



modern® campus

Engaging Modern Learners
For Life



Introduce yourself in the chat!
What is your institution and
where in the world are you?

*I'm in Philly, but originally from
Birmingham, AL!*

Message 101

Learn about the platform and what you can do!

Kelsey Seale

Message 101

Learn about the platform and what you can do!

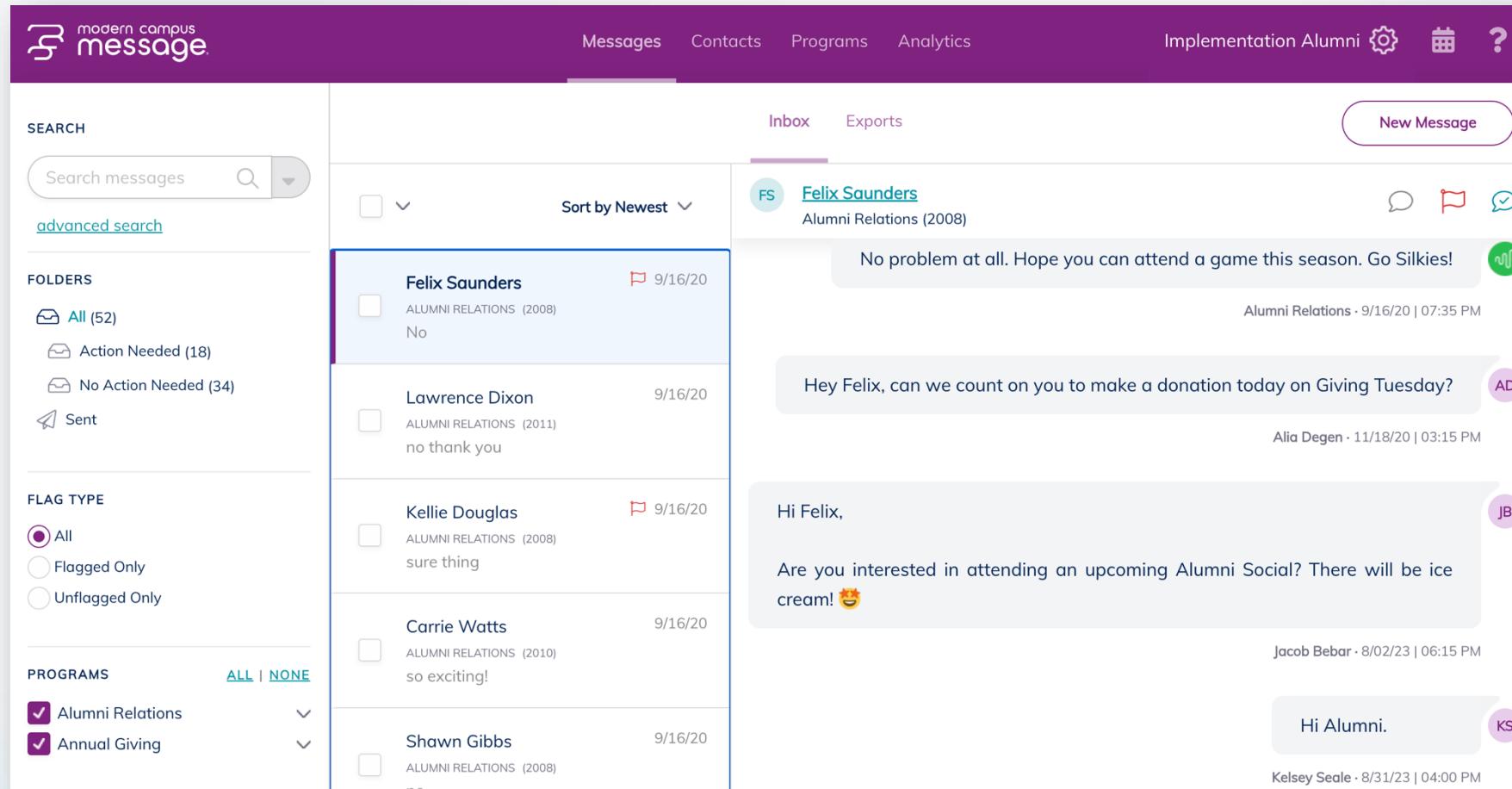
Kelsey Seale

Agenda

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



Message 101



The screenshot shows the modern campus message inbox interface. The top navigation bar includes links for Messages, Contacts, Programs, Analytics, Implementation, Alumni, and various settings. A search bar and advanced search link are on the left, along with a list of folders: All (52), Action Needed (18), No Action Needed (34), and Sent. A flag type filter (All) is also present. The main inbox area shows messages from Felix Saunders, Lawrence Dixon, Kellie Douglas, Carrie Watts, and Shawn Gibbs, all dated 9/16/20. The messages are sorted by newest. The right side of the interface shows a preview of Felix Saunders' message, which includes a response from Alumni Relations and a follow-up from Alia Degen. Another message from Jacob Bebar and a final message from Kelsey Seale are also visible.

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

Messages Contacts Programs Analytics

Implementation Alumni

Inbox Exports

Felix Saunders
Alumni Relations (2008)

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

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.

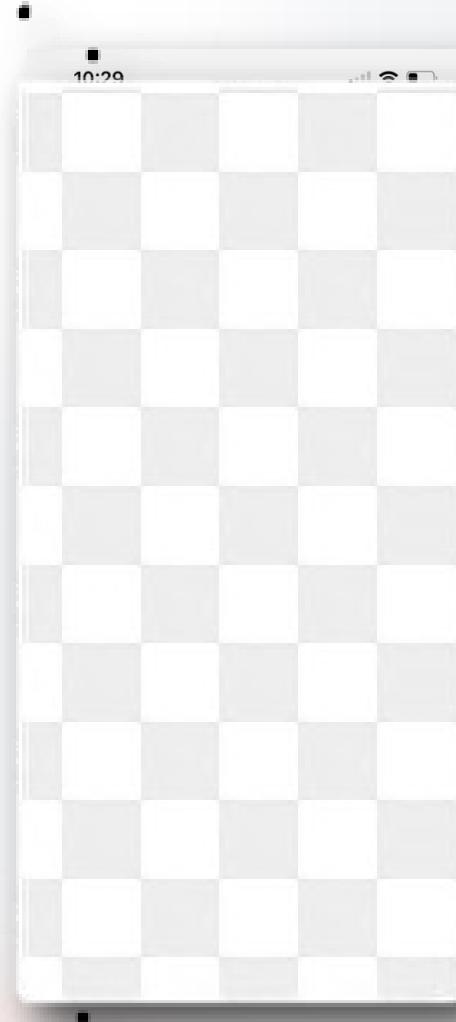
Kelsey Seale · 8/31/23 | 04:00 PM

New Message

Mobile App

modern
campus®

Search “Modern Campus Message”



Web App

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SEARCH

Search messages

advanced search

FOLDERS

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

FLAG TYPE

- All (radio button selected)
- Flagged Only
- Unflagged Only

PROGRAMS

ALL | NONE

Alumni Relations

Annual Giving

Inbox **Exports**

New Message

Felix Saunders
Alumni Relations (2008)

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

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

Your Role in Message

Account Admin

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

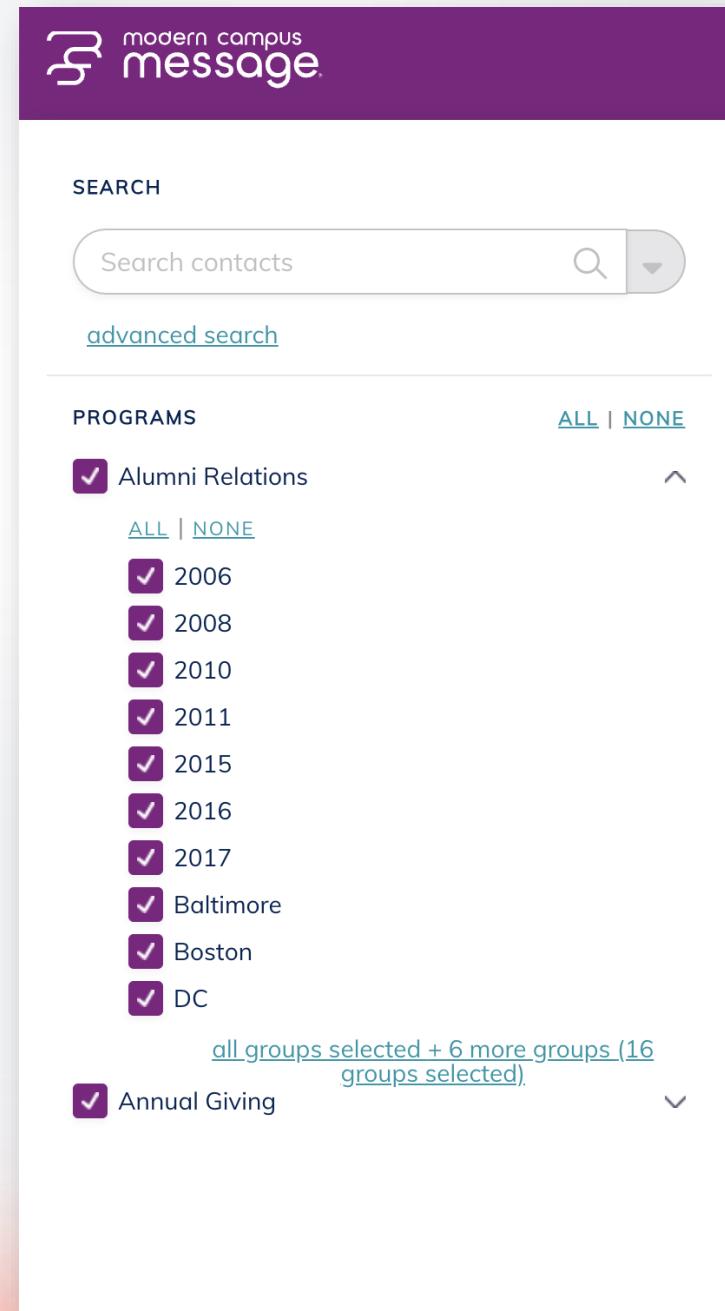
7

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 'modern campus message' logo. Below the header is a search bar with a placeholder 'Search contacts' and a magnifying glass icon. Underneath the search bar is a link to 'advanced search'. The main content area is titled 'PROGRAMS' with a 'ALL | NONE' link. A list of checked boxes follows, including 'Alumni Relations', '2006', '2008', '2010', '2011', '2015', '2016', '2017', 'Baltimore', 'Boston', 'DC', and 'Annual Giving'. Below this list is a link 'all groups selected + 6 more groups (16 groups selected)'. The interface has a clean, modern design with a white background and a light gray sidebar.

Platform Structure



SEARCH

Search messages

[advanced search](#)

FOLDERS

[All \(52\)](#)[Action Needed \(18\)](#)[No Action Needed \(34\)](#)[Sent](#)

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FLAG TYPE

 All Flagged Only Unflagged Only

PROGRAMS

 Alumni Relations Annual Giving[ALL](#) | [NONE](#)

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

Inbox

Exports

FS

Felix Saunders

Alumni Relations (2008)

[New Message](#)

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

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



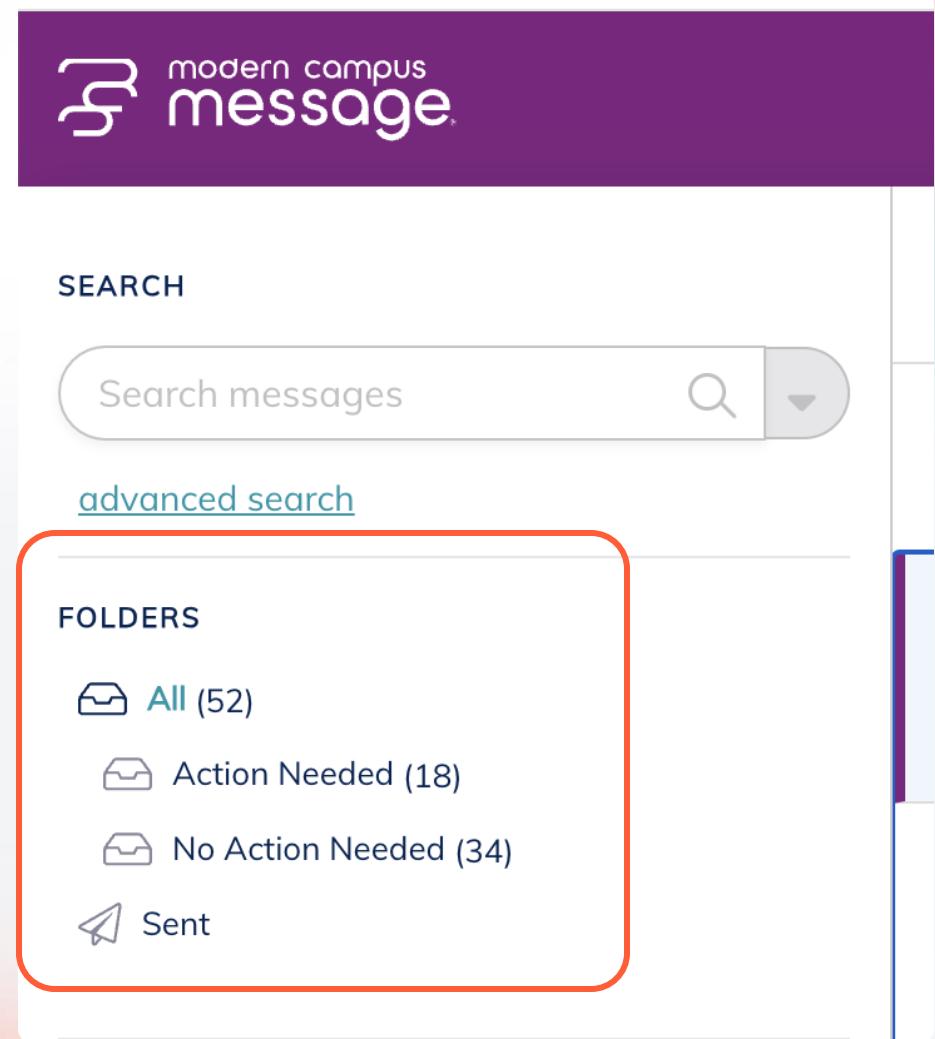
This contact can no longer be sent messages due to the following:

- The contact has opted out

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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Contacts Tab

The screenshot shows the modern campus message software interface. The top navigation bar includes tabs for Messages, Contacts (which is selected), Programs, and Analytics. To the right of these are links for Implementation, Alumni, and various settings icons. On the left, there's a sidebar with a search bar, an advanced search link, and a programs filter section where 'Annual Giving' is selected. The main content area is titled 'Contacts (100)' and displays a table of contact information. The columns are: ACTIVE, LAST NAME (sorted by last name), FIRST NAME, LAST OUTBOUND, and LAST INBOUND. The table lists six contacts: Abbott, Arnold, Austin, Ball, Banks, and Barnett.

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

Message Types

In Platform Messaging

One-On-One

Quick Bulk

Programmed Template

Event
Triggered

Multipart

Auto

Virtual
Advisor

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Advanced
Search

Bulk (copy
and paste
a list)

Save
response
to data
field

Automated
Keyword
Response

Auto-
responder

One-on-one Messaging

Counselors, Program Admin, Account Admin

Texting One-on-one

15

modern campus message

SEARCH

SEARCH message advanced search

FOLDERS

- All (111)
- Action Needed (12)
- No Action Needed (99)
- Sent

FLAG TYPE

- All
- Flagged Only
- Unflagged Only

PROGRAMS

ALL | NONE

- Admissions Program
- Advising
- Financial Aid
- Registrar

Messages

Inbox Exports New Message

Sort by Newest

Glenn Stephens 10/15/21
REGISTRAR blah blah

Amaris Cardenas 2/10/21
REGISTRAR nah I'm good

Keon Davenport 2/10/21
REGISTRAR when does registration open?

Celia Gardner 2/10/21
REGISTRAR Yes, when is my registration slot?

Seamus Ramos 2/10/21
REGISTRAR I'm good thank you for checking...

Rudy Bishop 2/10/21
REGISTRAR I'm at work right now.

Kelly Hopkins 2/10/21
REGISTRAR No, I decided to underload from ...

Enter your message... 0/1600 Send

modern campus message

Messages Contacts Programs Analytics

Inbox Exports More Actions New Message

Contacts > Contact Details

Nora Acosta-Martin (555) 123-1155

Advising Hide conversation

Status

Opted In Phone Valid set as opted out

Details

Customer ID: 79

Signalvine ID: 8489c2b3-1948-11eb-92c4-0a5a4769d11d

First Name *: Nora Last Name *: Acosta-Martin

Phone Number *: +1(555) 123-11 Timezone: US/Eastern

Groups *: Add all groups

Message History

Have a great summer break! RB

Rachel Brown - 5/12/23 | 11:07 AM

Have a wonderful summer break, Nora! RB

Rachel Brown - 5/16/23 | 11:12 AM

Have a great summer vacation, Nora! RB

Rachel Brown - 5/18/23 | 10:01 AM

Hi Nora, since you have a gpa of 3.9, you're eligible for this internship opportunity! Please let me know if you have any questions. LINK.com IL

Isa Lovain - 10/26/23 | 12:56 PM

Enter your message... 0/1600 Send

One-on-one Messages

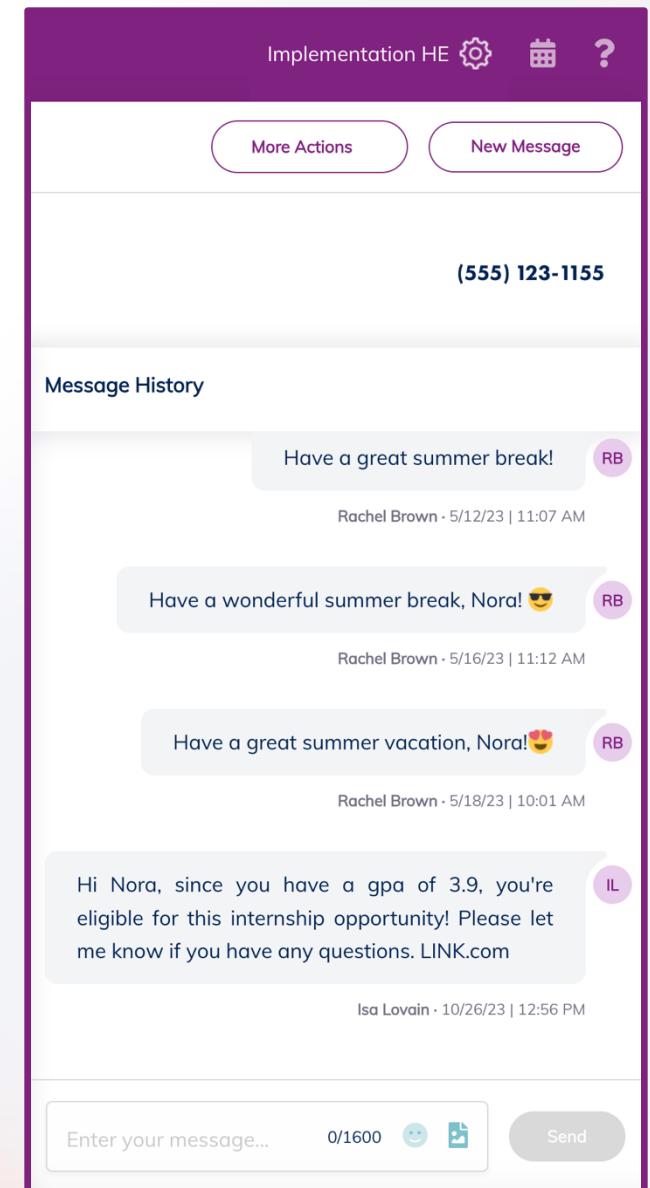
- **Method 1**

- Select contact from the **Messages** inbox
- Text from the bottom right corner

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- **Method 2**

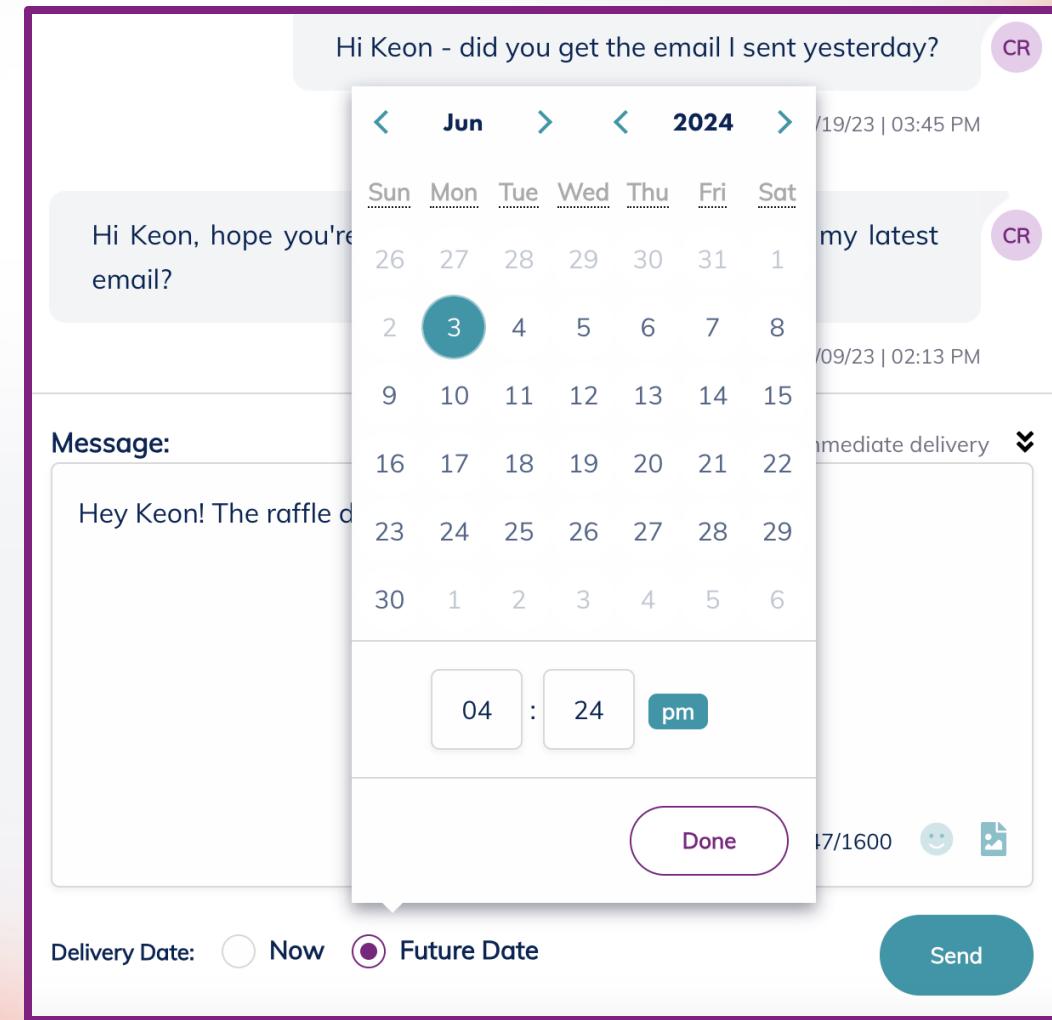
- Select the **Contacts** tab
- Search for your Contact
- Select their name
- Text from the bottom right corner



Schedule One-on-on Messages

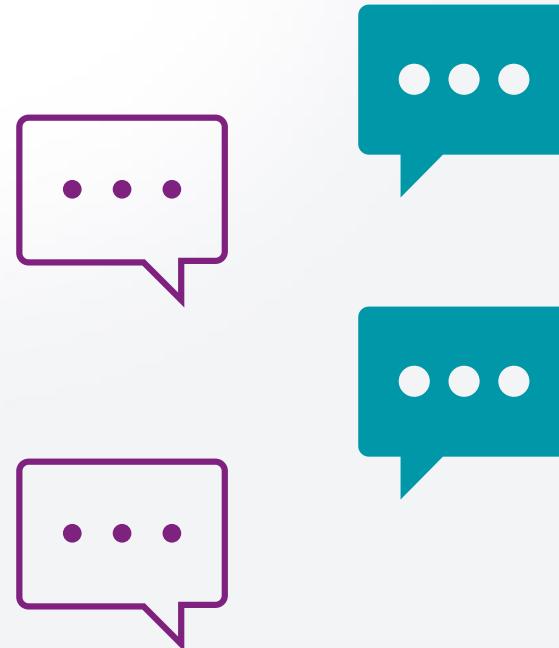
17

- Write your message
- Select **Future Date**
- Click **Send**
- Check your scheduled message on the new tab that appears in your conversation!



When to use One-on-one Messages

1. Info relevant to only person
2. Info that's sensitive
3. Personal question
4. Message response



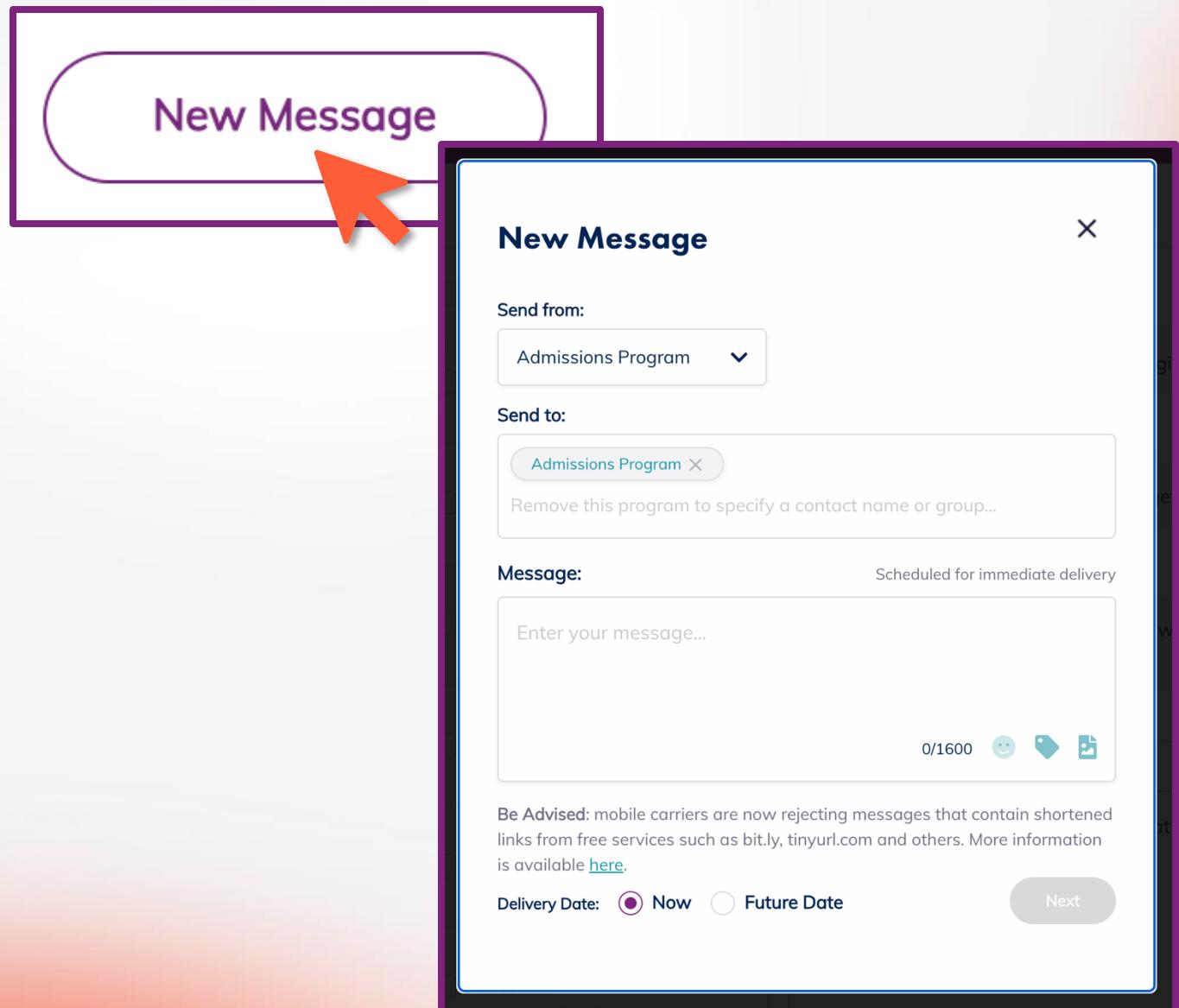
“New Message” Quick Group

Counselors, Program Admin, Account Admin

Quick Bulk

- Select **New Message**
- Select program
- Optional, narrow down by group(s)

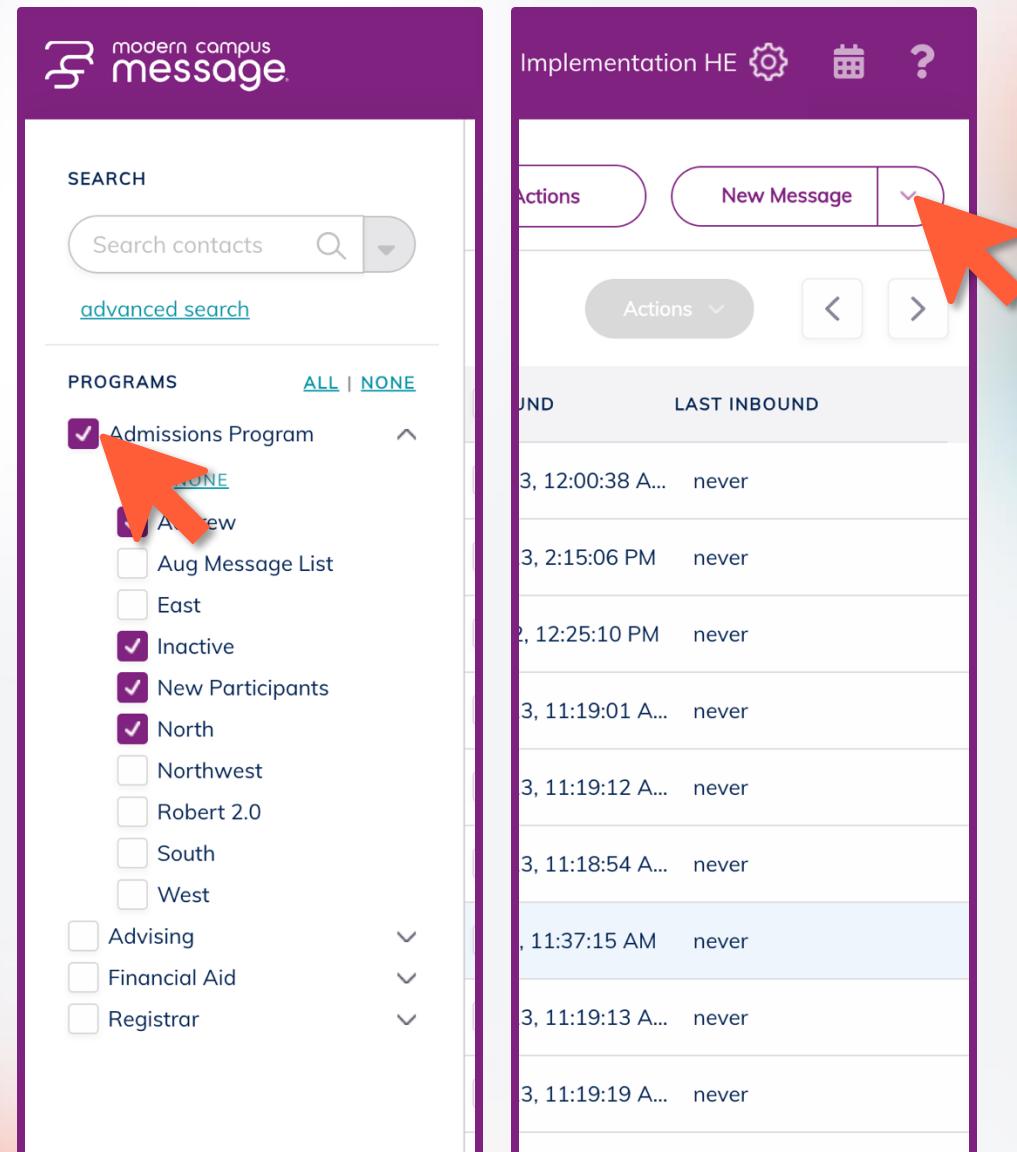
20



Extra Quick Quick Bulk

- Narrow down program and group on the left menu
- Select the **Arrow** next to **New Message**
- Write and send/schedule your message!

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When to use Quick Bulk

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1. One-time announcements
2. Question for a specific audience
3. Reminder about an event
4. Reminder about a form

Make use of...

- Program and group segmentation
- Personalization fields (first_name, location, credential etc.)



Advanced Search

Counselors, Program Admin, Account Admin

Advanced Search

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- Hyper-segment your contacts using data
- And/or search functions

Match if All rules are met

Accounting major (rename rule) (delete rule)

If All of the following conditions are met

active equals True X

+ add another condition

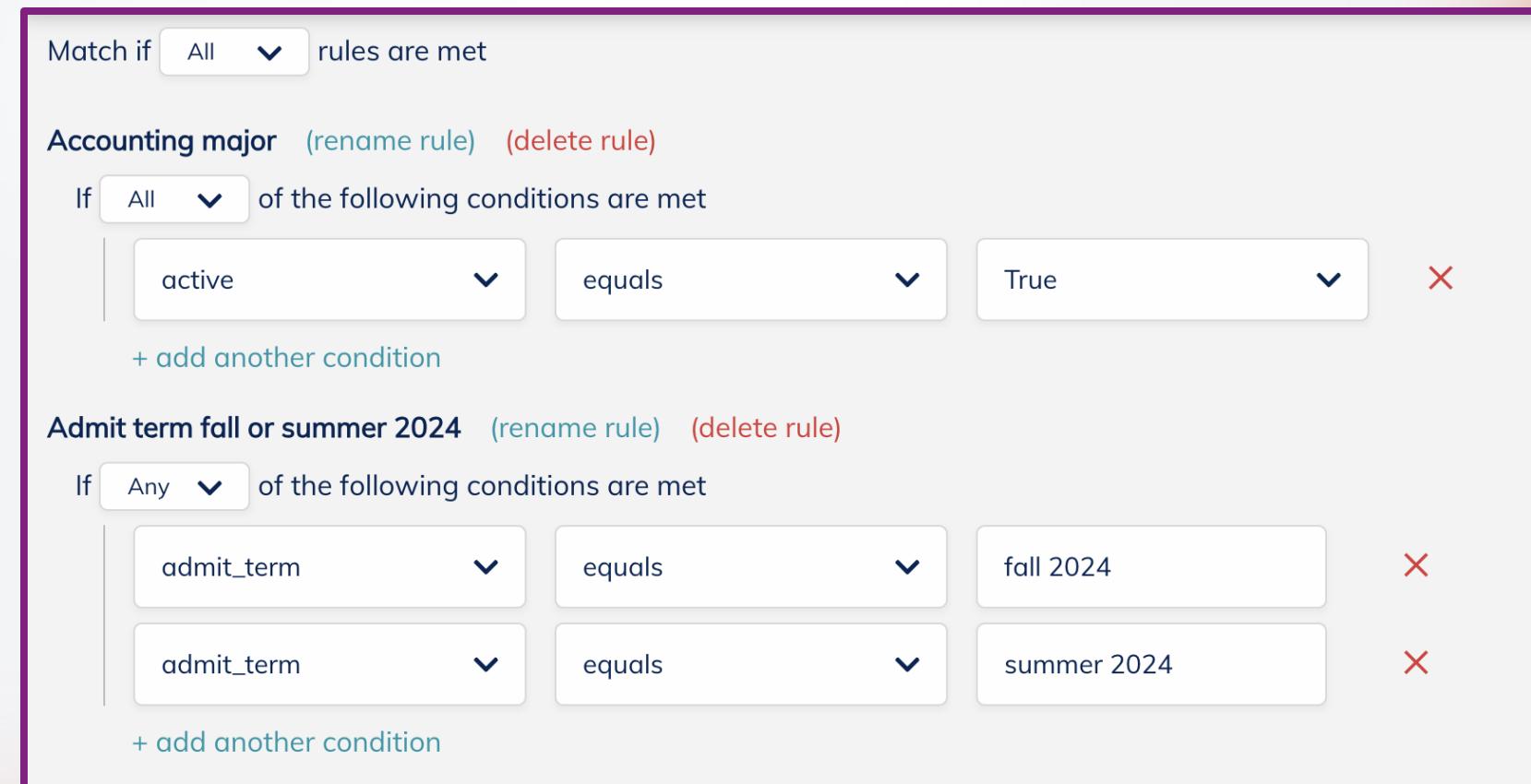
Admit term fall or summer 2024 (rename rule) (delete rule)

If Any of the following conditions are met

admit_term equals fall 2024 X

admit_term equals summer 2024 X

+ add another condition



New Scholarship Alert!

- We have a new scholarship opportunity available to both in and out-of-state students!
- The criteria are different depending on where you're from
 - In state – 3.0 and above
 - Out of state – 3.5 and above

Advanced Search

X

Match if **Any** rules are met

In State above 3.0 (rename rule) (delete rule)

If **All** of the following conditions are met

HS GPA

is greater than or equal to

3.0

Clear

X

State Resident

equals

True

▼

X

+ add another condition

Out of State above 3.8 (rename rule) (delete rule)

If **All** of the following conditions are met

HS GPA

is greater than or equal to

3.8

Clear

X

State Resident

equals

False

▼

X

+ add another condition

+ add another rule

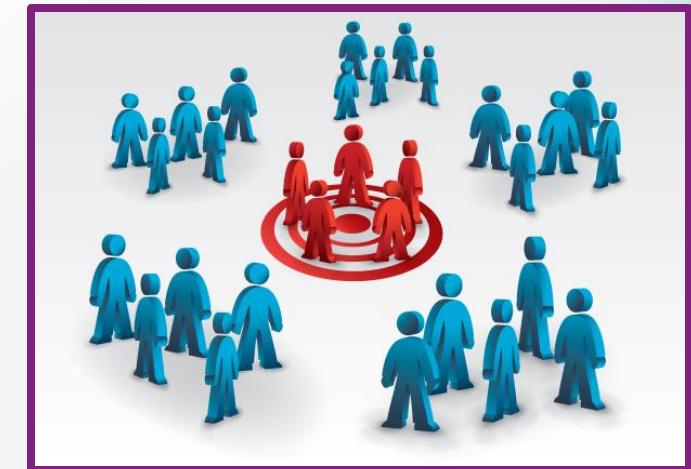
Cancel

Search

When to use Advanced Search

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1. You want to use data to target contacts
2. You don't want to send to ALL members of a program or group
3. You want to send at a specific time / date
4. Examples
 1. Text all contacts in Philadelphia
 2. Text all Chemistry & Biology majors with a 3.0 or higher



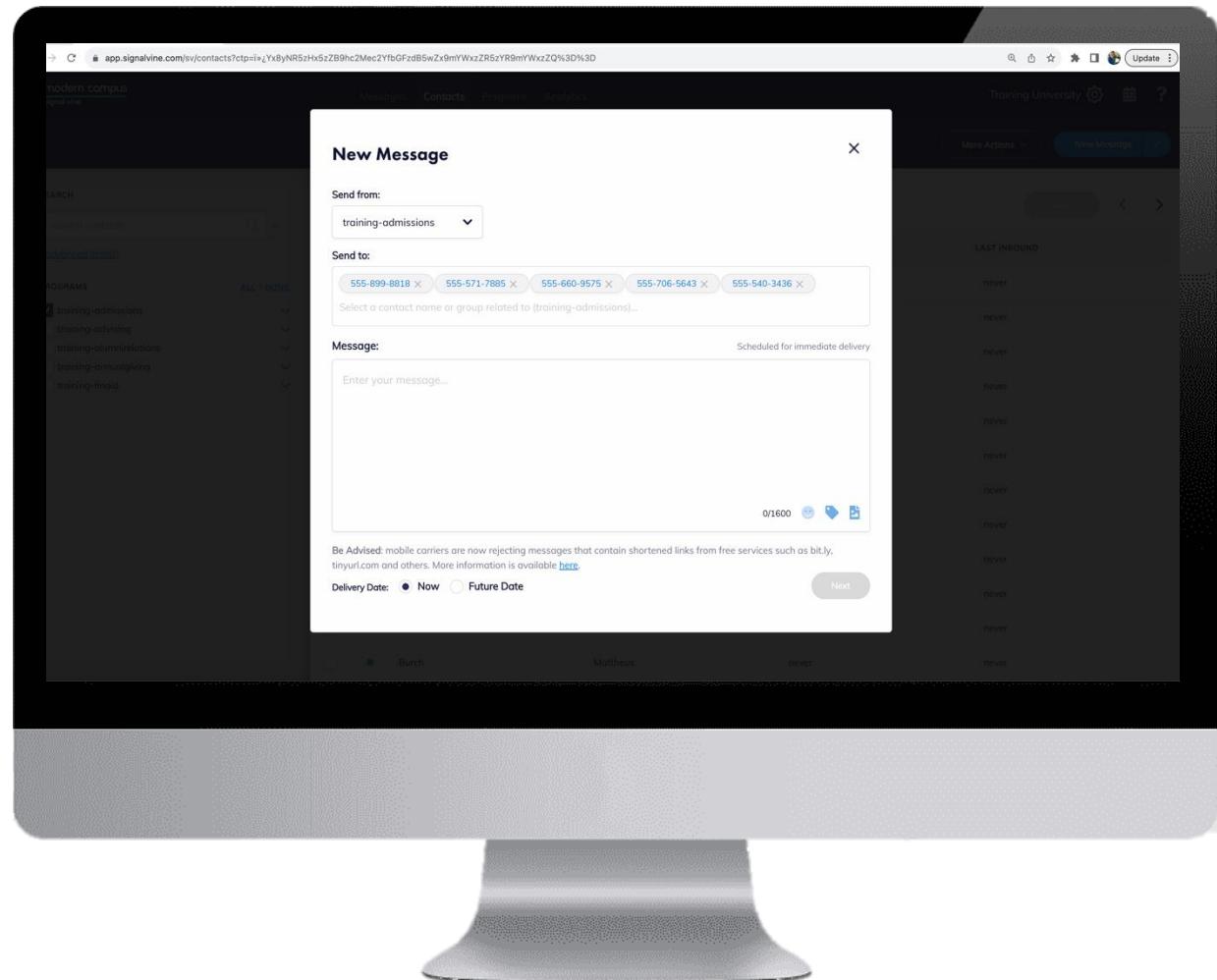
Bulk Copy+Paste

Counselors, Program Admin, Account Admin

Copy and Paste a List

- Copy a comma separated list of phone numbers or ID numbers directly into “Send to:”

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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

Comma Separated

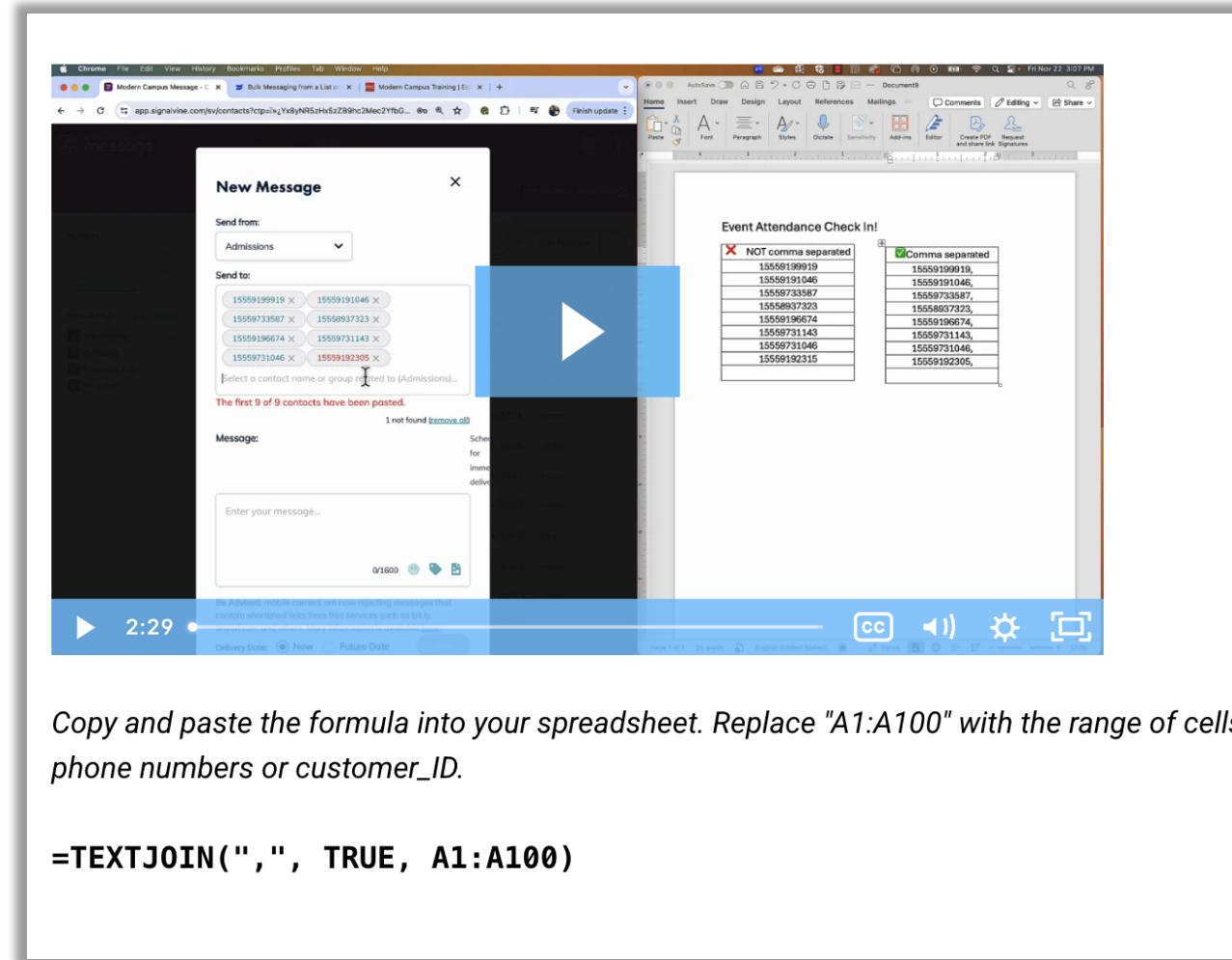


Germain	Duplock	555-899-8818,
Morten	Crumbie	555-571-7885,
Neala	Dabney	555-660-9575,
Sterne	Measham	555-706-5643,
Erie	Tilbrook	555-540-3436,

Quickly create a comma separated list

<https://message-support.moderncampus.com/hc/en-us/articles/20685925434637-How-do-I-message-a-list-of-contacts-from-a-csv-file>

33

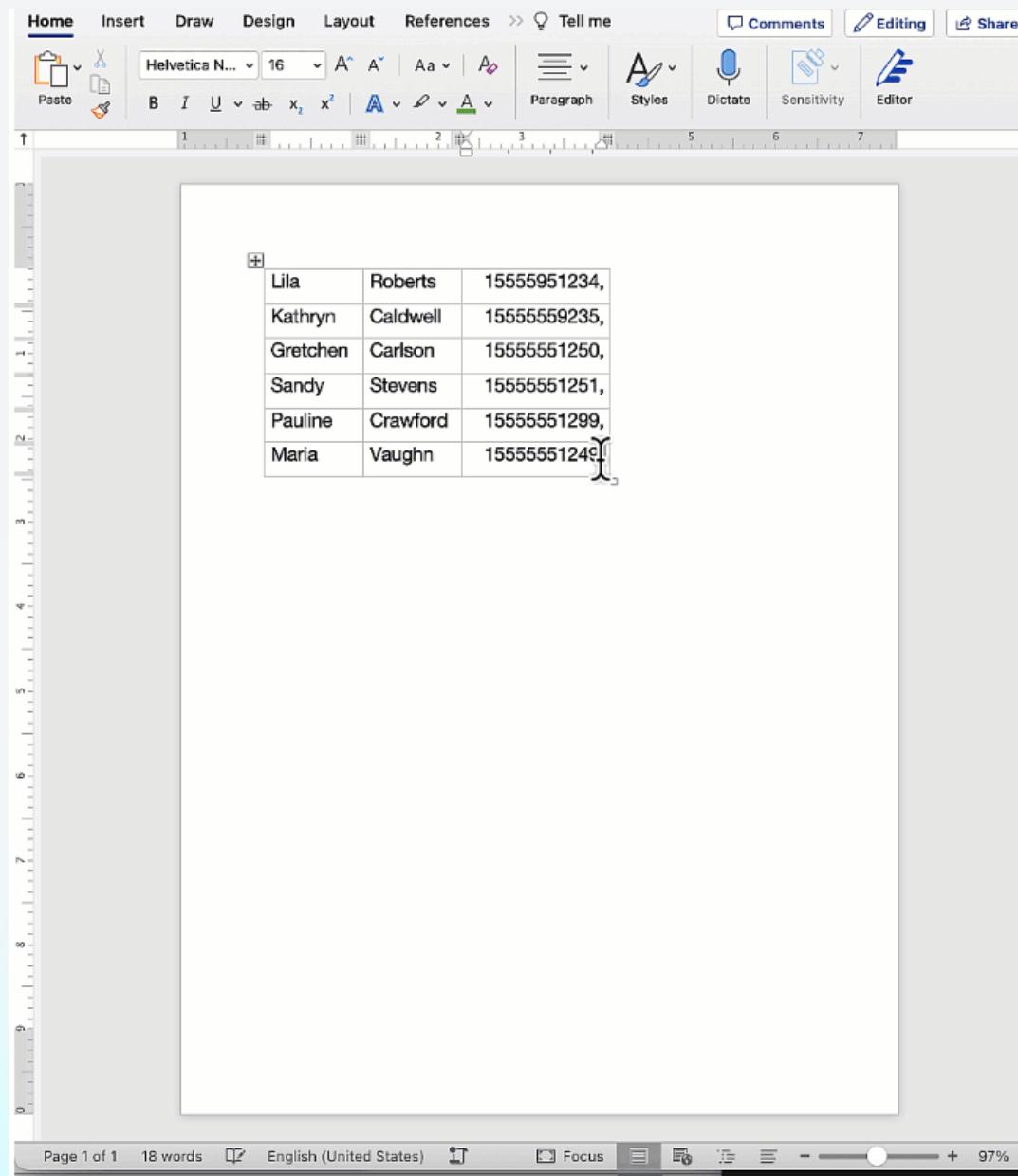


The screenshot shows a dual-monitor setup. The left monitor displays a 'New Message' window in a web browser (Chrome) with a list of 9 contacts selected. The right monitor shows a Microsoft Word document titled 'Event Attendance Check In!' containing a table with a 'Comma separated' column. The table data is as follows:

	Comma separated
✗ NOT comma separated	15559199919, 15559191046, 15559733587, 15558937323, 15559196674, 15559731143, 15559731046, 15559192315, 15559192305,

Below the table, a note says: 'Copy and paste the formula into your spreadsheet. Replace "A1:A100" with the range of cells phone numbers or customer_ID.'

=TEXTJOIN(", ", TRUE, A1:A100)

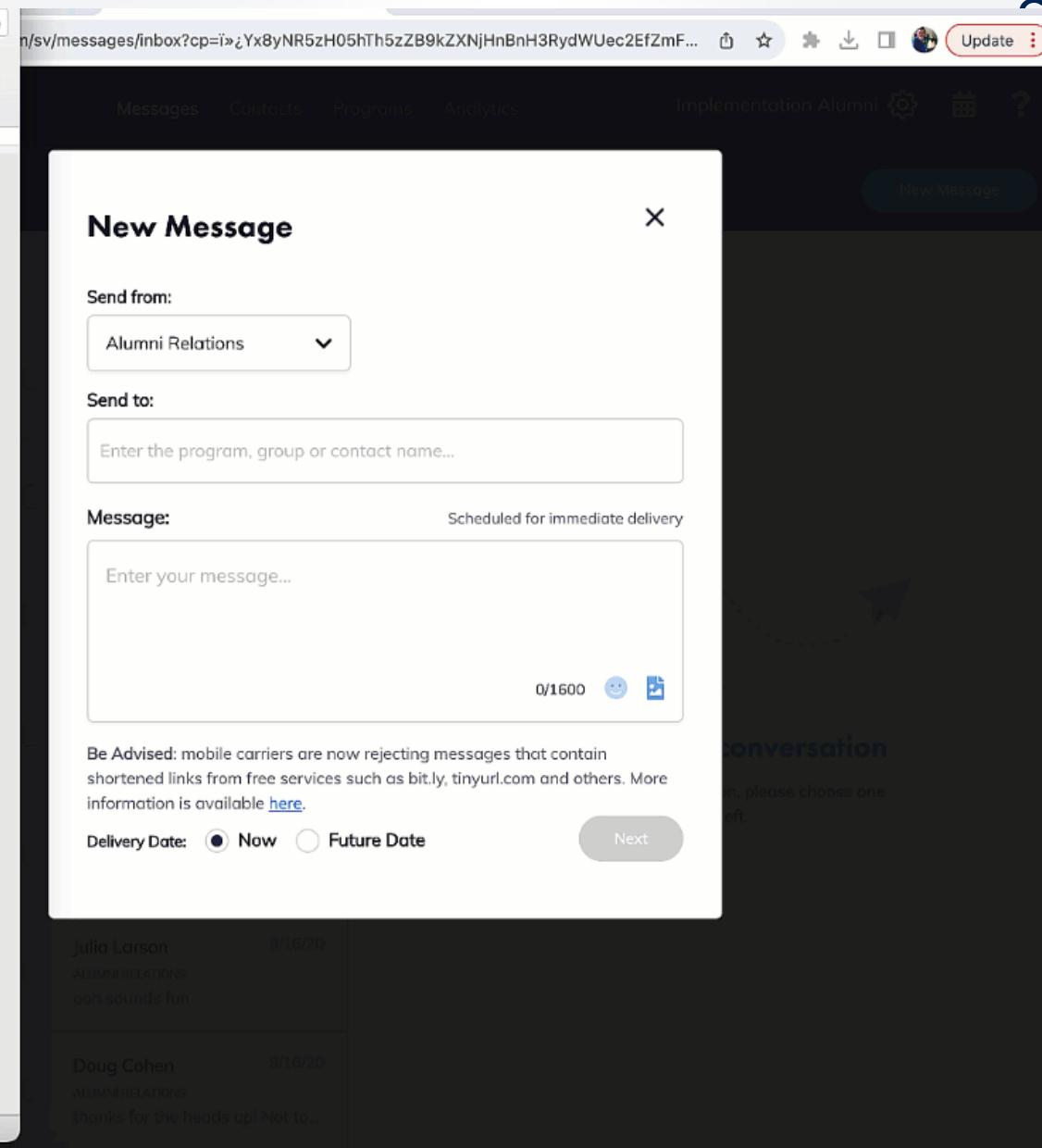


A screenshot of a Microsoft Word document. The ribbon at the top shows tabs for Home, Insert, Draw, Design, Layout, References, Tell me, Comments, Editing, and Share. The Home tab is selected. The table in the document contains the following data:

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

The status bar at the bottom shows: Page 1 of 1, 18 words, English (United States), Focus, 97%.

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A screenshot of a messaging application interface. The top navigation bar includes links for Messages, Contacts, Programs, and Analytics, along with implementation and alumni status indicators. A red box highlights the 'Update' button in the top right corner of the header.

The main area is a 'New Message' dialog box with the following fields:

- Send from:** Alumni Relations
- Send to:** Enter the program, group or contact name...
- Message:** Scheduled for immediate delivery
- Enter your message...** (with character count 0/1600 and icons for smiley face and file attachment)

Below the message area, a note reads: **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**

Below the dialog, a list of recent messages is visible:

- Julia Larson 9/16/20 ALUMNI RELATIONS oooh sounds fun
- Doug Cohen 9/16/20 ALUMNI RELATIONS thanks for the heads up! Not to...

When to use Bulk Copy+Paste

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- You have a list of phone numbers or ID numbers
- You don't need to save the group or other data
- Examples
 - Follow up after an event
 - Pulled a report of student leaders

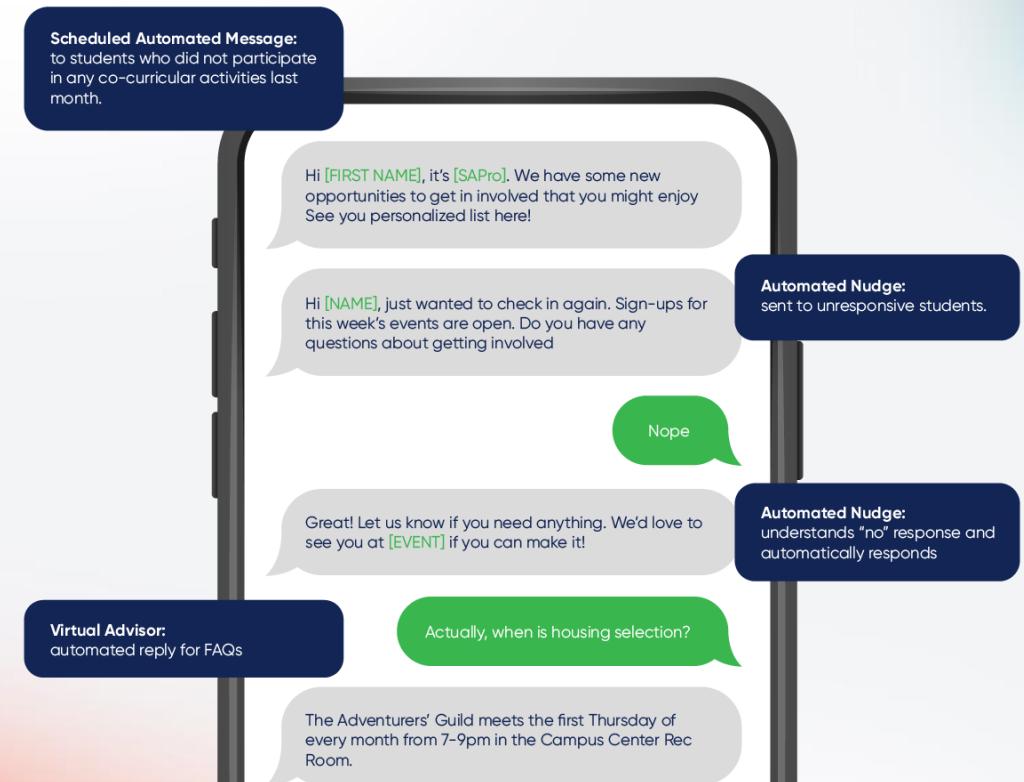
Program Messages

Account and Program Admin

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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How do I set up programmed messages?

The template!

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#	Date/Time	Condition	Content	Save Response to Data Field
1	created_at + 10 mins	app_submitted = FALSE	<p>Hi [first_name], this is [recruiter] here at SVU! I am going to be messaging you through the admissions process, so save this number as SVU admissions. Are you still interested in attending SVU in the Summer?</p> <p>Response to Yes: Great, the application is due soon!</p> <p>Response to No: No worries, we are here to help if you change your mind.</p>	Save Yes/No to interest_check
2	created_at + 7 days @3pm	app_submitted = FALSE AND interest_check NOT = NO	Hi [first_name], I wanted to give a heads up that the application is due in two weeks! Let me know if you have any questions I can help answer. We are here to help 😊	
3	:now	app_submitted = TRUE	Thanks for submitting your application to SVU! We will review it and get back to you with a final decision as soon as possible. If you have any questions in the meantime please feel free to reach out!	

Can I personalize/customize programmed messages?

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- Yes! Anything you can use in the platform is available for the template!
- Emojis
- Images (less than 500kb, gif, jpg, png)
- Links
- “Mail Merge” personalization

Hi [first_name], I see you started your application  , don't forget to fill out your FAFSA by July 28th!



Event Triggered Messages

Event-triggered Message

- Texts that are scheduled in relation to **DATA** rather a specific **DATE**
- Triggers
 - Date field
 - Personal Events / Appointment
 - Enrollment status
 - Etc.
- “Waiting in the wings.”



A contact declares
their major!



A contact met with
their advisor.



A contact started their
application.

Congrats on declaring your major!

Thanks for coming, let us know if I
can help with anything else!

I see you started your application,
don't forget to fill out FAFS!

#	Date/Time	Condition	Content	Save Responses to Data Field
4	Application_graduation	Last_contribution_date + 3 Days	<p>[first_name] Thank you so much for your generous contribution on [last_contribution_date]. Your support for Cricket University continues to make our vision a reality! You can see our plans at www.cu.edu/plans</p>	

When to use Event Triggered Messages

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- The text will send at variable times
- Text is sent based on an **event**
- Examples
 - Text sent once student is marked as **admitted**
 - Text sent 7 days after student starts application
 - Text sent on birthday

Multi-Part Messages

Multi-Part Messages

2023_10_19_cred-seeking_melt_19	2023-10-16 @ 10:00 AM	current_term = 4234 AND current_term_enrollment_status = E AND current_term_student_classification = Cred-seeking AND	<p>Part 1: [first_name], today starts the 2nd 8-week Fall session at ECTC! If you are taking an online class, make sure you login to Blackboard, look for a first assignment to complete, and do it today!</p> <p>Part 2: If you run into any issues, no matter what, please reach out so we can help. The faculty and staff at ECTC are here to support you through your program and onto the next big step in your life. For technical and account help, visit www.help.elizabethtown.kctcs.edu. The Student Success Hub provides a variety of services and resources to empower students to achieve goals, experience academic and non-academic success, and thrive in our community: https://elizabethtown.kctcs.edu/current-students/academic-resources/student-success-hub/</p>
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When to use Multi-Part Messages

- You have a large text you want to break up
- Examples
 - Part 1: Remember to check your class registration!
 - Part 2: Something not right? Take these steps to troubleshoot. www.cu.edu/registration

Automated Keyword Response

Automated Keyword Response

- Branching text messages based on contact response!
- Send a text → contact responds → contact gets a customized response

Automated Keyword Response Example

“Hey [first_name]! Have you submitted your application?
Text back yes, no, or help!”

- Response to yes: Great! Check your email for updates on the decision process!
- Response to no: There’s still time! The deadline is 4/15 and regular decision is 5/15. Do you need help with your application?
 - Response to yes: Call 555-555-5555 and we can figure it out!
 - Response to no: Okay – let me know if any questions come up!

When to use Automated Keyword Response

- Checking in with students about their graduation date
- Asking students about the first day of class
- Checking in about the first day of class
- Taking a poll about a campus event

Save Response

Save Response

Save data to a custom data field

Works in tandem with **automated keyword responses!**

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The screenshot shows the Modern Campus interface. At the top, there are navigation links: Manage Fields, Import Contacts, Autoresponder, and Phone Numbers. Below this is a sub-navigation bar with 'Manage Fields for Coaching' on the left and a teal 'Add Custom Field' button on the right. The main area displays a table of fields:

DISPLAY NAME	TYPE	VARIABLE NAME	HIDDEN	READONLY	EDIT
first_name	String	first_name	<input type="radio"/>	<input type="radio"/>	<input type="button" value="edit"/>
last_name	String	last_name	<input type="radio"/>	<input type="radio"/>	<input type="button" value="edit"/>
Advisor	String	advisor	<input type="radio"/>	<input type="radio"/>	<input type="button" value="edit"/>

To the right of the table, a large text box contains a custom data field configuration:

```
= Spring2021
edit_hours = 0
n=FALSE
ELSE
```

Below this, a series of responses are listed:

- Response to 1:** Great - there's still time! Do you need help getting registered?
Response to yes: We can definitely help! Make an appointment www.cu.edu/appointments here!
- Response to 2, still deciding:** Thanks for letting me know. Could you tell me a little bit more about what you are thinking?
- Response to 3:** Thanks for letting me know. Out of curiosity, why not? A) Transferring B) Financial difficulties C) Need a break D) Other
Response to A: Thanks for letting me know. Where are you attending?
Response to any response: Good luck! We wish you the best! Make sure to get your transcript at link.edu.
- Response to B:** We are here to help with finances! Contact financial aid directly at financialaid@university.edu
- Response to C:** Thanks for letting me know. Just a reminder that you have access to these resources on campus! Hang in there and let me know when you are ready to get re-started!
- Response to D:** Thank you for your response.

On the far right, a note says: Save responses A/B/C/D to not_registering_term

Save Response

Still Not Registered	10 days prior to classes starting	Last_term = Spring2021 AND Current_credit_hours = 0 AND Graduation=FALSE AND Holds = FALSE	Hi [first_name], it's [advisor_name]. I noticed you still are not yet registered for the Fall. There's still time! Are you planning on registering for this semester? 1. Yes 2. Still deciding 3. No Response to 1: Great - there's still time! Do you need help getting registered? Response to yes: We can definitely help! Make an appointment www.cu.edu/appointments here! Response to 2, still deciding: Thanks for letting me know. Could you tell me a little bit more about what you are thinking? Response to 3: Thanks for letting me know. Out of curiosity, why not? A) Transferring B) Financial difficulties C) Need a break D) Other Response to A: Thanks for letting me know. Where are you attending? Response to any response: Good luck! We wish you the best! Make sure to get your transcript at link.edu. Response to B: We are here to help with finances! Contact financial aid directly at financialaid@university.edu Response to C: Thanks for letting me know. Just a reminder that you have access to these resources on campus! Hang in there and let me know when you are ready to get re-started! Response to D: Thank you for your response.	Save responses A/B/C/D to not_registering_term
----------------------	-----------------------------------	--	--	--

When to use Save Response

- You want to update student data
- Examples
 - “Are you still interested in applying? Text back yes, no, or maybe!”
 - **Save response to interest_check**
 - “Have you declared your major? Replay yes, no, or help.”
 - **Save response to major_declared_1**

Advanced Search

- Send now or send on X date
- Segment contacts using AND and OR functions
- Program in app

56

Programmed

- Event triggered
 - Relative data
- Branching messages
- Save responses
- Program using the message template

Setting Up Your Program Message

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

57

Signal Vine Program Message Template

Account: Program: Advising

Synonyms

```
yes = "yes" "yes" "y" "yes" "yeah" "yep" "ye" "yea" "yes!" "yeal" "yup" "yes" "⚠️" "⚠️" "⚠️" "⚠️" "⚠️" "⚠️"  
No = "no" "no" "no." "n" "hope" "nah" "not" "nope" "⚠️" "⚠️" "⚠️" "⚠️" "⚠️" "⚠️"  
Help = "help" "help" "help"
```

stop, stop., <u>stop</u> , cancel, cancell, cancell., unsubscribe, unsubscribe., unsubscribel, quit, quit., quitt, 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> + 1 day at 2pm		Hi [first_name]! This is [advisor] 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 15 3:30pm		Part 1: Hi [first_name]! This is [advisor] 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.	

Poll #2

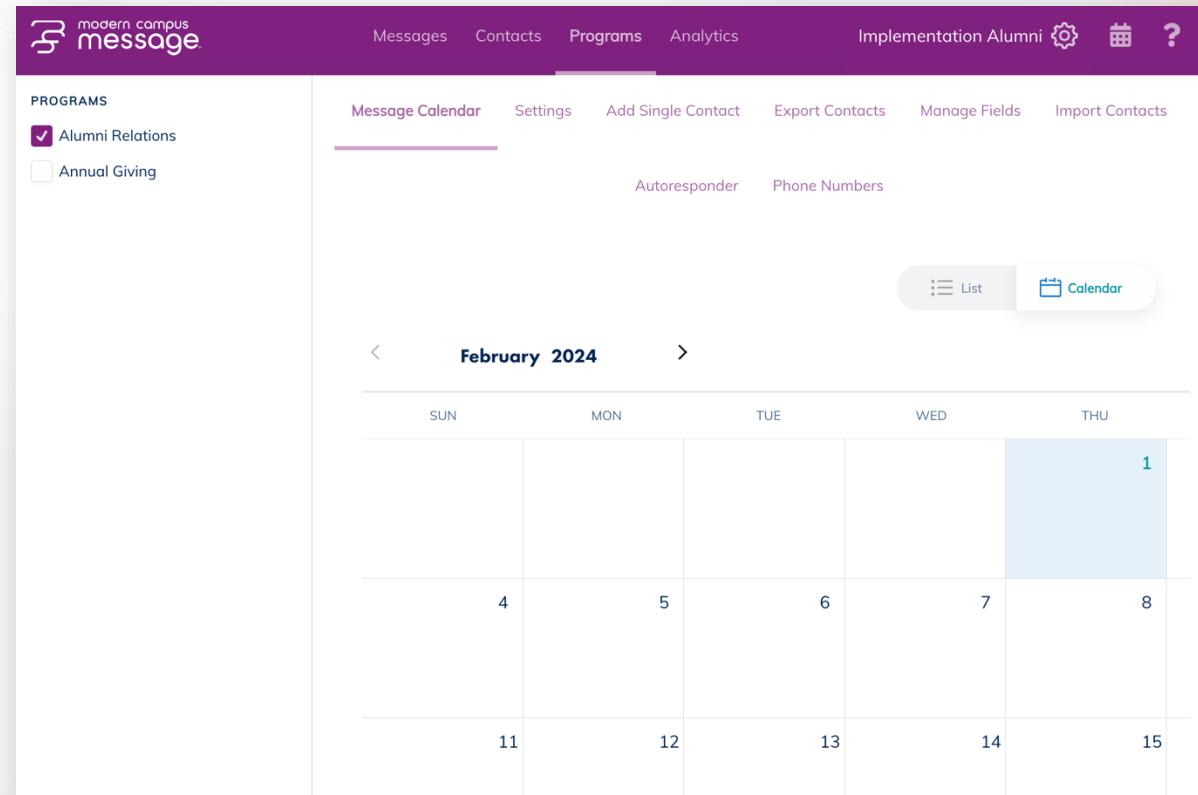
What type of messages do you plan on sending?
How are you feeling so far about Message?

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)

60



Program Settings

- Only account and program admin can see this
- Select the right program!
- MMS access
- Group view
- Counselor Access

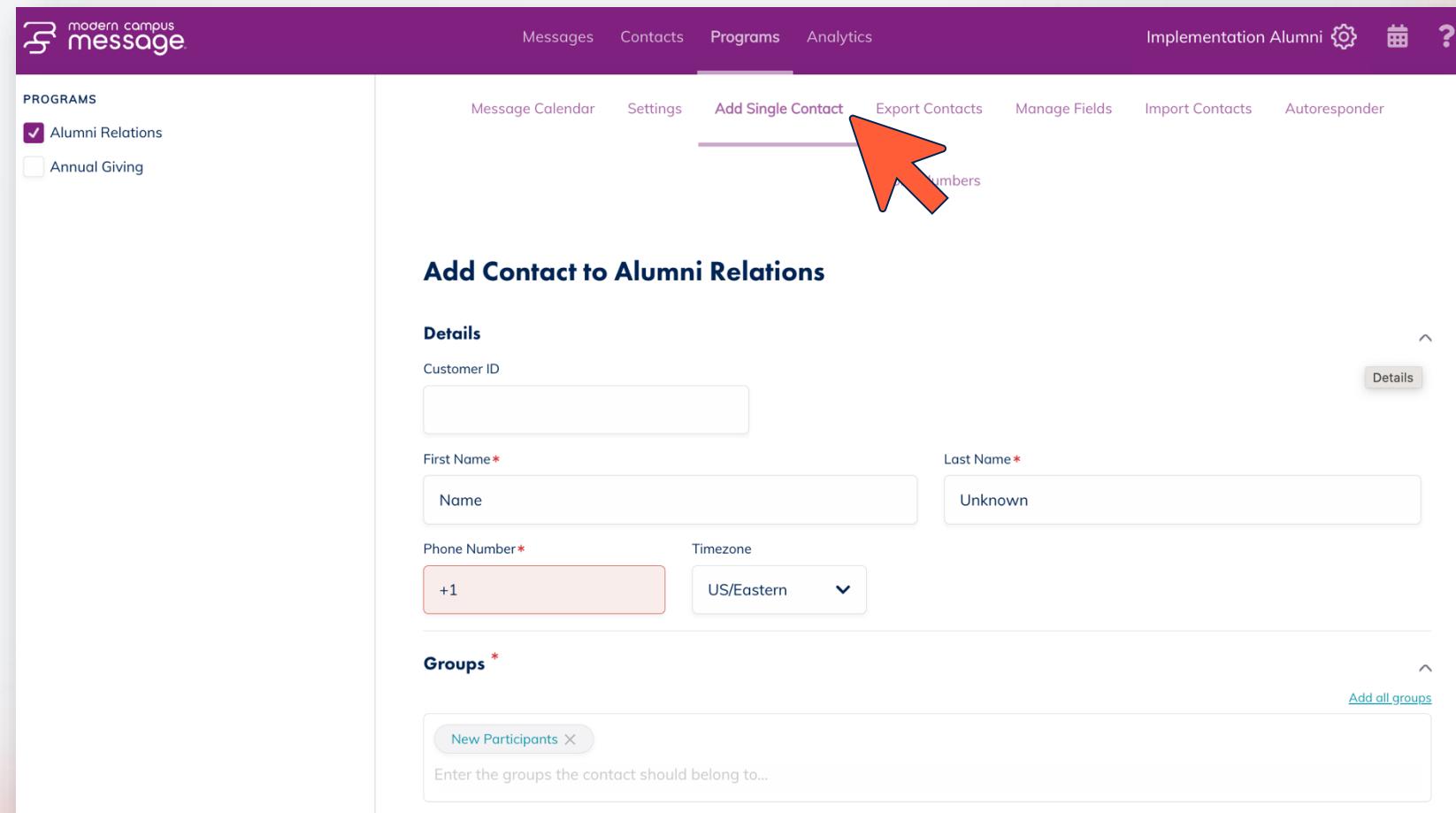
61

The screenshot shows the modern campus message software interface. At the top, there is a purple navigation bar with the 'modern campus message' logo, 'Messages', 'Contacts', 'Programs' (which is the active tab), 'Analytics', and 'Implementation Alumni' with a gear icon. To the right of the gear icon are icons for a calendar, a question mark, and a help icon. Below the navigation bar, on the left, is a sidebar titled 'PROGRAMS' with two items: 'Alumni Relations' (checked) and 'Annual Giving'. The main content area is titled 'Settings for Alumni Relations'. It displays the 'Program ID' as 42431cdd-8dcc-40c3-ad5f-769d0e46a3a5 and the 'Internal name' as Alumni-Relations-CS20. The 'Display name' is set to 'Alumni Relations'. Under 'Program settings', the 'Timezone for program reports' is set to 'UTC'. There are three checked checkboxes: 'Allow this program to accept MMS messages from contacts', 'Automatically mark conversations read when they are moved to No Action Needed', and 'Show first group list entry when viewing conversations'. Under 'Counselor settings', there are five unchecked checkboxes: 'Allow counselors to add a single contact', 'Allow counselors to delete individual program messages for a contact', 'Prevent counselors from viewing personally identifiable information (PII) by hiding the `last_name` and the last four digits of the `phone` field.', 'Prevent counselors from activating contacts', and 'Allow counselors to send images'. At the bottom right are 'Cancel' and 'Save' buttons.

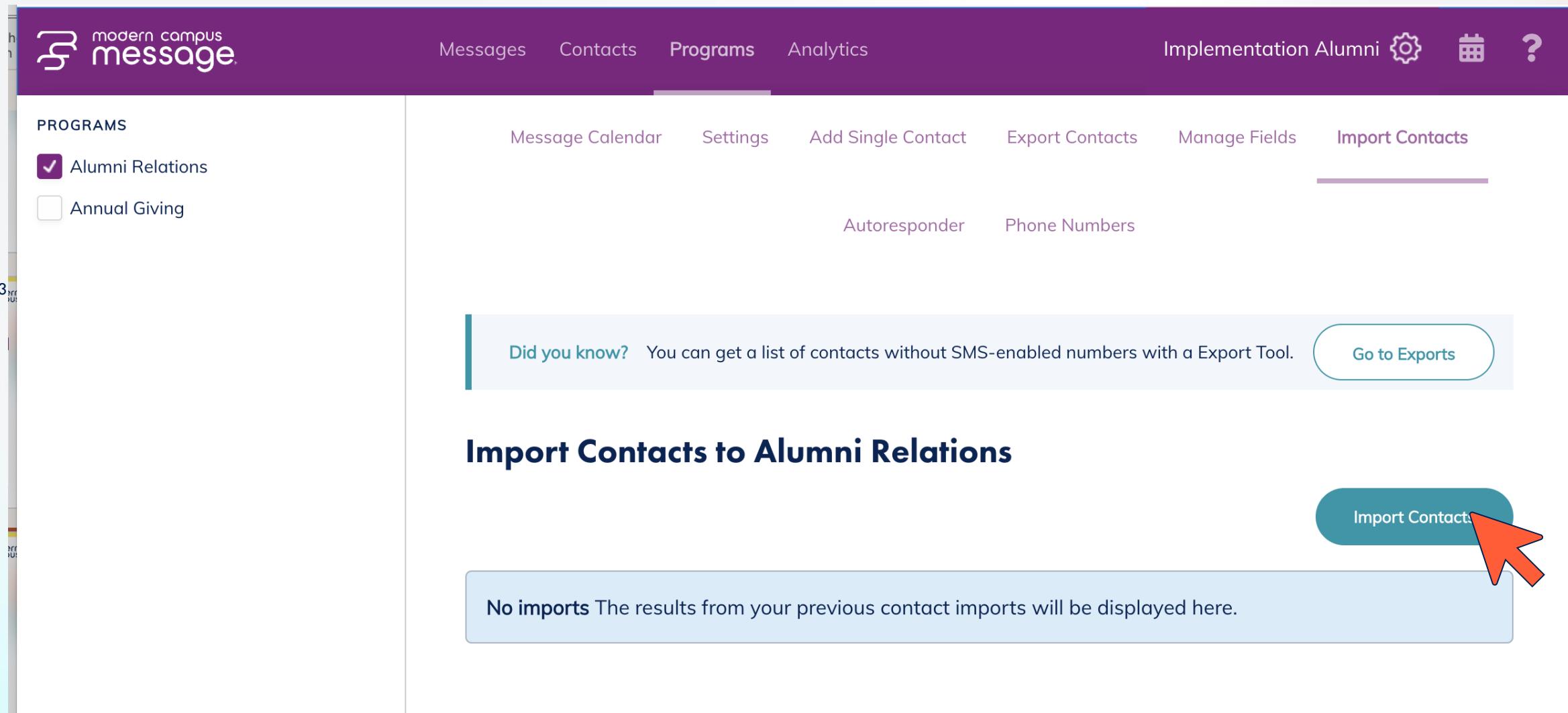
Add a Single Contact

- Required fields
 - Name
 - Phone Number
 - Group(s)

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Manually Uploading Contacts



The screenshot shows the modern campus message software interface. The top navigation bar includes links for Messages, Contacts, Programs (which is the active tab), and Analytics. On the right, there are links for Implementation, Alumni, a gear icon, a calendar icon, and a question mark icon. The left sidebar shows a 'PROGRAMS' section with 'Alumni Relations' selected (indicated by a checked checkbox) and 'Annual Giving' unselected (indicated by an empty checkbox). The main content area has tabs for Message Calendar, Settings, Add Single Contact, Export Contacts (which is the active tab), Manage Fields, and Import Contacts. Below these tabs are links for Autoresponder and Phone Numbers. A 'Did you know?' callout in the center says, 'Did you know? You can get a list of contacts without SMS-enabled numbers with a Export Tool.' with a 'Go to Exports' button. The main title 'Import Contacts to Alumni Relations' is displayed in bold. A large teal button labeled 'Import Contacts' is visible, with a red arrow pointing to it from the bottom right. A message box at the bottom says 'No imports' followed by the text 'The results from your previous contact imports will be displayed here.'

modern campus message

Messages Contacts Programs Analytics

Implementation Alumni   ?

PROGRAMS

Alumni Relations

Annual Giving

63

Did you know? You can get a list of contacts without SMS-enabled numbers with a Export Tool. [Go to Exports](#)

Import Contacts to Alumni Relations

Import Contacts

No imports The results from your previous contact imports will be displayed here.

.CSV for Manual Bulk Upload

- Must have fields...

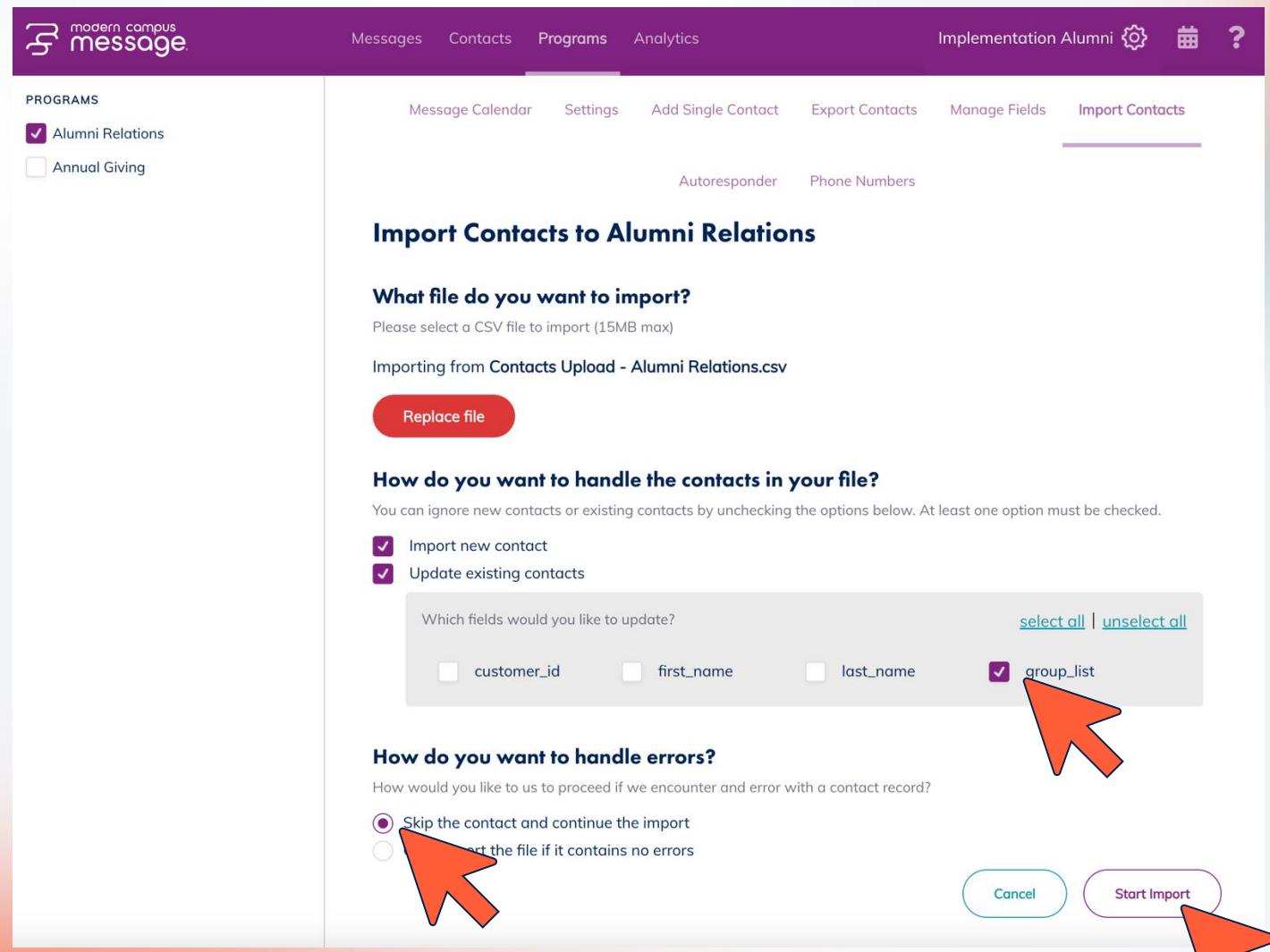
- `customer_id`
- `first_name`
- `last_name`
- `group_list`
- `phone`

customer_id	first_name	last_name	group_list	phone
KS-1	Harry	Sherman	2015;Boston	15555551222
KS-2	Tim	Anthony	2017;NYC	15555551333
KS-3	Ryan	Carlson	2016;Philadelphia	15555551444
KS-4	Lewis	Andrew	2006;Baltimore	15555554444
KS-5	Jack	Crawford	2016;Philadelphia	15555551666
KS-6	Maria	Vaughn	2017;NYC	15555551777
KS-7	Willie	Alyssa	2015;Boston	15555551888
KS-8	Arielle	Waters	2016;Philadelphia	15555551999
KS-9	Antonia	Carry	2006;Baltimore	15555551879

Manually Uploading Contacts

- CSV file
- Import New / Update Existing
- Choose your updating fields
- Handle errors
- Only account and program admin can upload a data file

65

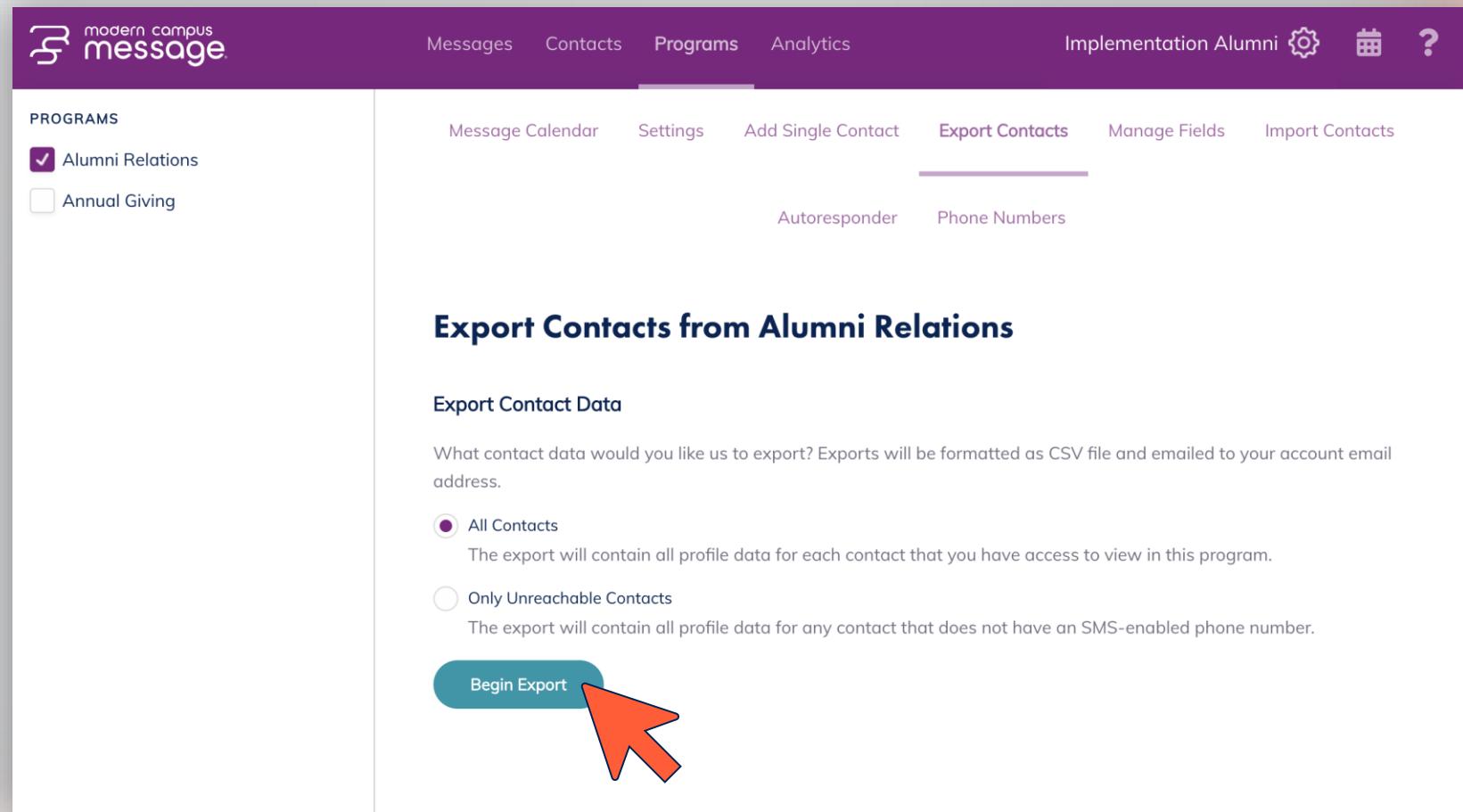


The screenshot shows the 'modern campus message' software interface. The top navigation bar includes 'Messages', 'Contacts', 'Programs', 'Analytics', 'Implementation Alumni', and a help icon. The 'Programs' section shows 'Alumni Relations' is selected. The main content area is titled 'Import Contacts to Alumni Relations'. It asks for a CSV file to import (15MB max) and shows 'Importing from Contacts Upload - Alumni Relations.csv'. A 'Replace file' button is available. Below, it asks how to handle contacts: 'Import new contact' and 'Update existing contacts' are checked. A list of fields to update includes 'customer_id', 'first_name', 'last_name', and 'group_list', with 'group_list' checked and highlighted by a red arrow. The next section, 'How do you want to handle errors?', has 'Skip the contact and continue the import' selected (radio button highlighted by a red arrow) and 'Abort the file if it contains no errors' as an option. 'Cancel' and 'Start Import' buttons are at the bottom.

Export Contacts

66

- Exports a .csv file
- Sent to your email
- Limited to every 2 hours
- Could take a few minutes!



The screenshot shows the modern campus message interface. The top navigation bar includes 'Messages', 'Contacts', 'Programs', 'Analytics', 'Implementation', 'Alumni', and various icons. The 'Programs' section on the left is selected, showing 'Alumni Relations' with a checked checkbox and 'Annual Giving' with an unchecked checkbox. The main content area is titled 'Export Contacts from Alumni Relations'. It contains a sub-section 'Export Contact Data' with a note: 'What contact data would you like us to export? Exports will be formatted as CSV file and emailed to your account email address.' Two radio buttons are present: 'All Contacts' (selected) and 'Only Unreachable Contacts'. Below these is a teal 'Begin Export' button, which is highlighted with a large orange cursor arrow pointing to it.

modern campus message

Messages Contacts Programs Analytics Implementation Alumni ?

PROGRAMS

Alumni Relations Annual Giving

Message Calendar Settings Add Single Contact Export Contacts Manage Fields Import Contacts

Autoresponder Phone Numbers

Export Contacts from Alumni Relations

Export Contact Data

What contact data would you like us to export? Exports will be formatted as CSV file and emailed to your account email address.

All Contacts
The export will contain all profile data for each contact that you have access to view in this program.

Only Unreachable Contacts
The export will contain all profile data for any contact that does not have an SMS-enabled phone number.

Begin Export

67

[Modern Campus Message] Your requested export is ready!

SV **Signal Vine <support@signalvine.com>**
To: kseale+2@moderncampus.com

To protect your privacy, some external images in this... [Download external images](#) [Go to Settings](#)

You don't often get email from support@signalvine.com. [Learn why this is important](#)

Kelsey,

The Modern Campus Message contact export for Alumni Relations you've requested is now ready.

[[Download the Report](#)]

If the link above does not work, please copy and paste this URL into your web browser.

<https://app.signalvine.com/data/cec72be2-69c2-43ac-abc6-609c74d6f569/report-5e36a5c5d8c441a389159b314c881315.csv>

Exports remain available to download for 24 hours. This link will expire at Tuesday March 05 at 15:27 UTC.

The Modern Campus Message Team
svsupport@moderncampus.com

modern campus

modern campus message

Messages Contacts Programs Analytics Implementation Alumni   ?

PROGRAMS

Alumni Relations Annual Giving

Message Calendar Settings Add Single Contact Export Contacts Manage Fields Import Contacts

Autoresponder Phone Numbers

Export Contacts from Alumni Relations

Export Contact Data

What contact data would you like us to export? Exports will be formatted as CSV file and emailed to address.

All Contacts The export will contain all profile data for each contact that you have access to view in this program.

Only Unreachable Contacts The export will contain all profile data for any contact that does not have an SMS-enabled phone number.

Begin Export

125%   

View Zoom Add Category Pivot Table

Sheet 1

	D	E	F	G	H	I	J		
1	e	first_name	last_name	group_list	phone	timezone	current_city	prior_donor	maj
2	Lila	Roberts	2015;Boston		15555551234	US/Eastern	Boston	TRUE	Con
3	Kathryn	Caldwell	2017;NYC		15555551235	US/Eastern	Boston	TRUE	Anth
4	Gretchen	Carlson	2016;Philadelphia		15555551250	US/Eastern	Boston	FALSE	Inte
5	Sandy	Stevens	2006;Baltimore		15555551251	US/Eastern	Boston	FALSE	Hist
6	Pauline	Crawford	2016;Philadelphia		15555551299	US/Eastern	Philadelphia	FALSE	Inte
7	Maria	Vaughn	2017;NYC		15555551249	US/Eastern	Boston	FALSE	Anth
8	Willie	Boyd	2015;Boston		15555551269	US/Eastern	Boston	FALSE	Con
9	Winifred	Lloyd	2016;Philadelphia		15555551285	US/Eastern	Philadelphia	FALSE	Inte
10	Yolanda	Curry	2006;Baltimore		15555551328	US/Eastern	Baltimore	FALSE	Hist
11	Darin	Abbott	2006;Baltimore;test;Group A 23	15555551244	US/Eastern	Boston	FALSE	Bus	
12	Tony	Rogers	2006;Baltimore		15555551272	US/Eastern	Baltimore	FALSE	Hist
13	Vincent	Lee	2015;Boston		15555551248	US/Eastern	Boston	FALSE	Con
14	Sylvia	Ford	2006;Baltimore		15555551265	US/Eastern	Baltimore	TRUE	Hist
15	Israel	Perez	2006;Baltimore		15555551314	US/Eastern	Baltimore	FALSE	Hist

[Modern Campus Message] Your requested export is ready!

SV Signal Vine <support@signalvine.com>
To: kseale+2@moderncampus.com

To protect your privacy, some external images in this...

[Download external images](#)

[Go to](#)

You don't often get email from support@signalvine.com. [Learn why this is important](#)

Kelsey,

The Modern Campus Message contact export for Alumni Relations you've requested is now ready.

[\[Download the Report \]](#)

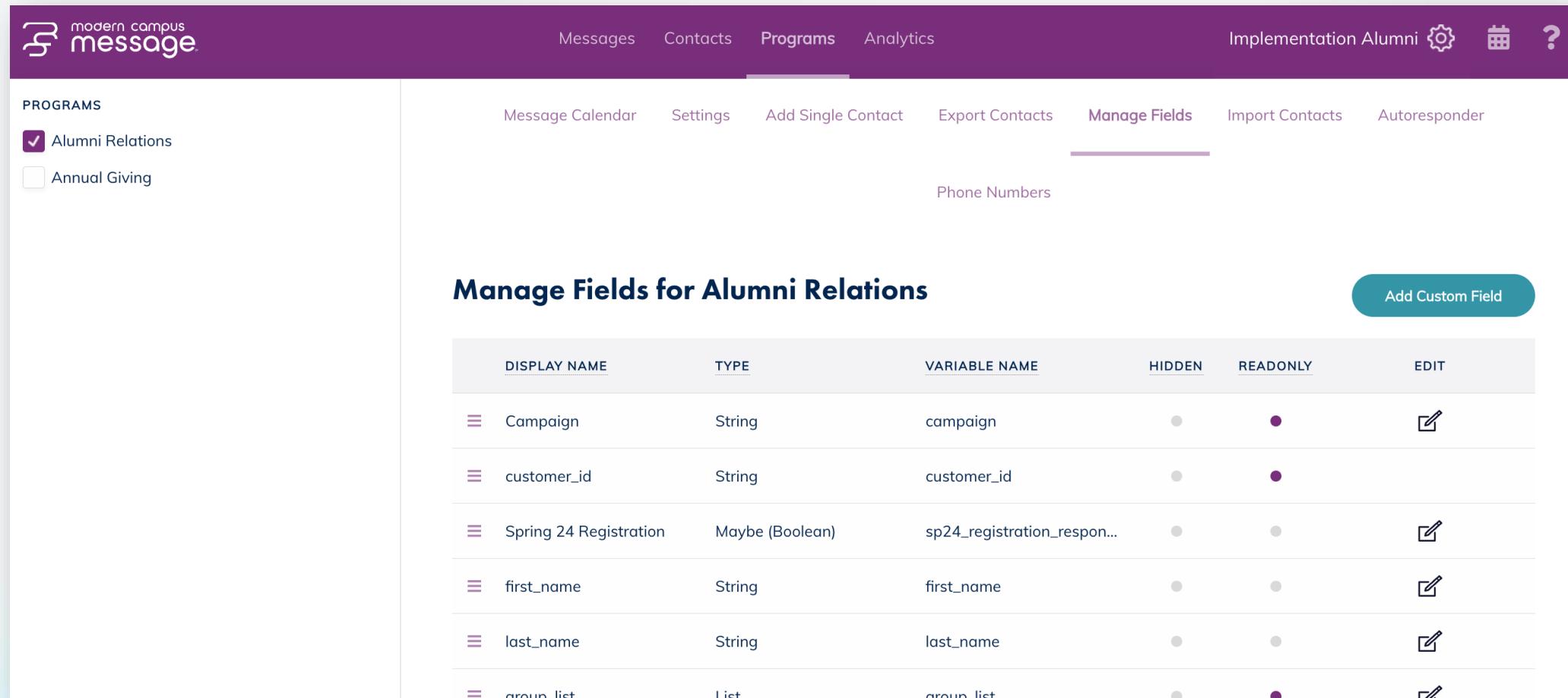
If the link above does not work, please copy and paste this URL in your web browser.

<https://app.signalvine.com/data/cec72be2-69c2-43ac-abc6-609c74d6f569/report-5e36a5c5d8c441a389159b314c881315.csv>

Exports remain available to download for 24 hours. This link will expire at Tuesday March 15, 2016 15:27 UTC.

The Modern Campus Message Team
svsupport@moderncampus.com

Other Program Tabs



The screenshot shows the modern campus message software interface. The top navigation bar includes links for Messages, Contacts, Programs, Analytics, Implementation, Alumni, and various settings and help icons. The 'Programs' tab is selected, and the 'Alumni Relations' program is chosen. The left sidebar lists 'Alumni Relations' (checked) and 'Annual Giving'. The main content area is titled 'Manage Fields for Alumni Relations' and contains a table of fields:

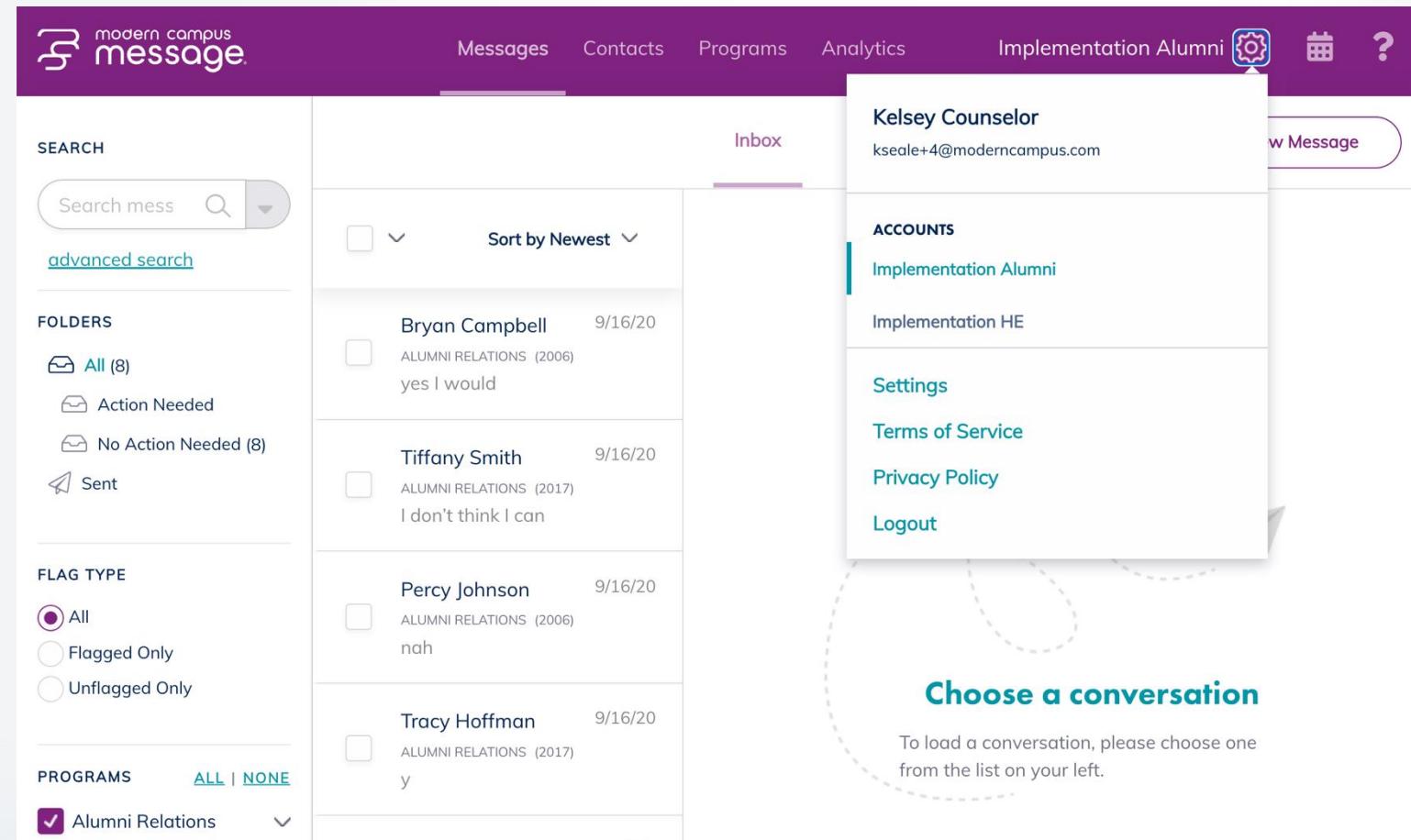
DISPLAY NAME	TYPE	VARIABLE NAME	HIDDEN	READONLY	EDIT
Campaign	String	campaign	●	●	
customer_id	String	customer_id	●	●	
Spring 24 Registration	Maybe (Boolean)	sp24_registration_respon...	●	●	
first_name	String	first_name	●	●	
last_name	String	last_name	●	●	
group_list	List	group_list	●	●	

[Add Custom Field](#)

Personal Settings

Inbox preference and notification settings

Navigate to Personal Settings



The screenshot shows the modern campus message inbox interface. On the left, there's a sidebar with search, folder, flag type, and program filters. The main area shows an inbox with messages from Bryan Campbell, Tiffany Smith, Percy Johnson, and Tracy Hoffman. A context menu is open over the message from Kelsey Counselor, listing account options like Implementation Alumni, Implementation HE, Settings, Terms of Service, Privacy Policy, and Logout. A call-to-action at the bottom encourages users to choose a conversation.

SEARCH

SEARCH mess

[advanced search](#)

FOLDERS

All (8)
 Action Needed
 No Action Needed (8)
 Sent

FLAG TYPE

All
 Flagged Only
 Unflagged Only

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

Alumni Relations

Messages Contacts Programs Analytics Implementation Alumni ?

Inbox

Sort by Newest

Bryan Campbell 9/16/20
ALUMNI RELATIONS (2006)
yes I would

Tiffany Smith 9/16/20
ALUMNI RELATIONS (2017)
I don't think I can

Percy Johnson 9/16/20
ALUMNI RELATIONS (2006)
nah

Tracy Hoffman 9/16/20
ALUMNI RELATIONS (2017)
y

Kelsey Counselor
kseale+4@moderncampus.com

ACCOUNTS

Implementation Alumni
Implementation HE

Settings

Terms of Service

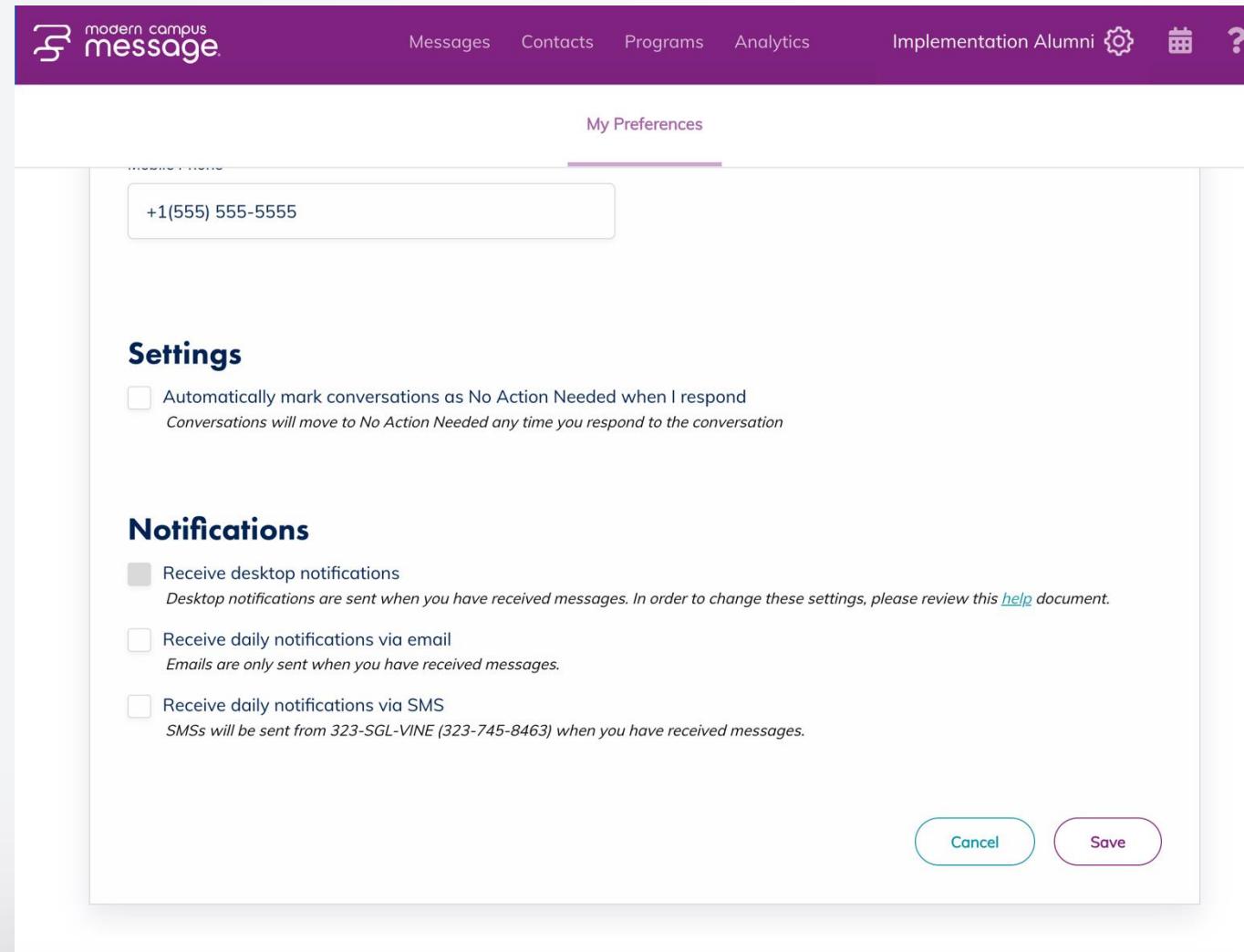
Privacy Policy

Logout

Choose a conversation

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

Automatically mark Conversations as “No Action Needed”



The screenshot shows the 'My Preferences' settings page for the modern campus message application. At the top, there is a purple header bar with the 'modern campus message' logo, navigation links for 'Messages', 'Contacts', 'Programs', 'Analytics', and 'Implementation Alumni', and icons for a gear, a calendar, and a question mark. Below the header, the page title is 'My Preferences'. A 'Mobile Phone' section displays the phone number '+1(555) 555-5555'. The main content area is divided into two sections: 'Settings' and 'Notifications'. The 'Settings' section contains a checkbox for 'Automatically mark conversations as No Action Needed when I respond', with a note that 'Conversations will move to No Action Needed any time you respond to the conversation'. The 'Notifications' section contains three checkboxes: 'Receive desktop notifications' (which is checked), 'Receive daily notifications via email' (unchecked), and 'Receive daily notifications via SMS' (unchecked). Each notification option includes a descriptive note. At the bottom right of the page are 'Cancel' and 'Save' buttons.

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modern campus message

Messages Contacts Programs Analytics

Implementation Alumni

My Preferences

Mobile Phone

+1(555) 555-5555

Settings

Automatically mark conversations as No Action Needed when I respond
Conversations will move to No Action Needed any time you respond to the conversation

Notifications

Receive desktop notifications
Desktop notifications are sent when you have received messages. In order to change these settings, please review this [help](#) document.

Receive daily notifications via email
Emails are only sent when you have received messages.

Receive daily notifications via SMS
SMSs will be sent from 323-SGL-VINE (323-745-8463) when you have received messages.

Cancel Save

Enable Desktop Notifications

Notification Options

1. Desktop

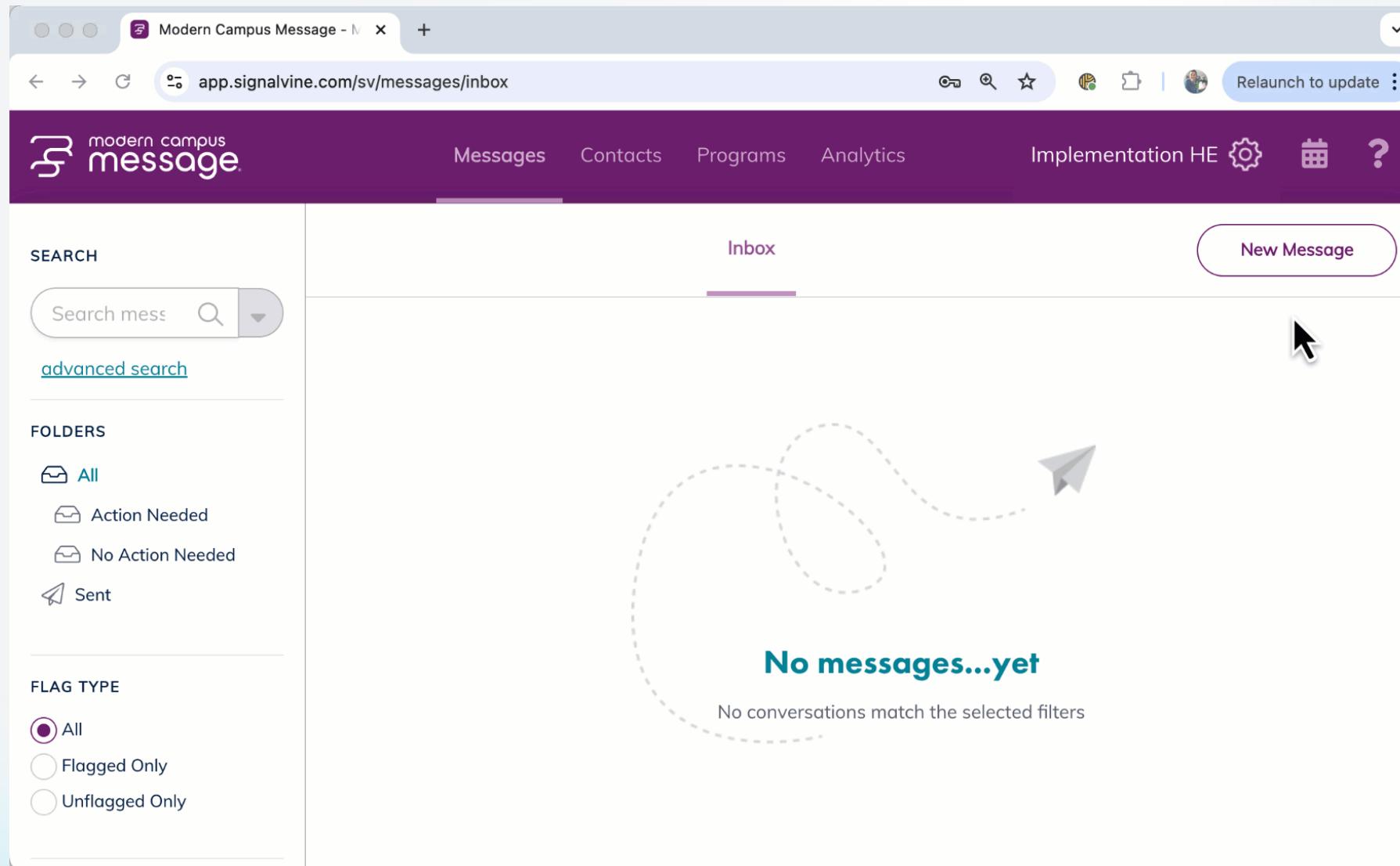
1. Real time notification of each new text received through Message
2. Pop-up visible regardless of the tab you are currently using
- 3. Recommended form of notification for quick response**

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2. Email / Text Message:

1. Once a day summary of ALL texts, new and historical, received through Message
2. Choose the notification time and change your preference at any time

Enable Desktop Notifications .gif



Modern Campus Message - N x

app.signalvine.com/sv/messages/inbox

modern campus message

Messages Contacts Programs Analytics Implementation HE

SEARCH

Search mess

advanced search

FOLDERS

- All
- Action Needed
- No Action Needed
- Sent

FLAG TYPE

- All
- Flagged Only
- Unflagged Only

Inbox

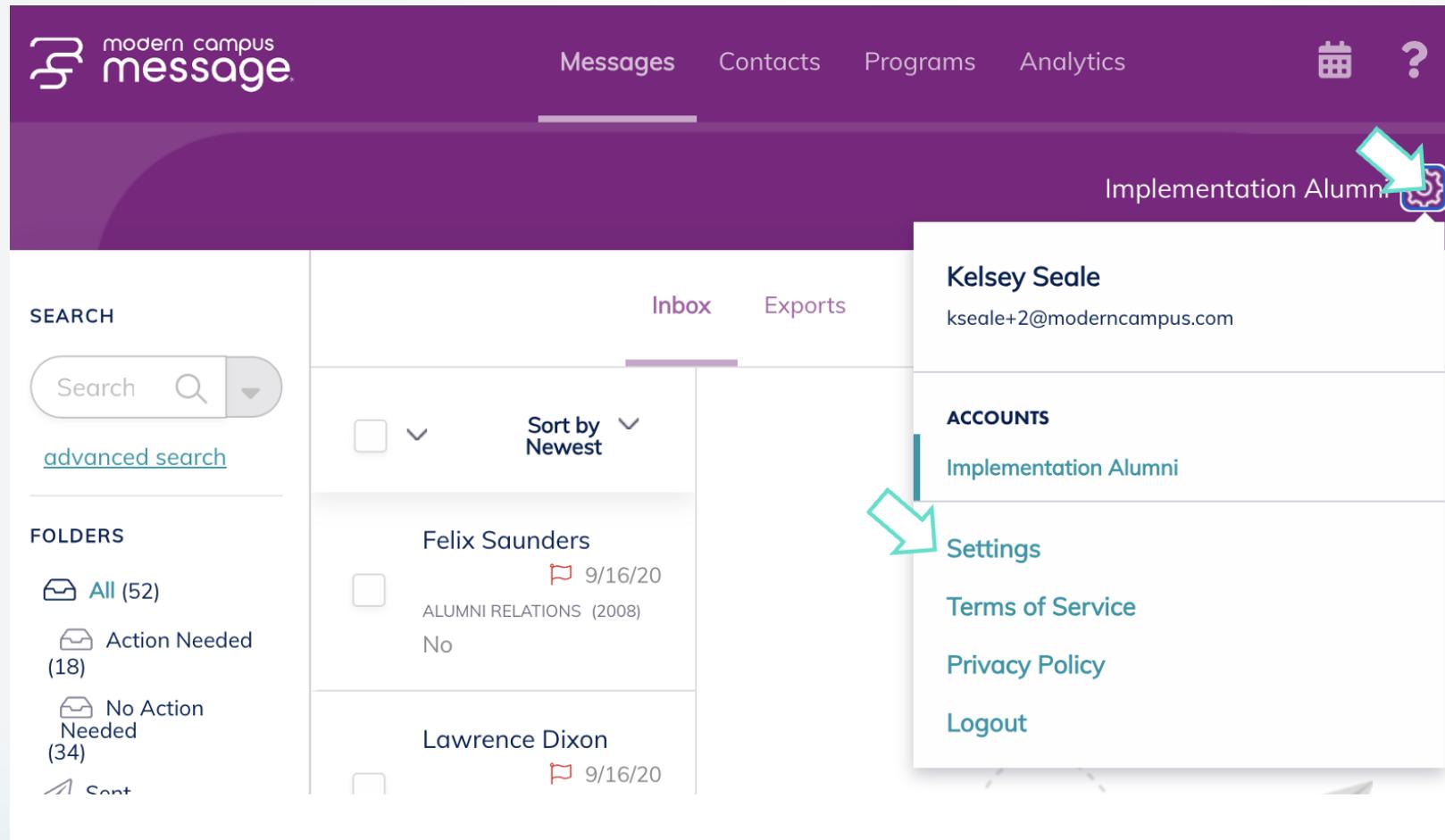
No messages...yet

No conversations match the selected filters

Engaging Modern Learners For Life

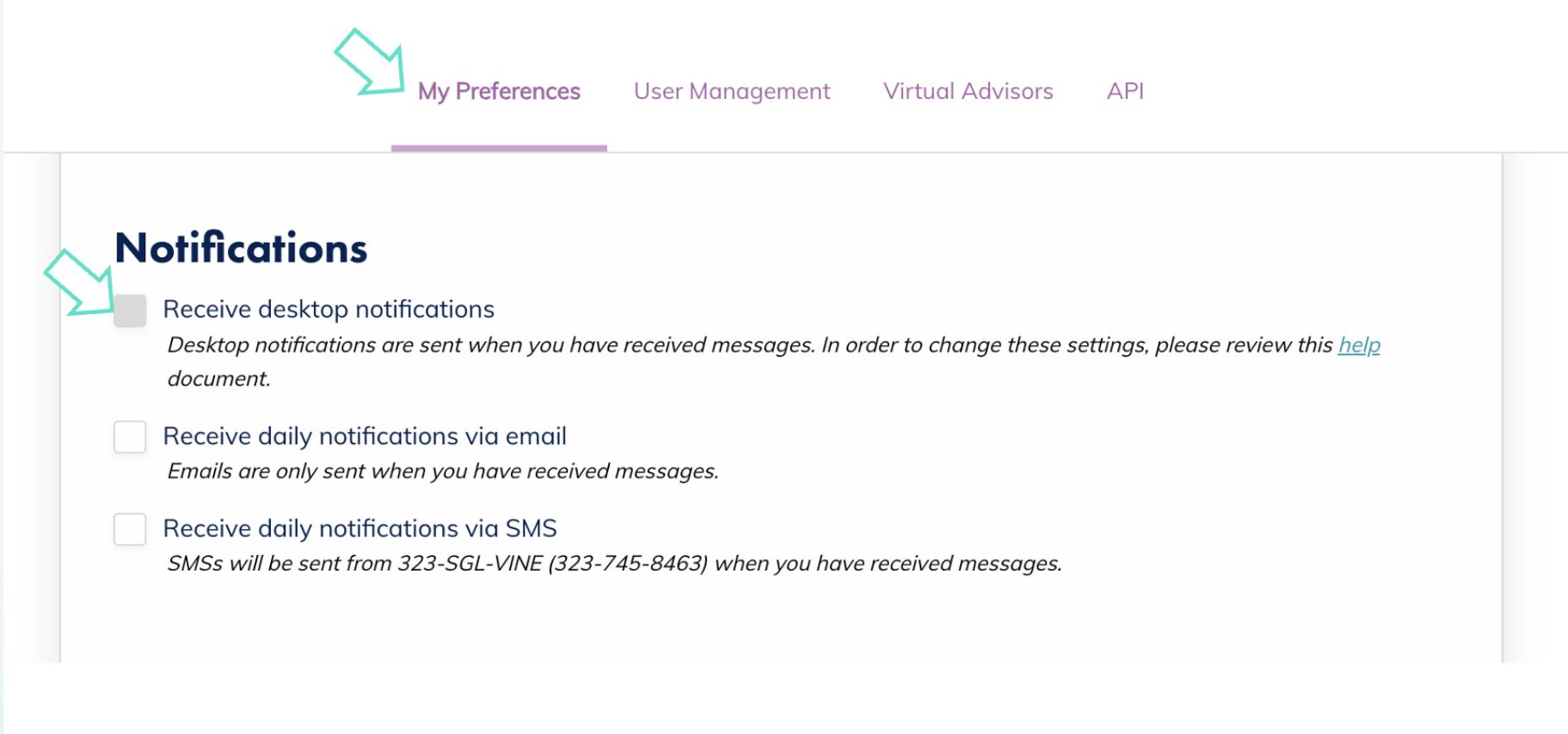
moderncampus.com

1. Click the gear icon at the top right of your screen and choose **Settings**.



2. Under the **My Preferences** tab scroll to **Notifications**.

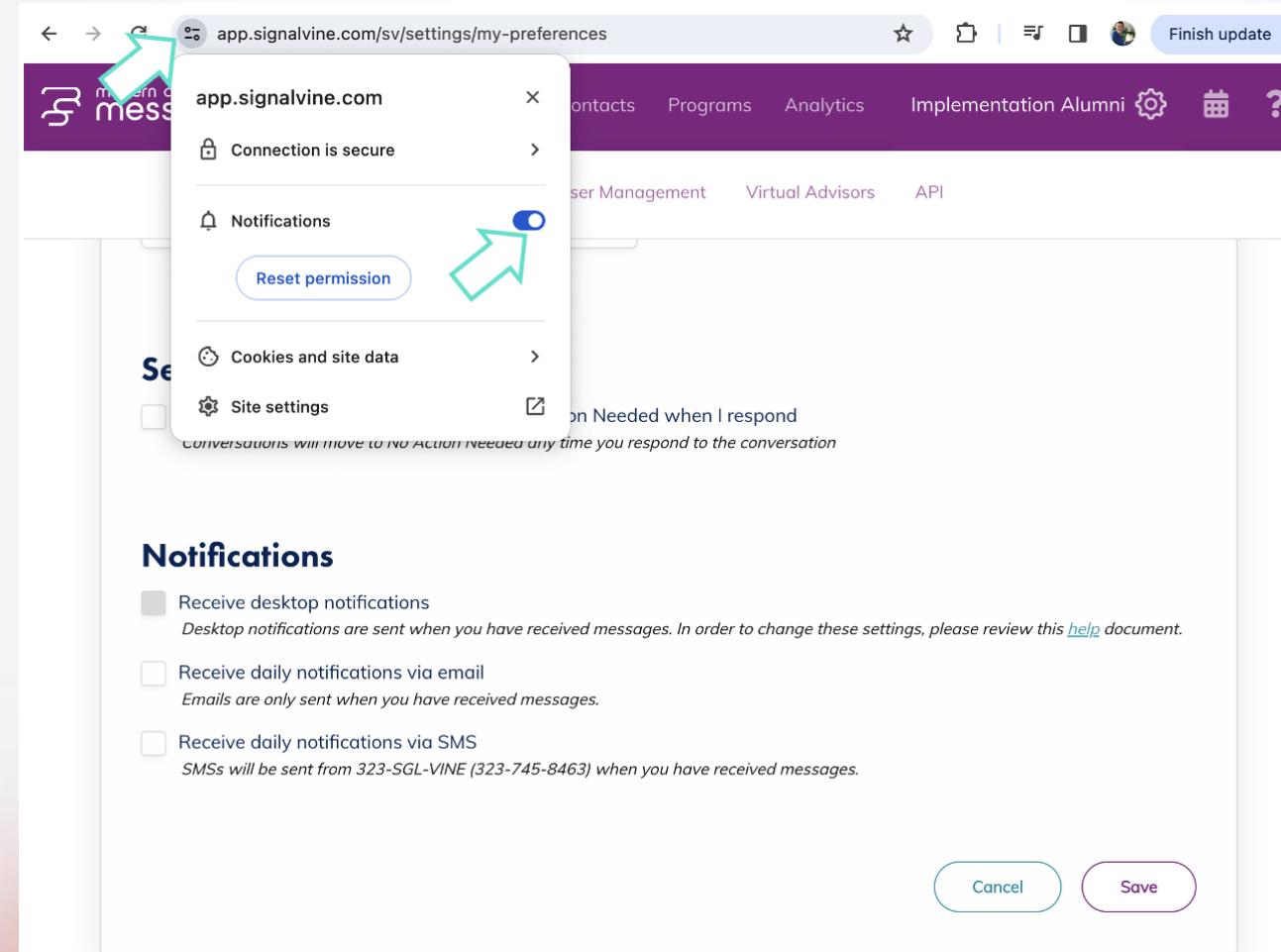
3. Check the box next to **Receive desktop notifications**.



The screenshot shows a user interface for 'My Preferences'. At the top, there is a navigation bar with tabs: 'My Preferences' (which is highlighted with a green arrow), 'User Management', 'Virtual Advisors', and 'API'. Below the navigation bar, the main content area is titled 'Notifications'. There is a sub-section titled 'Receive desktop notifications' with a checked checkbox. A note below it states: 'Desktop notifications are sent when you have received messages. In order to change these settings, please review this [help](#) document.' There are also two other checkbox options: 'Receive daily notifications via email' (unchecked) with the note 'Emails are only sent when you have received messages.' and 'Receive daily notifications via SMS' (unchecked) with the note 'SMSs will be sent from 323-SGL-VINE (323-745-8463) when you have received messages.'

3. If that box is greyed out, click the symbol to the left of your URL. This could look like two circles and two lines or a lock symbol.

4. Toggle on to allow notifications.



5. Click out of the menu and hit **Save** at the bottom right of your screen.

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Notifications

Receive desktop notifications
Desktop notifications are sent when you have received messages. In order to change these settings, please review this [help](#) document.

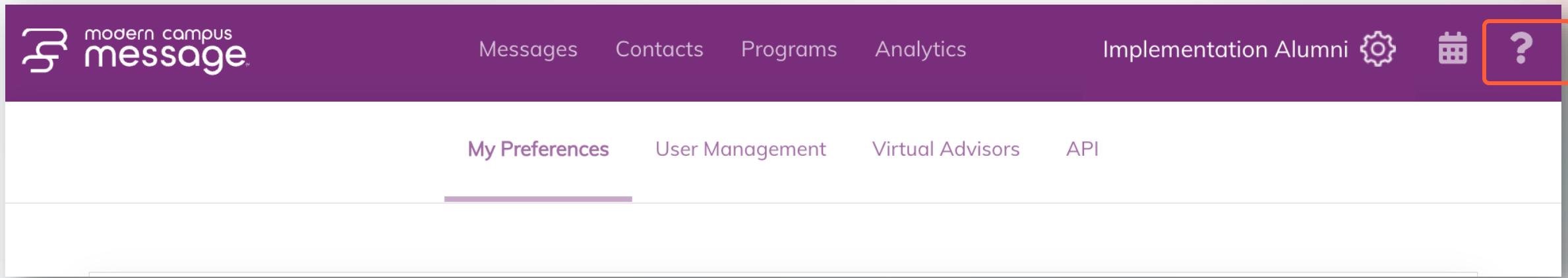
Receive daily notifications via email
Emails are only sent when you have received messages.

Receive daily notifications via SMS
SMSs will be sent from 323-SGL-VINE (323-745-8463) when you have received messages.

Cancel  **Save**

Knowledge Base and Community Forum

Knowledge Base



The screenshot shows a dark purple header bar with the 'modern campus message' logo on the left. To the right of the logo are five navigation links: 'Messages', 'Contacts', 'Programs', 'Analytics', and 'Implementation Alumni'. Following these are three icons: a gear, a calendar, and a question mark, with the question mark icon highlighted by a red box. Below the header, a white content area features four tabs: 'My Preferences' (which is underlined in purple), 'User Management', 'Virtual Advisors', and 'API'. The number '81' is visible in the bottom-left corner of the content area.

81

modern campus message

Messages Contacts Programs Analytics Implementation Alumni   

My Preferences User Management Virtual Advisors API

Submit a Help Ticket!

modern campus®
signal vine

How can we help?

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Search →

 **FEATURED ARTICLES**

 **PRODUCT IDEAS**

 **COMMUNITY FORUMS**

Resource Center

SUBMIT A REQUEST **SIGN IN**

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!