Sample COVID Student Bridge/Engagement Campaign

Audience/Topic	Content	Notes/Questions
Topic: COVID Student Engagement Audience: Currently enrolled students	Hey <name>! We know that the COVID-19 issue is very stressful. If you are self-isolating or on your own, we want to help you stay positive and productive! <Institution; we> are here for you!	
Topic: COVID Student Engagement Audience: Currently enrolled students	Hey <name>! During COVID-19, your health and safety is our #1 priority. Can we send some info about COVID-19 health and safety? (Text yes or no) Y: Great! Go here and stay safe, <name>! We care about you!: https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public N: Thanks for letting us know. Please stay safe—we care about you!	Note: - We can also add school resource here (COVID website, institutional resources)
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Topic: FAFSA Audience: Currently enrolled students + newly admitted students	Hey <name>! You can submit your FAFSA now if you haven't already. Now would be a great time to make sure you get aid for next year! Do you need the link to submit your FAFSA? (Text yes or no) Y: Go here: FAFSA.gov. Use our school code 000000. N: Thanks for letting us know. Remember to use our school code 000000.	Need FAFSA deadline and point of contact information
Topic: FAFSA Audience: Currently enrolled students + newly admitted students	Hey <name>! You can submit your FAFSA on your phone using the myStudentAid app on iTunes and Google Play. Questions? Text us back! Do you need the link to submit your FAFSA? (Text yes or no) Y: Here's the link: FAFSA.gov. Remember to use our school code 000000. N: Thank you for letting us know. Text us back if you change your mind. Remember to use our school code 000000.	
Topic: COVID Student Engagement Audience: All students	Hey <name>! If you want to stay productive, it would be a great time to explore classes for fall semester! Do you want to learn more? (Text yes or no) Y: Great! Go here: <link to class schedule> N: That's okay! If you need guidance, you can call <number> or email: <email address>	
Topic: COVID Student Engagement Audience: All students	Hey <name>! You can stay positive during this time! Reconnect with friends and family. Binge your favorite shows and enjoy some of your favorite meals!	Best Practice: avoid overloading students with informational content. Humanize the

	If you want some suggestions, check out this great list of fun things to do!: https://www.nytimes.com/2020/03/16/arts/coronavirus-quarantine-what-to-watch.html

Please take care of yourself—<the institution; we> care about you! | approach and connect with them

We can promote other motivational and/or engagement resources from the institution |
| Topic: COVID Student Engagement

Audience: Students transitioning to online or distance education | Hey <name>! We wanted to check in on you and see how you are doing with the transition to <online learning, online classes, etc.>.

Do you need help finding free Internet locations or free/low-cost computers? (Text yes or no)

Y: Great! Here are a few resources to get you started:

Free Wifi Locations: https://www.lifewire.com/how-to-find-free-wifi-locations-1358040

Free/low-cost computers: https://www.pcsforpeople.org/eligibility/

Free/low-cost computers: https://www.computerswithcauses.org/application.htm

N: That's okay! Text us if you need anything! Stay safe and healthy, <name>! | Note:
- Could add institutional resources to help students locate Internet and/or free computers if they are in need. |
| Topic: COVID Student Engagement

Audience: Remote students | Hey <name>! We wanted to check in on you and see how you are doing with your <online courses, online learning>. Are you having any troubles? Text us back if you need anything! | Note:
- We can direct students to on- or off-campus technology resources |
| Topic: COVID Student Engagement | Hey <name>! During COVID-19, your health and safety is our #1 priority.

Can we send you some info about free healthcare and local resources? (Text yes or no) | Note:
- We can direct students to on- or off-campus technology resources or |

Audience: Currently enrolled students	Y: We're so glad we can help! Check out these free resources to get the healthcare you need:

Free local clinics: https://www.nafcclinics.org/find-clinic

Free local clinics: https://www.freeclinics.com/

Find a local Goodwill: https://www.goodwill.org/locator/

N: That's okay! Text us if you need anything! Stay safe and healthy, <name>! | institutional websites if they have more questions. |
| Topic: Enrollment Management, Social Media

Audience: Currently enrolled students + newly admitted students | Hey <name>! We hope you're staying safe and healthy during COVID-19. We are here for you!

To stay connected, please follow us on social media so you can stay informed!

Twitter: <twitter handle>
YouTube: <YouTube channel>
Facebook: <Facebook page>
Instagram: <Instagram handle>

Text us if you need anything, <name>! | Note:
-We can customize by institutional resources or unique social media accounts |
| Topic: Enrollment Management, Alumni Engagement

Audience: Newly admitted students, rising freshmen | Hey <name>! While you're staying safe and healthy during COVID-19, you should check out our alumni website. The <mascot> family is strong, and we can't wait for you to join!

Can we send you some alumni info? (Text yes or no)

Y: Great, <name>! Check out our incredible alumni and stay connected to us! | Note:
-We can customize by institutional resources or unique social media accounts |

	Meet Our Alumni: <alumni page> N: That's okay! Text us if you need anything! Stay safe and healthy, <name>!	
Topic: Enrollment Management, Virtual Campus Tours Audience: Newly admitted students, rising freshmen	Hey <name>! While you're staying safe and healthy during COVID-19, you should explore our campus! We have a great virtual tour posted on our website here: <link> You can also follow us social media to stay connected: Twitter: <twitter handle> YouTube: <YouTube channel> Facebook: <Facebook page> Instagram: <Instagram handle> Text us if you need anything, <name>!	Notes: -Could pare down social media if institutions don't update.
Topic: Enrollment Management, Alumni Engagement Audience: Newly admitted students, rising freshmen	Hey, <name>! If you're feeling a bit overwhelmed about COVID-19, we totally get it. Going to college is overwhelming, too. You're not alone! Register for orientation to meet other incoming freshmen and learn about the *mascot* family. Register and pay your deposit/fee of $___ by deadline! Need the link? (Text yes or no) Y: Go here to register: <URL>. Go here to pay your deposit: <URL>. N: Thanks for letting us know! Text us back if you change your mind.	
Topic: Enrollment Management, Alumni Engagement	Hey, <name>! Even though COVID-19 is probably on your mind, you can make sure you are all ready to go in the fall! Early registration ends 8/10. You should meet with your program advisor ASAP to prep and secure you spot in class. Classes start 8/17.	

Audience: Currently enrolled students	Questions? Text us back or check your email for more info.	
Topic: Enrollment Management Audience: Newly admitted students, rising freshmen	Hey, <name>! We hope you're safely with family and isolating at this time. However, there's so much to learn about AAMU! Check out these resources to learn more about your future home! Virtual Tour: <link> Schedule of Classes: <link> Alumni Network: <link> Student Organizations: <link> <Add others as requested>	
Topic: Enrollment Management, Academic Support Audience: Currently enrolled students	Hey, <name>! Even though you're learning <online, remotely> right now, we are still here for you! If you need academic coaching or any help with your courses, please reach out to us. Can we send you some info about academic support while you are studying online? (Text yes or no) Y: Great! Here are some resources for you to explore:<links> N: That's okay! You can text us anytime if you have questions!	Notes: -Not sure what information we can add here but we can cater to individual institutions.