) registration appointment, had opted in to receive text messages, and had a hold on their account that prevented registration.

98.5% (2,646 of messages were successful; 1.5% (41) were unsuccessful (ER-006F: Protocol error, unspecified).

As of 11/19/16, 1 student has elected to opt-out. |
| | | | ⊟ December 2016 | | | | |
| Enrollment W17 | 12/02/16 | | 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 STOP. | 138 characters People who have registered but have not paid | ENROLLMENT: Recipients log in and pay fees | o Measurement 1: Compare year over year, the percentage of students who paid prior to drop for nonpayment. o Measurement 2: Determine the amount of money collected for | |

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						nonpayment after text messages went out. o Measurement 3: Compare percentage of students who paid prior to drop for nonpayment between those who received text messages vs those who did not. * Note, those in FA process may not get dropped	
FinAid 1718	12/12/16		Time to renew your Financial Aid for 2017-18. Apply for FAFSA/Cal Dream Act now! Apply by 3/2 to get the most aid. To end msgs text STOP.	140 characters. Everyone	FINANCIAL AID: Increase people registering for financial aid		
			⊟ January 2017				
Enrollment S17	01/04/17		Spring registration appointments are now in your Mt. SAC portal. Log in now at www.mtsac.edu/inside. To end msgs text STOP.	124 characters. Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #8 to look up registration date. o 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) o Measurement 3: Track students who follow the link	

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FinAid 1617	01/16/17		Can you receive Financial Aid for Spring 2017? Check at www.mtsac.edu/inside & look for FA Academic Progress Status. To end msgs text STOP.	138 characters o All financial aid recipients o Email notice first, then text message (use email code) o WHEN? When grades are final	FINANCIAL AID: Recipients log in and clear holds		FYI - This text message is being delivered today to 7,346 students receiving Financial Aid and who have opted in to receive text messages.
Enrollment S17	01/25/17		You missed your Mt. SAC registration appt. Log into the Portal now at www.mtsac.edu/inside to add classes. To end msgs text STOP.	133 characters People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #8 to look o Measurement 2: Track students who follow the link	
			⊟ February 2017				
Enrollment S17	02/02/17		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 STOP.	138 characters People who have registered but have not paid	ENROLLMENT: Recipients log in and pay fees	o Measurement 1: Compare year over year, the percentage of students who paid prior to drop for nonpayment. o Measurement 2: Determine the amount of money collected for nonpayment after text messages went out. o Measurement 3: Compare percentage of students who paid prior to drop for nonpayment between those who received text messages vs those who did not. * Note, those in FA process may not get dropped	

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FinAid1718	02/16/17		Time to renew your Financial Aid for 2017-18. Apply for FAFSA/Cal Dream Act now! Apply by 3/2 to get the most aid. To end msgs text STOP.	140 characters Everyone who has not applied for financial aid	FINANCIAL AID: Increase people registering for financial aid		
FinAid 1617	02/23/17		It's not too late! You can still apply for Financial Aid for this year! To end msgs text STOP.	85 characters. All registered students who do not receive FinAid for that current academic year	FINANCIAL AID: Increase number of students who applied		
			⊟ March 2017				
FinAid 1617	03/21/17		REMINDER! Good grades we pay; Bad grades you pay. BOG fee waiver has new rules. Go to www.mtsac.edu/bog for info. To end msgs text STOP. 137 characters	131 characters o All financial aid recipients o Email notice first, then text message o WHEN? Anytime through 17-18			
			⊟ April 2017				
FinAid 1617	04/04/17		It's not too late! You can still apply for Financial Aid for 16-17! To end msgs text STOP.	85 characters. All registered students who do not receive FinAid for that current academic year	FINANCIAL AID: Increase number of students who applied		
			⊟ May 2017				
Enrollment Su17	05/03/17		Summer registration appointments are now in your Mt. SAC portal. Log in now at www.mtsac.edu/inside. To end msgs text STOP.	124 characters. Everyone with registration appointments	ENROLLMENT: Recipients look up their registration date	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #8 to look up registration date. o Measurement 2: What is the percentage of students who	

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						registered on their assigned date, comparing people who received text message and people who did not (Will work only for this year) o Measurement 3: Track students who follow the link	
Enrollment Su17	05/24/17		You missed your Mt. SAC registration appt. Log into the Portal now at www.mtsac.edu/inside to add classes. To end msgs text STOP.	133 characters People who missed their registration appointments	ENROLLMENT: Recipients log in and register for classes	o Measurement 1: Number and percentage of recipients who went to the portal and clicked #8 to look o Measurement 2: Track students who follow the link	
			⊟June 2017				
Enrollment Su17	06/01/17		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 STOP.	138 characters People who have registered but have not paid	ENROLLMENT: Recipients log in and pay fees	o Measurement 1: Compare year over year, the percentage of students who paid prior to drop for nonpayment. o Measurement 2: Determine the amount of money collected for nonpayment after text messages went out. o Measurement 3: Compare percentage of students who paid prior to drop for nonpayment between those who received text messages vs those who did not.	

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						* Note, those in FA process may not get dropped	
FinAid 1617	08/16/16		Can you receive Financial Aid for Fall 2017? Check at www.mtsac.edu/inside & look for FA Academic Progress Status. To end msgs text STOP.	140 characters o All financial aid recipients o Email notice first, then text message (use email code) o WHEN? When grades are final	FINANCIAL AID: Recipients log in and clear holds		
			TIME VARIES BY STUDENT				
FinAid 1617			There is an ISSUE with your BOG Fee Waiver. Log into Mt. SAC Portal under Financial Aid to learn more. To end msgs text STOP.	113 characters o BOG students with issue using email code o Email notice first, then text message (use email code) o WHEN? When grades are final			
FinAid 1617			To receive aid on time, there are Financial Aid REQUIREMENTS you need to submit. Check Mt. SAC Portal for info. To end msgs text STOP.	138 characters o All students with FA record and missing requirement o Dream Act message is included o Email notice first, then text message (email code) o WHEN? Student specific based on when submit FAFSA. About May through October.			

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FinAid1617			Second Notice! There are Financial Aid REQUIREMENTS you need to submit. Check Mt. SAC Portal for information. To end msgs text STOP.	136 characters o All students with FA record and missing requirement o Dream Act message is included o Email notice first, then text message (email code) o WHEN? 60 days after initial requirements message (refer to No. 5).			
FinAid1617			Final Notice! There are Financial Aid REQUIREMENTS you need to submit. Check Mt. SAC Portal for information. To end msgs text STOP.	135 characters o All students with FA record and missing requirement o Dream Act message is included o Email notice first, then text message (email code) o WHEN? 60 days after second requirements message (refer to No. 6).			