



modern[®] campus

Engaging Modern Learners
For Life

Message 101

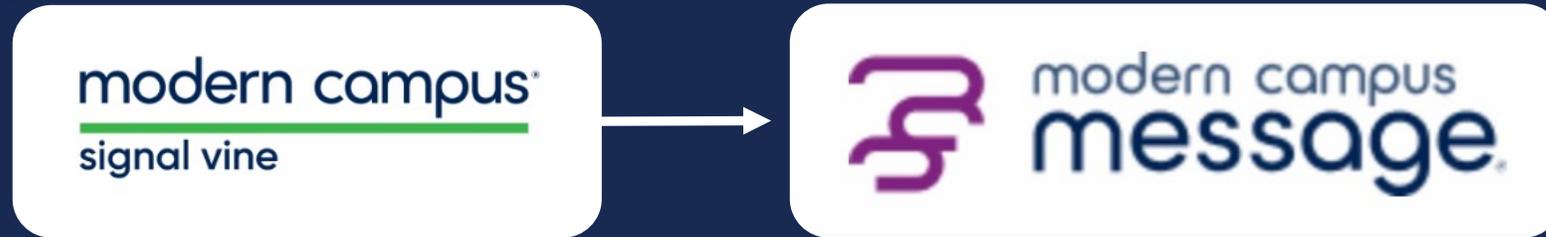
Learn about the platform and what you can do!

Agenda

1. What is Message
2. Maintenance
3. Messaging 101
4. Program Management
5. Resources
6. Q&A
7. Close



What is Message?



Message 101

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The screenshot displays the Modern Campus Message interface. At the top, there is a navigation bar with 'Messages', 'Contacts', 'Programs', and 'Analytics'. On the right side of the navigation bar, there are icons for 'Implementation Alumni', a settings gear, a calendar, and a help question mark. Below the navigation bar, the interface is divided into three main sections:

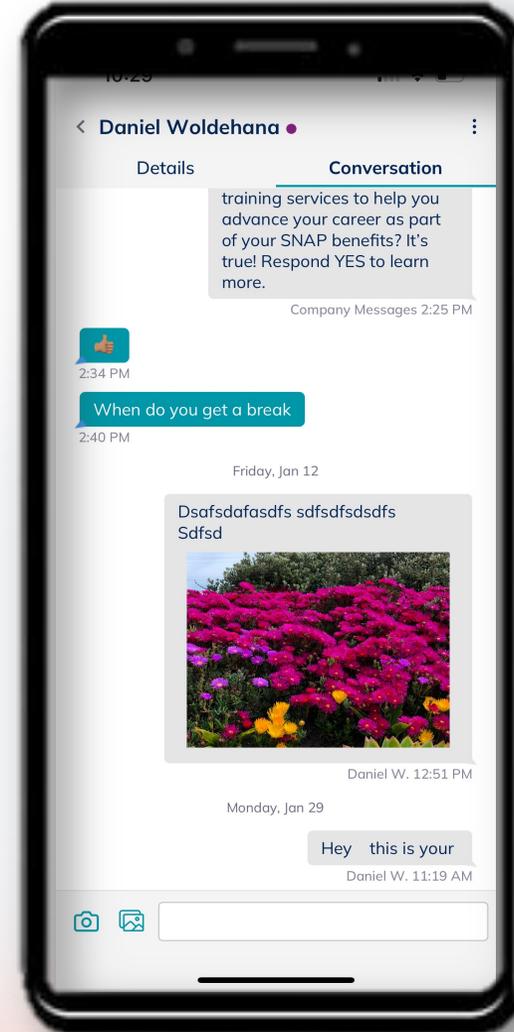
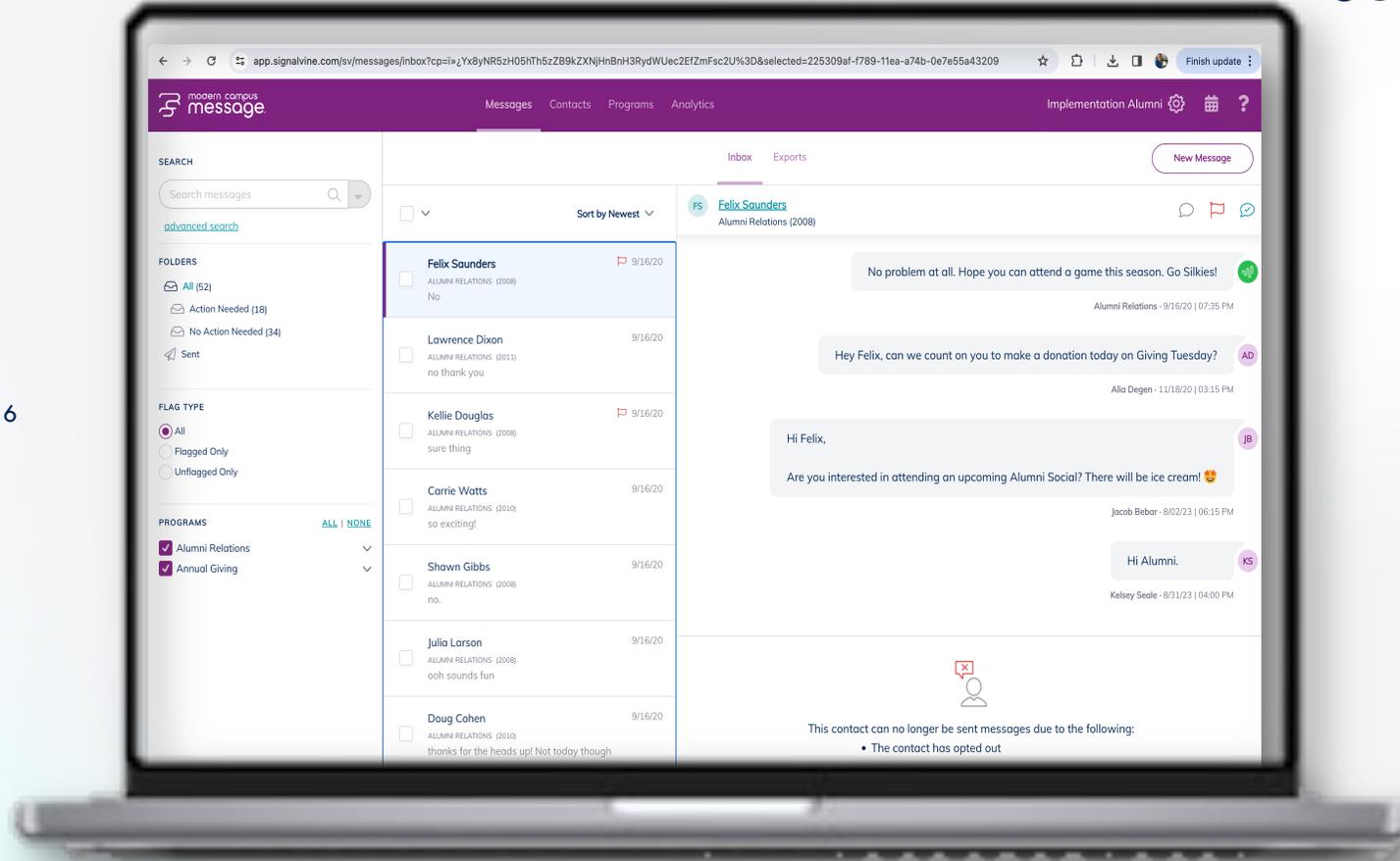
- Left Sidebar:** Contains a search bar with the text 'Search messages' and a magnifying glass icon. Below the search bar is a link for 'advanced search'. Underneath is a 'FOLDERS' section with 'All (52)', 'Action Needed (18)', 'No Action Needed (34)', and 'Sent'. Below that is a 'FLAG TYPE' section with radio buttons for 'All' (selected), 'Flagged Only', and 'Unflagged Only'. At the bottom is a 'PROGRAMS' section with 'ALL | NONE' and two checked items: 'Alumni Relations' and 'Annual Giving'.
- Inbox List:** A list of messages with columns for checkboxes, sender names, and dates. The messages are:
 - Felix Saunders (ALUMNI RELATIONS (2008)) - 9/16/20 - No
 - Lawrence Dixon (ALUMNI RELATIONS (2011)) - 9/16/20 - no thank you
 - Kellie Douglas (ALUMNI RELATIONS (2008)) - 9/16/20 - sure thing
 - Carrie Watts (ALUMNI RELATIONS (2010)) - 9/16/20 - so exciting!
 - Shawn Gibbs (ALUMNI RELATIONS (2008)) - 9/16/20 - no
- Message Thread:** A detailed view of a message from Felix Saunders (Alumni Relations (2008)). The thread shows:
 - A message from Felix Saunders: "No problem at all. Hope you can attend a game this season. Go Silkies!" (9/16/20 | 07:35 PM).
 - A reply from Alia Degen: "Hey Felix, can we count on you to make a donation today on Giving Tuesday?" (11/18/20 | 03:15 PM).
 - A reply from Jacob Bebar: "Hi Felix, Are you interested in attending an upcoming Alumni Social? There will be ice cream! 🍦" (8/02/23 | 06:15 PM).
 - A reply from Kelsey Seale: "Hi Alumni." (8/31/23 | 04:00 PM).

Web App

Mobile App

Search “Modern Campus Message”

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Your Role in Message

Account Admin

- All student access
- Invite users
- Update settings
- Import data

Program Admin

- All assigned program access
- Invite users to their program
- Update settings of their program
- Import data to their program

Counselor

- Access to the students on their caseload

The screenshot shows the 'modern campus message' interface. At the top, there is a purple header with the logo. Below it is a search bar with the text 'Search contacts' and a magnifying glass icon. A link for 'advanced search' is visible below the search bar. The main content area is titled 'PROGRAMS' and includes a toggle for 'ALL | NONE'. A list of programs is shown, each with a checked checkbox: 'Alumni Relations', '2006', '2008', '2010', '2011', '2015', '2016', '2017', 'Baltimore', 'Boston', and 'DC'. A summary line indicates 'all groups selected + 6 more groups (16 groups selected)'. At the bottom, 'Annual Giving' is also checked.

Message Maintenance

app.signalvine.com

Bookmark the url!



SEARCH

Search messages

advanced search

FOLDERS

- All (52)
- Action Needed (18)
- No Action Needed (34)
- Sent

FLAG TYPE

- All
- Flagged Only
- Unflagged Only

PROGRAMS

ALL | NONE

- Alumni Relations
- Annual Giving

Sort by Newest

<input type="checkbox"/>	Felix Saunders ALUMNI RELATIONS (2008) No	9/16/20
<input type="checkbox"/>	Lawrence Dixon ALUMNI RELATIONS (2011) no thank you	9/16/20
<input type="checkbox"/>	Kellie Douglas ALUMNI RELATIONS (2008) sure thing	9/16/20
<input type="checkbox"/>	Carrie Watts ALUMNI RELATIONS (2010) so exciting!	9/16/20
<input type="checkbox"/>	Shawn Gibbs ALUMNI RELATIONS (2008) no.	9/16/20
<input type="checkbox"/>	Julia Larson ALUMNI RELATIONS (2008) ooh sounds fun	9/16/20
<input type="checkbox"/>	Doug Cohen ALUMNI RELATIONS (2010) thanks for the heads up! Not today though	9/16/20

Inbox Exports

New Message

FS **Felix Saunders**
Alumni Relations (2008)



No problem at all. Hope you can attend a game this season. Go Silkie!

Alumni Relations · 9/16/20 | 07:35 PM

Hey Felix, can we count on you to make a donation today on Giving Tuesday?

Alia Degen · 11/18/20 | 03:15 PM

Hi Felix,

Are you interested in attending an upcoming Alumni Social? There will be ice cream! 🍦

Jacob Bebar · 8/02/23 | 06:15 PM

Hi Alumni.

Kelsey Seale · 8/31/23 | 04:00 PM



This contact can no longer be sent messages due to the following:

- The contact has opted out

Inbox Folders

- All
- **Action Needed**
- No Action Needed
- Sent

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app.signalvine.com/sv/messages/inbox?cp=i»¿Yx8yNR5zH05hTh5zZB9kZXNjHnBnH3RydWUec

modern campus message Messages Contacts Programs A

SEARCH

Search messages

[advanced search](#)

FOLDERS

- All (52)
- Action Needed (18)
- No Action Needed (34)
- Sent

FLAG TYPE

- All
- Flagged Only
- Unflagged Only

PROGRAMS [ALL](#) | [NONE](#)

- Alumni Relations
- Annual Giving

Sort by Newest

Felix Saunders 9/16/20
ALUMNI RELATIONS (2008)
No

Lawrence Dixon 9/16/20
ALUMNI RELATIONS (2011)
no thank you

Kellie Douglas 9/16/20
ALUMNI RELATIONS (2008)
sure thing

Carrie Watts 9/16/20
ALUMNI RELATIONS (2010)
so exciting!

Shawn Gibbs 9/16/20
ALUMNI RELATIONS (2008)
no.

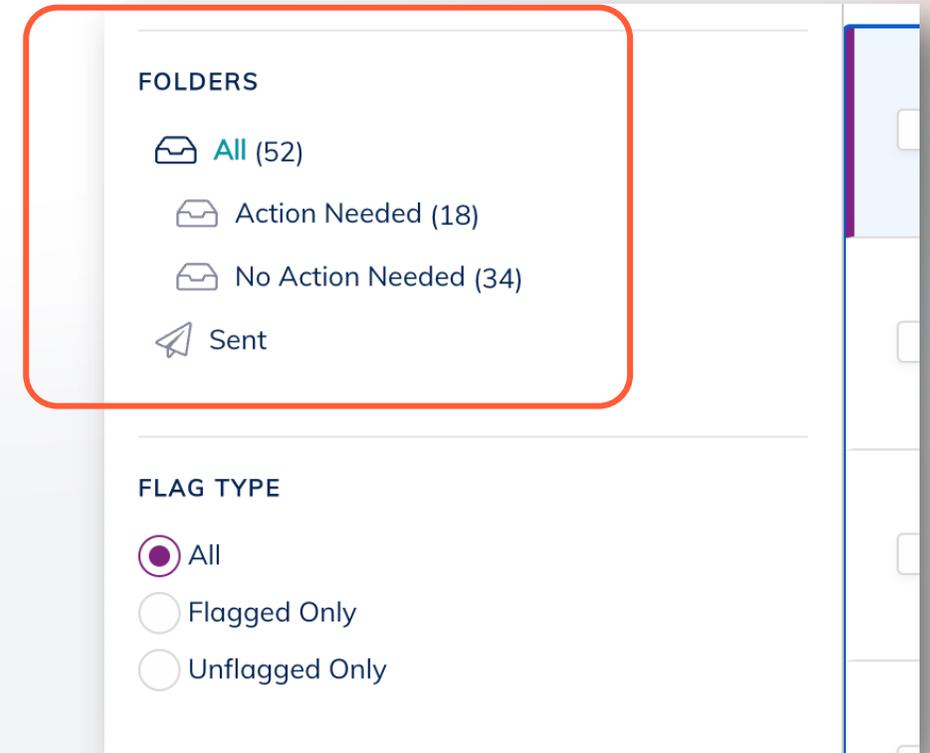
Julia Larson 9/16/20
ALUMNI RELATIONS (2008)
ooh sounds fun

Doug Cohen 9/16/20
ALUMNI RELATIONS (2010)
thanks for the heads up! Not today though

Action Needed vs. No Action Needed

- Focus on **Action Needed**
- Messages that (might) require your attention
- Be proactive with your inbox management!

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Message Actions / Organization

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The screenshot displays the Modern Campus messaging interface. On the left, there is a sidebar with a search bar, a link to 'advanced search', and a 'FOLDERS' section containing 'All (25)', 'Action Needed (17)', 'No Action Needed (8)', and 'Sent'. Below this is a 'FLAG TYPE' section with radio buttons for 'All', 'Flagged Only', and 'Unflagged Only'. The main area shows an 'Inbox' with a '1 selected' message and an 'Actions' menu. The 'Actions' menu is open, listing options: 'Mark as read', 'Mark as unread', 'Mark as "No Action Needed"', 'Mark as "Action Needed"', 'Flag', and 'Unflag'. The message content shows a conversation with 'Jamie Gross' about 'Annual Giving (2016)', including a 'No thanks' response and a promotional message for an alumni tent.

Contacts Tab

modern campus message

[Messages](#)
[Contacts](#)
[Programs](#)
[Analytics](#)
Implementation Alumni
⚙️
📅
?

SEARCH

[advanced search](#)

PROGRAMS [ALL](#) | [NONE](#)

Alumni Relations

Annual Giving

More Actions
New Message
▼

Contacts (100) Actions ▼

	ACTIVE	LAST NAME ▲	FIRST NAME	LAST OUTBOUND	LAST INBOUND
<input type="checkbox"/>	●	Abbott	Darin	Oct 11, 2023, 3:16:59 PM	Sep 16, 2020, 3:07:31 PM
<input type="checkbox"/>	●	Arnold	Alma	Aug 31, 2023, 1:00:59 PM	never
<input type="checkbox"/>	●	Austin	Ana	Aug 31, 2023, 4:00:30 PM	never
<input type="checkbox"/>	●	Ball	Jamie	Aug 31, 2023, 1:01:05 PM	never
<input type="checkbox"/>	●	Banks	Michael	Aug 31, 2023, 1:01:09 PM	never
<input type="checkbox"/>	●	Barnett	Randolph	Aug 31, 2023, 1:00:47 PM	never

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Poll #2

What is your user role?

What type of messages do you typically send?

Texting 101

Start Your Message

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modern campus message

Messages Contacts Programs Analytics

Implementation Alumni

SEARCH

Search advanced search

FOLDERS

- All (25)
- Action Needed (17)
- No Action Needed (8)
- Sent

FLAG TYPE

- All
- Flagged Only
- Unflagged Only

PROGRAMS ALL | NONE

- Alumni Relations
- Annual Giving

Inbox Exports

New Message

Sort by Newest

<input type="checkbox"/>	Percy Johnson	9/16/20	ANNUAL GIVING (2006) nope
<input type="checkbox"/>	Jamie Gross	9/16/20	ANNUAL GIVING (2016) No thanks
<input type="checkbox"/>	Tiffany Smith	9/16/20	ANNUAL GIVING (2017) Thanks for the remin...
<input checked="" type="checkbox"/>	Darin Abbott	9/16/20	ANNUAL GIVING (BALTIMORE) Yeah, let me grab my...
<input type="checkbox"/>	Marjorie Perry	9/16/20	ANNUAL GIVING (2010) Why not

Choose a conversation

To load a conversation, please choose one from the list on your left.

Shawn Gibbs

https://app.signalvine.com/sv/messages

modern campus message

Messages Contacts Programs Analytics

Implementation Alumni

More Actions New Message

Contacts > Contact Details

Darin Abbott (555) 555-1244

Annual Giving

Hide conversation

Status

- Opted In
- Phone Valid

set as opted out

Details

Customer ID

SV-11

Signalvine ID: 1c0ff1c2-f84a-11ea-a74b-0e7e55a43209

First Name* Last Name*

Darin Abbott

Phone Number*

+1(555) 555-1244

One to One Messaging

- Hit “New Message”
- Specify program and contacts
- Personalize Message
- Send now or schedule for the future

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The screenshot shows a 'New Message' form with the following fields and options:

- Send from:** A dropdown menu currently set to 'Alumni Relations'.
- Send to:** A search bar containing two selected contact groups: '2006 (Alumni Relations)' and '2008 (Alumni Relations)'. Below the search bar is the text 'Select a contact name or group related to (Alumni Relations)...'.
- Message:** A text area containing the message 'Hey `first_name` ! 😊'. The character count '18/1600' is shown at the bottom right of the text area, along with icons for emojis, attachments, and images.
- Delivery date/time:** A timestamp '02/21/24 @ 2:22 PM' is displayed to the right of the message text.
- Delivery Date:** Radio buttons for 'Now' and 'Future Date', with 'Future Date' selected.
- Next:** A teal button labeled 'Next'.

Be Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Bulk Messaging

Sending texts to more than one contact

1. Advanced Search
2. Copy and Paste
3. Program Messages

Advanced Search

- Narrow down contacts
- Use niche criteria

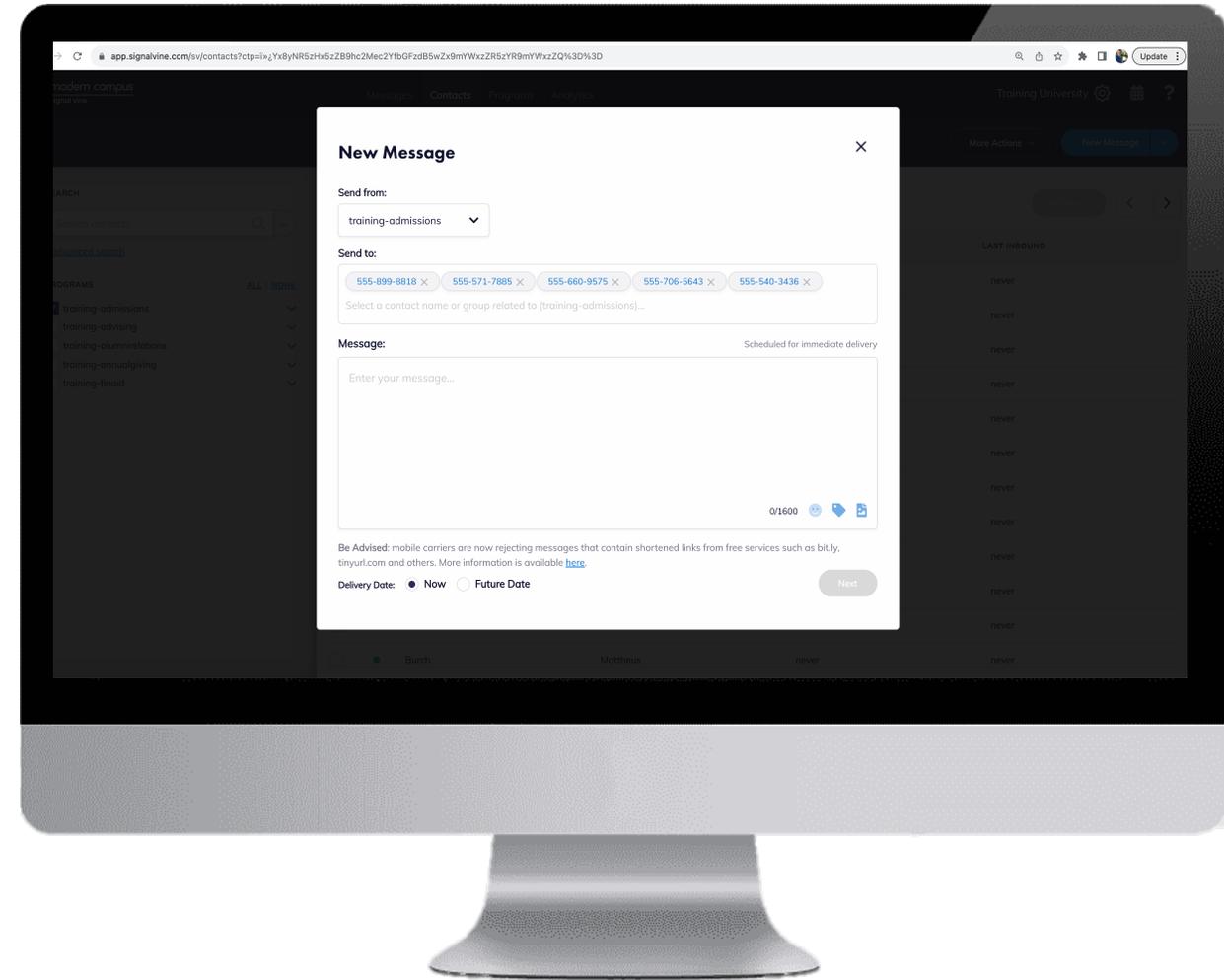
20

The screenshot displays the 'modern campus message' interface. At the top, there are navigation tabs for 'Messages', 'Contacts', and 'Programs'. Below this is a search bar with the text 'Search message' and a magnifying glass icon. A red rectangular box highlights a link labeled 'advanced search' located below the search bar. To the left of the main content area, there is a 'FOLDERS' section with two items: 'All (25)' and 'Action Needed (17)'. The main content area shows an 'Inbox' header and a message list. The first message is from 'Percy Johnson' dated '9/16/20' with the subject 'ANNUAL GIVING (2006)' and the body text 'nope'. Above the message list, there is a selection indicator showing a checked checkbox, a dropdown arrow, and the text '1 selected', along with an 'Actions' button with a dropdown arrow.

Copy and Paste a List

- You already have a list of phone numbers or IDs
- You want to send a one-time message
- You don't need to save any response data

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Comma Separated List

NOT Comma Separated ❌

Germain	Duplock	555-899-8818
Morten	Crumbie	555-571-7885
Neala	Dabney	555-660-9575
Sterne	Measham	555-706-5643
Erie	Tilbrook	555-540-3436

Comma Separated ✅

Germain	Duplock	555-899-8818,
Morten	Crumbie	555-571-7885,
Neala	Dabney	555-660-9575,
Sterne	Measham	555-706-5643,
Erie	Tilbrook	555-540-3436,

NOT Comma Separated ❌

Germain	Duplock	555-899-8818
Morten	Crumbie	555-571-7885
Neala	Dabney	555-660-9575
Sterne	Measham	555-706-5643
Erie	Tilbrook	555-540-3436

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Comma Separated



Germain	Duplock	555-899-8818,
Morten	Crumbie	555-571-7885,
Neala	Dabney	555-660-9575,
Sterne	Measham	555-706-5643,
Erie	Tilbrook	555-540-3436,

Home Insert Draw Design Layout References >> Tell me Comments Editing Share

Helvetica N... 16 A[^] A[^] Aa A

Paste B I U ab x₂ x² Paragraph Styles Dictate Sensitivity Editor

Lila	Roberts	15555951234,
Kathryn	Caldwell	15555559235,
Gretchen	Carlson	15555551250,
Sandy	Stevens	15555551251,
Pauline	Crawford	15555551299,
Maria	Vaughn	15555551249,

Page 1 of 1 18 words English (United States) Focus 97%

25

n/sv/messages/inbox?cp=i»çYx8yNR5zH05hTh5zZB9kZXNjHnBnH3RydWUec2EfZmF...

Messages Contacts Programs Analytics Implementation Alumni ?

New Message

Send from: Alumni Relations

Send to: Enter the program, group or contact name...

Message: Scheduled for immediate delivery

Enter your message...

0/1600

Be Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Delivery Date: Now Future Date

Next

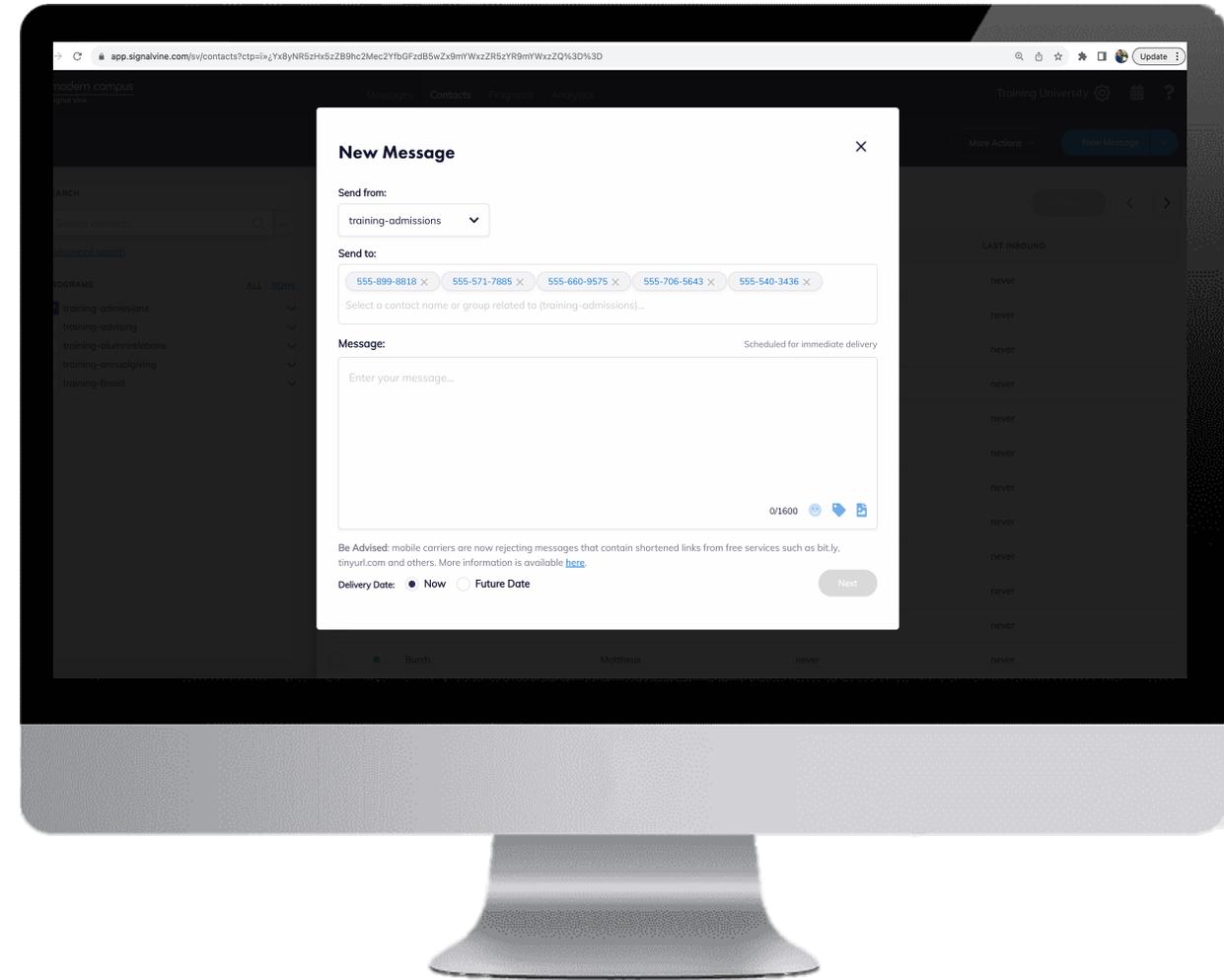
Julia Larson 01/07/20
 Susan Larson
 Don Scuderi III

Doug Cohen 01/07/20
 Susan Larson
 Thanks for the heads up! Not to...

Bulk Messages Do Not...

- Change data
- Save data
- Make new groups in Message

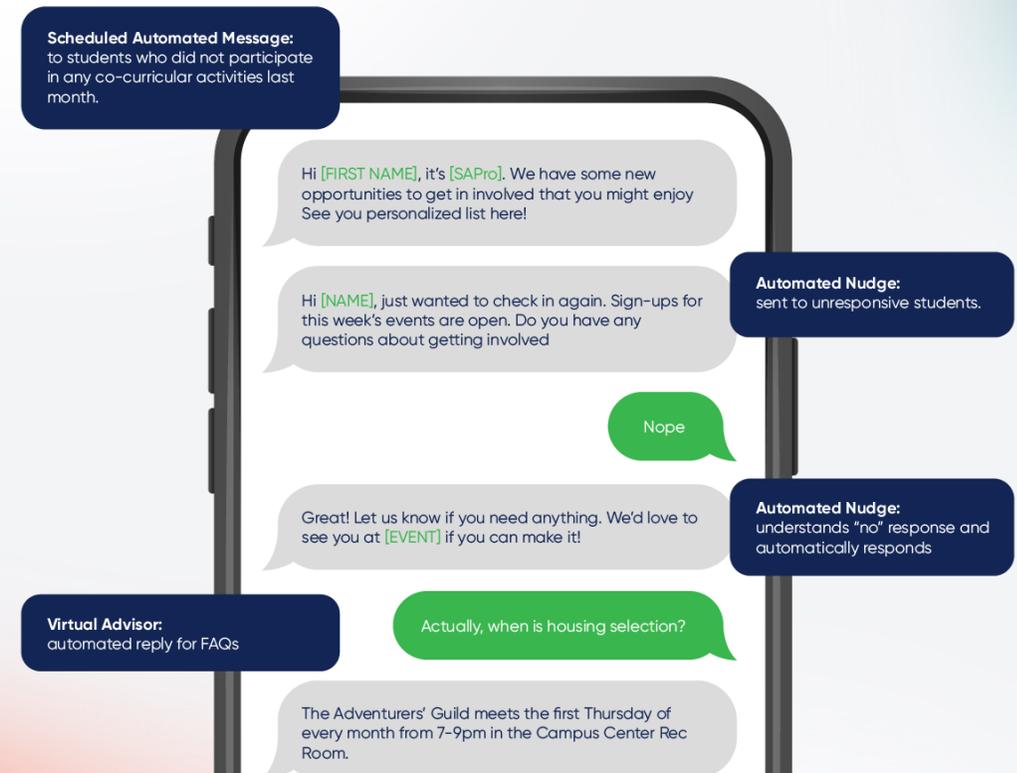
26



Program Messages

- Schedule and send targeted texts
- Use data you have in Message
- Automate messages based on triggers
- Save time! → "Set it and forget it!"

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Automated Response

- Creates a conversation
- Collect data

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Yeah...

Hey Isobel! Are you still interested in applying to Cricket University? Reply yes or no.

Great! Here are some resources to get started!
www.cu.edu/apply

Hey Isobel! Are you still interested in applying to Cricket University? Reply yes or no.

Yeah...

Great! Here are some resources to get started!
www.cu.edu/apply

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#	Date/Time	Condition	Content	Save Response to Data Field
1	8/23 @ 3PM		Hey [first_name]! Have you decided on a major yet? Response to Yes: That's great! What is it? Response to No: You still have some time to decide! Do you need any help? 	<input type="checkbox"/>

BH Beatrice Hunt
Advising

Is there anything I can help you with over the summer?
Advising · 8/23/19 | 01:37 PM

Hey Beatrice! Have you declared a major yet?
Advising · 8/23/19 | 03:32 PM

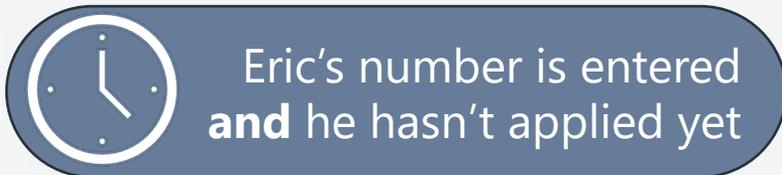
BH n
Beatrice Hunt · 8/23/19 | 03:43 PM

You still have some time to decide! Do you need any help?
Advising · 8/23/19 | 03:43 PM

Event Triggered Messaging

- Automatically send a message
- Based on change in data or event

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Yes!

Hey Eric! This is Steve here at Cricket University! I'm going to be messaging you through the admissions process, so save this number as CU Admissions. Are you still interested in attending CU in the summer?

Great! The application is due soon!



Eric's number is entered **and** he hasn't applied yet

Hey Eric! This is Steve here at Cricket University! I'm going to be messaging you through the admissions process, so save this number as CU Admissions. Are you still interested in attending SVU in the summer?

Yes!

Great! The application is due soon!

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Msg #	Date/Time	Condition	Content	Save Response
1	created_at + 10 mins	app_completed = BLANK	<p>Part 1: Hi [first_name]! This is [counselor_name], your Admissions Counselor from Signal Vine U. I'll send important info & reminders to help you through our admissions process. Are you still interested in applying to Signal Vine University?</p> <p>Response to Yes: Awesome, the application is due in 3 weeks!</p> <p>Response to No: Thanks for letting us know. If you need my help feel free to reach out!</p>	Save Yes/No response to interest_check

Setting Up Your Program Message

- Think through your message
- Fill out the template
- Work with customer support

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Signal Vine Program Message Template

Account:
Program: Advising

Synonyms

yes = "yes" " <u>y</u> " "y" "yes." "yeah" " <u>yep</u> " " <u>ya</u> " "yea" "yes!" "yea!" "yup" " <u>yas</u> " 🙌 🙌 🙌 🙌 🙌 🙌 🙌 🙌
No = " <u>no</u> " "no" "no." "n" " <u>nope</u> " "nah" "no!" " <u>nope!</u> " 🙅 🙅 🙅 🙅 🙅 🙅 🙅 🙅
Help = "help" " <u>hlp</u> " "help"

stop, stop., <u>stop!</u> , cancel, cancel!, cancel., unsubscribe, unsubscribe., unsubscribe!, quit, quit., quit!, end, end!, end.	Thanks for letting us know, I will no longer send you text messages. If you change your mind, text back START.
Start, start., <u>start!</u> , join, join., join!	Welcome back! We missed you.

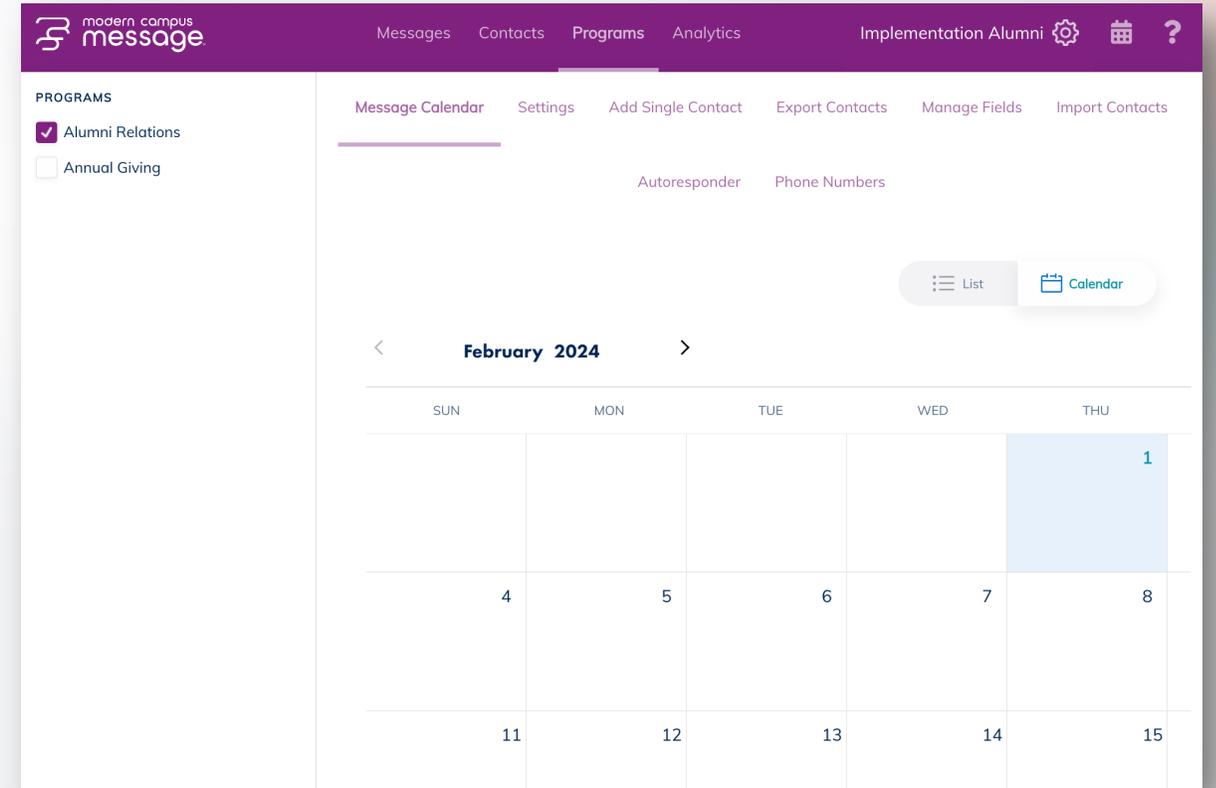
#	Date/Time	Condition	Content	Save Response to Data Field
INTRO	<u>created_at</u> <u>+ 1 day at 2pm</u>		Hi <u>[first_name]</u> ! This is <u>[advisor]</u> from Signal University. To keep you on track this year I'm going to send you some helpful texts! Save this number in your phone! Don't want these texts? Reply cancel.	
1	Feb <u>15</u> <u>3:30pm</u>		Part 1: Hi <u>[first_name]</u> ! This is <u>[advisor]</u> from Signal University. To keep you on track this year I'm going to send you some helpful texts! Part 2: Save this number in your phone! Don't want these texts? Reply cancel.	

Programs Tab

Message Calendar

- Shows messages scheduled for 2+ contacts
- You can edit / delete messages
- DO NOT edit Program Messages (anything you set up with customer support)

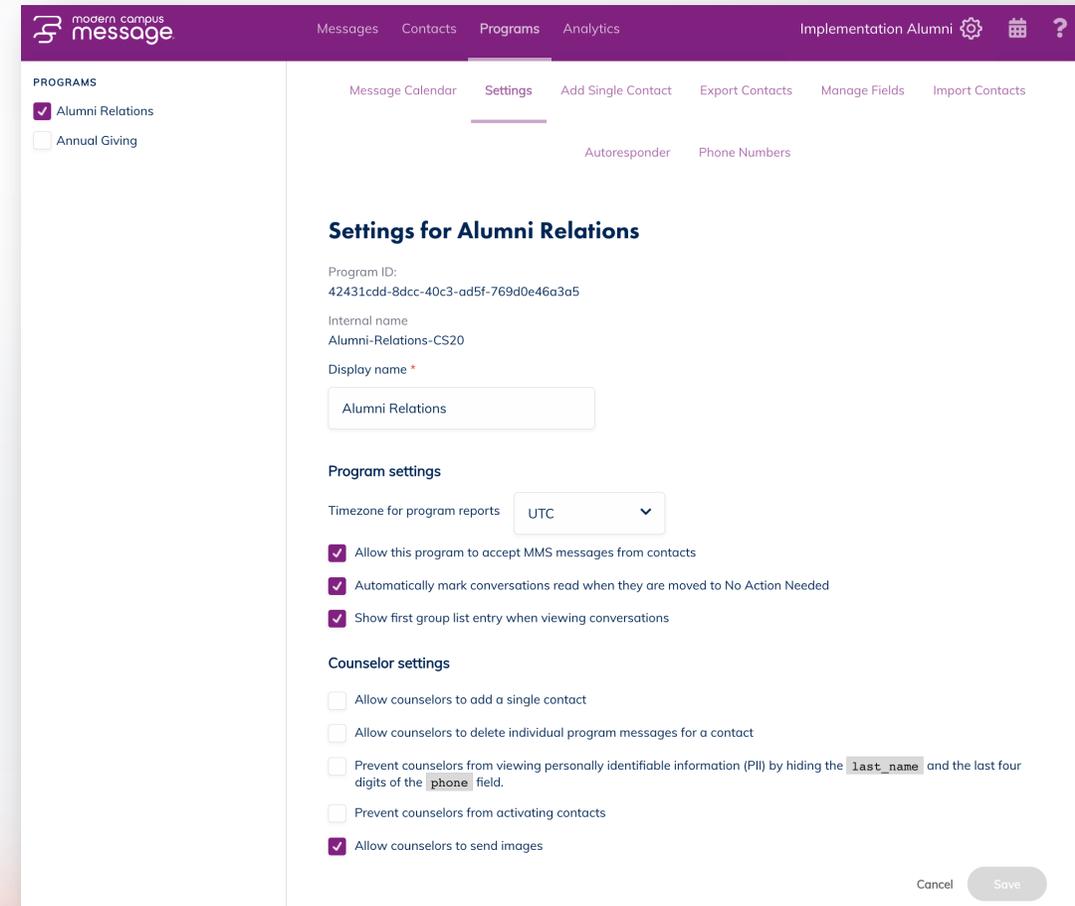
34



Program Settings

- Select the right program!
- MMS access
- Group view
- Counselor Access

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Add a Single Contact

- Required fields

- Name
- Phone Number
- Group(s)

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The screenshot shows the 'Add Single Contact' form in the Modern Campus Message system. The interface includes a purple header with navigation tabs for Messages, Contacts, Programs, and Analytics. On the left, a sidebar lists 'PROGRAMS' with 'Alumni Relations' selected. The main content area is titled 'Add Contact to Alumni Relations' and contains the following fields:

- Customer ID:** An empty text input field.
- First Name*:** A text input field containing the text 'Name'.
- Last Name*:** A text input field containing the text 'Unknown'.
- Phone Number*:** A text input field containing the text '+1'.
- Timezone:** A dropdown menu currently set to 'US/Eastern'.
- Groups*:** A section with a 'New Participants X' button and a text input field with the placeholder 'Enter the groups the contact should belong to...'. A link 'Add all groups' is visible on the right.

Other Program Tabs

The screenshot shows the Modern Campus Message Center interface. The top navigation bar includes 'Messages', 'Contacts', 'Programs', and 'Analytics'. The left sidebar shows 'PROGRAMS' with 'Alumni Relations' selected. The main content area is titled 'Manage Fields for Alumni Relations' and contains a table of fields.

DISPLAY NAME	TYPE	VARIABLE NAME	HIDDEN	READONLY	EDIT
Campaign	String	campaign	<input type="radio"/>	<input checked="" type="radio"/>	
customer_id	String	customer_id	<input type="radio"/>	<input checked="" type="radio"/>	
Spring 24 Registration	Maybe (Boolean)	sp24_registration_respon...	<input type="radio"/>	<input type="radio"/>	
first_name	String	first_name	<input type="radio"/>	<input type="radio"/>	
last_name	String	last_name	<input type="radio"/>	<input type="radio"/>	
group_list	List	group_list	<input type="radio"/>	<input checked="" type="radio"/>	

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Personal Settings

Personal Settings

- Click the gear icon
- Click “settings”
- Manage notification preferences
- Manage users

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The screenshot shows the Modern Campus interface with the 'Implementation Alumni' settings menu open. The menu includes options for 'Settings', 'Terms of Service', 'Privacy Policy', and 'Logout'. The background shows a table titled 'Manage Fields for Alumni Relations' with the following data:

DISPLAY NAME	TYPE	VARIABLE NAME
campaign	String	campaign
customer id	String	customer id

Knowledge Base and Community Forum

Knowledge Base

The screenshot displays the Modern Campus Message interface. At the top left is the logo for 'modern campus message'. The main navigation bar includes the following items: Messages, Contacts, Programs, Analytics, Implementation Alumni (with a gear icon), a calendar icon, and a question mark icon which is highlighted with an orange border. Below this bar, a secondary menu contains 'My Preferences' (underlined), User Management, Virtual Advisors, and API. The number '41' is visible on the left side of the interface.

Submit a Help Ticket!

The screenshot shows the top portion of the Modern Campus website. At the top left, the logo for 'modern campus' is displayed above the text 'signal vine'. On the top right, there are two buttons: 'SUBMIT A REQUEST' and 'SIGN IN', both enclosed in a red rectangular box. Below the logo is a dark blue navigation bar with the text 'How can we help?' in white. Underneath this bar is a search bar with a magnifying glass icon, the text 'Search', and a right-pointing arrow. Below the search bar, there are three icons representing different content types: a checklist with a hand pointing to it, a lightbulb inside a circular arrow, and two speech bubbles with a question mark and an exclamation mark. Below each icon is a label: 'FEATURED ARTICLES', 'PRODUCT IDEAS', and 'COMMUNITY FORUMS'. At the bottom of the screenshot, a white box contains the text 'Resource Center'.

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What will you put into
practice after this webinar?

Answer in the poll!

Q&A

Please put your questions in the Q&A box.
I'll get to as many as possible and follow up via
email if more research is needed!

Thank You

See you next month!