

Sample Stop-out Text Campaign

Msg #	Send Date	Context/Audience	Content	Notes/Questions	Data Upload Deadline	Data Rcvd
1	2/7	<p>Topic: Intro</p> <p>Audience: Near degree completers (12 credit hours or less to completion)</p>	<p>Hi <i>first name</i>! We miss you at Trellis University! Did you know you are less than 12 credits away from graduation? You are close to the finish line and we want to help you get there! Reply STOP to end messages. Are you ready to re-enroll at TU? (Please reply yes or no)</p> <p>Y: We're excited to hear that! Registration begins 3/15. Make an appointment with your advisor here: mytrellis.edu. Contact the Office of the Admissions at 000-000-0000 if you have any questions.</p> <p>N: Are you sure? This can be a tough process but you're not alone. Talk to a coach to discuss your academic and financial plan: https://www.mosaiec.org/coaching/</p>	<p>First message of every campaign needs to include the option to opt out</p> <p>We need a point of contact for each message to defer students who have questions our team cannot answer via text</p>	<p>2 full business days prior to send date</p> <p>2/4</p>	N
2	2/7	<p>Topic: Intro</p> <p>Audience: Students with more than 12 credit hours remaining</p>	<p>Hi <i>first name</i>. We miss you here at Trellis University and want to help you complete your college degree. It is not too late to get back on track. Reply STOP to end messages. Are you ready to re-enroll at TU? (Please reply yes or no)</p> <p>Y: We're excited to hear that! Registration begins 3/15. Make an appointment with your advisor here: mytrellis.edu. Contact the Office of the Admissions if you have any questions.</p> <p>N: Are you sure? This can be a tough process but you're not alone. Talk to a coach to discuss your academic and financial plan: https://www.mosaiec.org/coaching/</p>		2/4	N

3	3/7	<p>Topic: Follow-up</p> <p>Audience: Near degree completers (12 credit hours or less to completion)</p>	<p>Did you know that on average college grads earn \$1 million more over their lifetime, <i>first name</i>? You have less than 12 credit hours left to complete your degree at Trellis University. Can we send you more info? (Please reply yes or no)</p> <p>Y: Great! You will need to schedule an advising appointment with your advisor here: mytrellis.edu. Contact the Office of the Admissions at 000-000-0000 if you have any questions.</p> <p>N: Thank you for letting us know. Text us back if you change your mind.</p>		3/4	N
4	3/7	<p>Topic: Follow-up</p> <p>Audience: Students with more than 12 credit hours remaining</p>	<p>Did you know that on average college grads earn \$1 million more over their lifetime, <i>first name</i>? You still have time to re-enroll at Trellis University to complete your degree. We are here to help you get there. Can we send you more info? (Please reply yes or no)</p> <p>Y: Great! You will need to schedule an advising appointment with your advisor here: mytrellis.edu. Contact the Office of the Admissions at 000-000-0000 if you have any questions.</p> <p>N: Thank you for letting us know. Text us back if you change your mind.</p>		3/4	N
5	4/15	<p>Topic: Stop-out</p> <p>Audience: Stop-out students between 2013-2016</p>	<p>Hi <i>first name</i>! We want you back at Trellis University. Get back on track to earn your college degree. We are here to assist you with next steps in the re-enrollment process. We will be calling you soon to check-in and answer questions about re-enrollment.</p>	To be used when also conducting a call campaign	4/12	N
6	5/15	<p>Topic: Follow-up</p> <p>Audience: Stop-out students between 2013-2016</p>	<p>Hi <i>first name</i>! Trellis here checking in. We miss you and want to help you complete your college degree. Registration is now open. Are you ready to re-enroll at TU? (Please reply yes or no)</p> <p>Y: We're excited to hear that! Here's what you need to do next: 1) Submit your Re-entry Application: mytrellis.edu. 2) Schedule an advising appointment: mytrellis.edu. Contact the Office of the Admissions at 000-000-0000 if you have any questions.</p>		5/12	N

			<p>N: Are you sure? This can be a tough process but you're not alone. Talk to a coach to discuss your academic and financial plan to get started: https://www.mosaiec.org/coaching/. You can also contact the Office of the Admissions at 000-000-0000 if you have any questions.</p>			
7	6/15	<p>Topic: Stop-out</p> <p>Audience: Stop-out students</p>	<p>Hi <i>first name</i>! It's not too late to finish your degree! Sign up for classes at Trellis University NOW. We miss you and are here to help you with the re-enrollment process. Contact us today at 000-000-0000. Ready to re-enroll? (Please reply yes or no).</p> <p>Y: Here's what you need to do next: 1) Submit your Re-entry Application: mytrellis.edu. 2) Schedule an advising appointment: mytrellis.edu.</p> <p>N: Are you sure? This can be a tough process but you're not alone. Talk to a coach to discuss your academic and financial plan: https://www.mosaiec.org/coaching/</p>		6/12	N