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!

modern campus

Message 101 - Admin

This account admin webinars will go into additional detail on program settings, data file imports, and program messages. Geared toward Account and Program Admin. Counselor level users will learn about messaging and personal settings.

Kelsey Seale

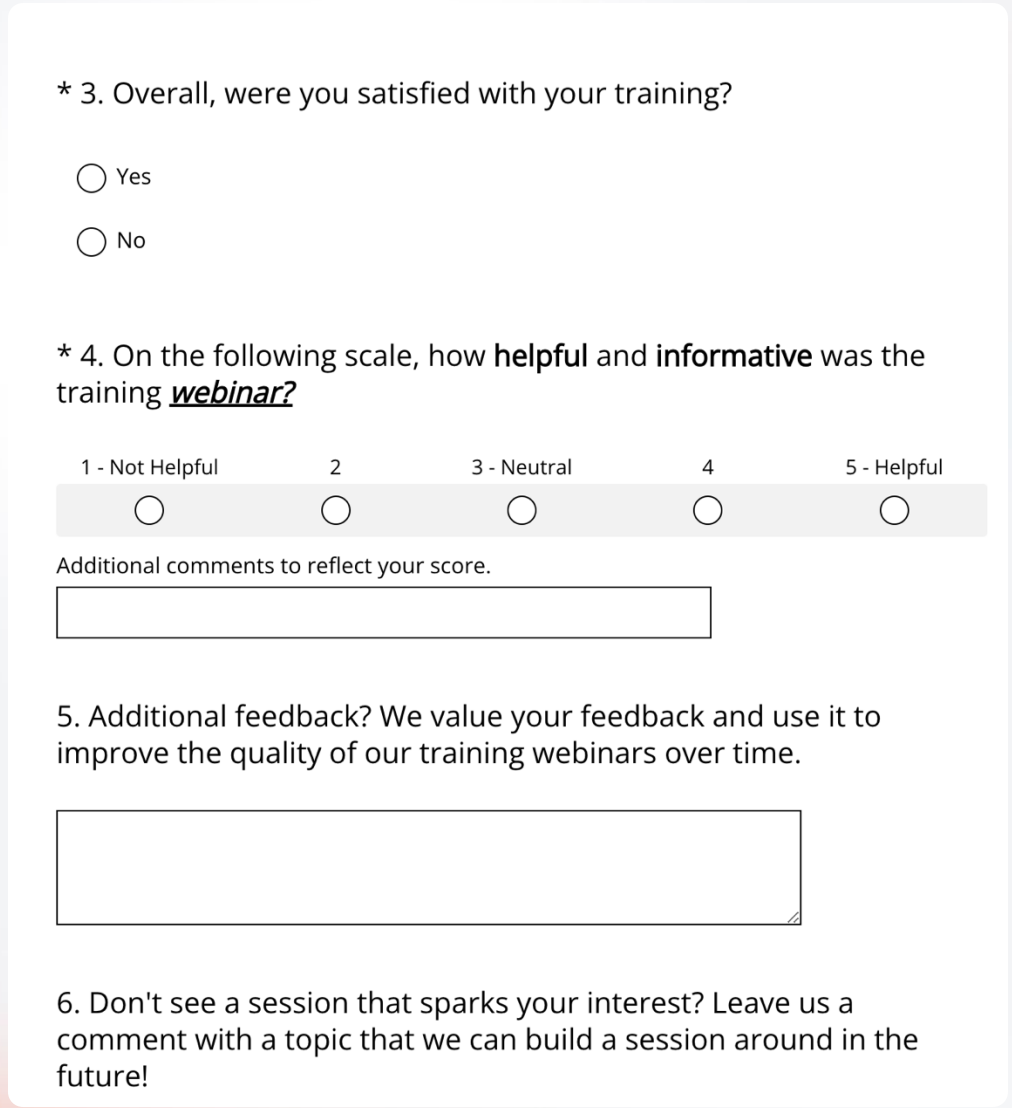
Message 101

Learn about the platform and what you can do!

Kelsey Seale

Post-Webinar Survey

- 2 minutes!
- We love knowing what you like or would like improved!
- Really helps me (Kelsey) out when presenting to my bosses ☺
- I'll provide a link at the end or you will get an email tomorrow!!!



* 3. Overall, were you satisfied with your training?

◯ Yes

◯ No

* 4. On the following scale, how **helpful** and **informative** was the training ***webinar?***

1 - Not Helpful	2	3 - Neutral	4	5 - Helpful
◯	◯	◯	◯	◯

Additional comments to reflect your score.

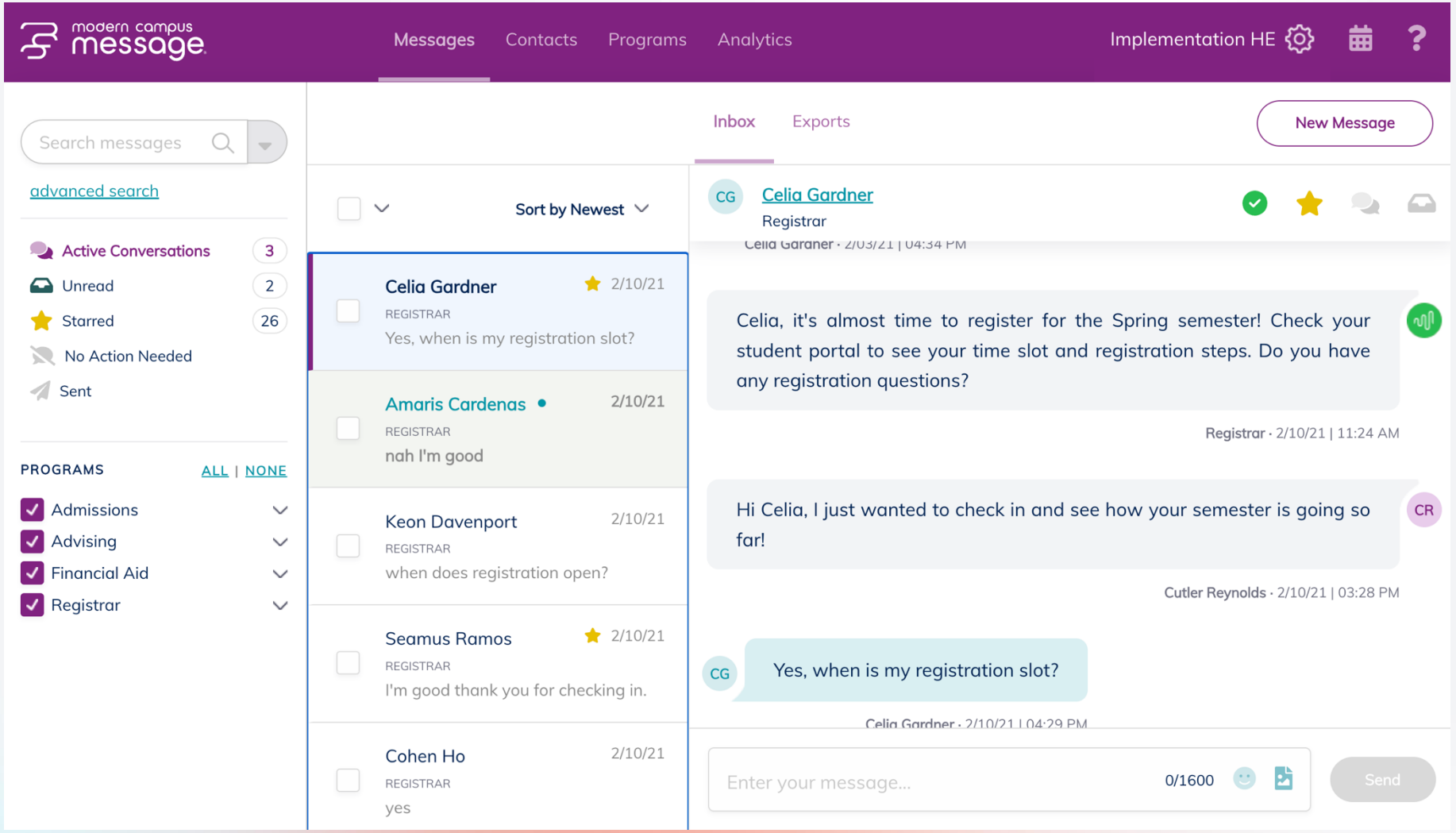
5. Additional feedback? We value your feedback and use it to improve the quality of our training webinars over time.

6. Don't see a session that sparks your interest? Leave us a comment with a topic that we can build a session around in the future!

Agenda

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

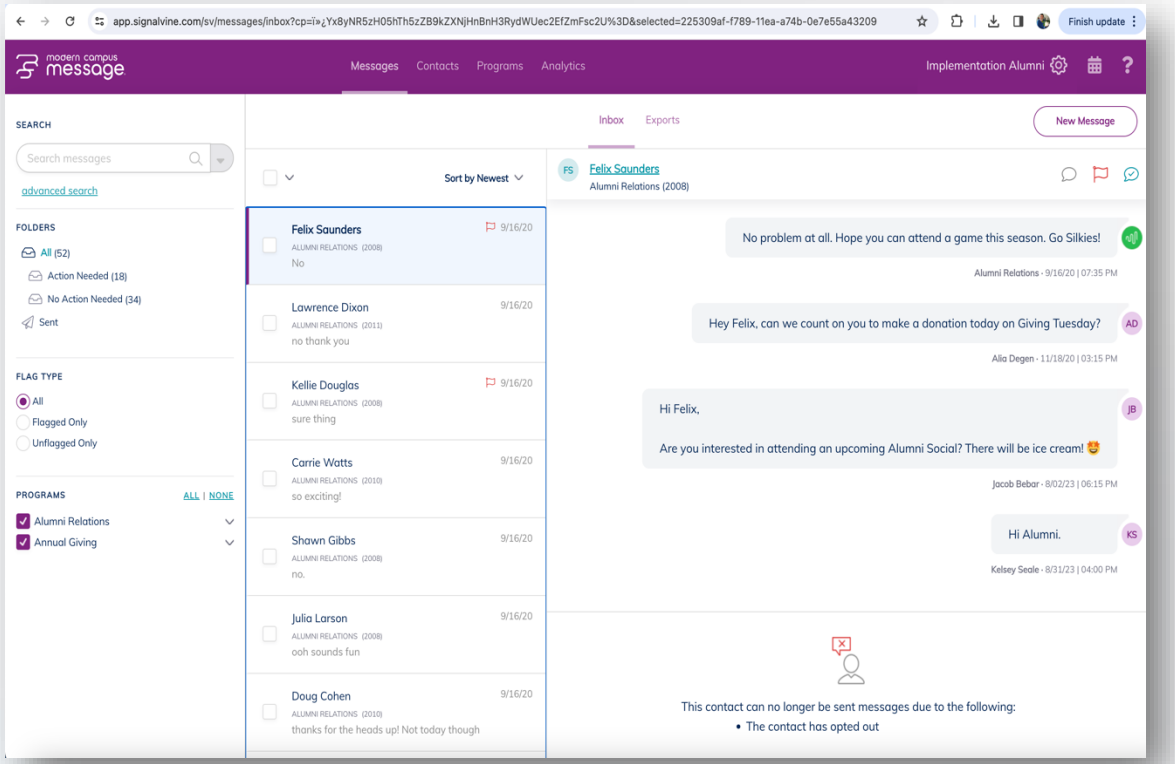
Message 101

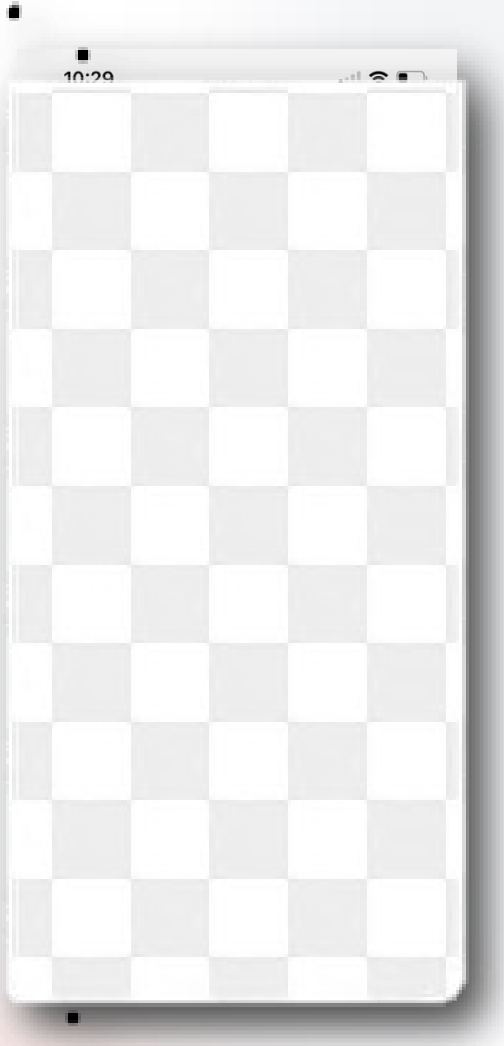

modern campus message
Messages
Contacts
Programs
Analytics
Implementation HE
Search messages
advanced search
Active Conversations 3
Unread 2
Starred 26
No Action Needed
Sent
PROGRAMS
ALL | NONE
Admissions
Advising
Financial Aid
Registrar
Inbox
Exports
New Message
Sort by Newest
Celia Gardner
REGISTRAR
Yes, when is my registration slot?
2/10/21
Amaris Cardenas
REGISTRAR
nah I'm good
2/10/21
Keon Davenport
REGISTRAR
when does registration open?
2/10/21
Seamus Ramos
REGISTRAR
I'm good thank you for checking in.
2/10/21
Cohen Ho
REGISTRAR
yes
2/10/21
CG
Celia Gardner
Registrar
Celia, it's almost time to register for the Spring semester! Check your student portal to see your time slot and registration steps. Do you have any registration questions?
Registrar · 2/10/21 | 11:24 AM
Hi Celia, I just wanted to check in and see how your semester is going so far!
CR
Cutler Reynolds · 2/10/21 | 03:28 PM
Yes, when is my registration slot?
Celia Gardner · 2/10/21 | 04:29 PM
Enter your message...
0/1600
Send

Mobile App

Web App

Search “Modern Campus Message”





Your Role in Message

Account Admin

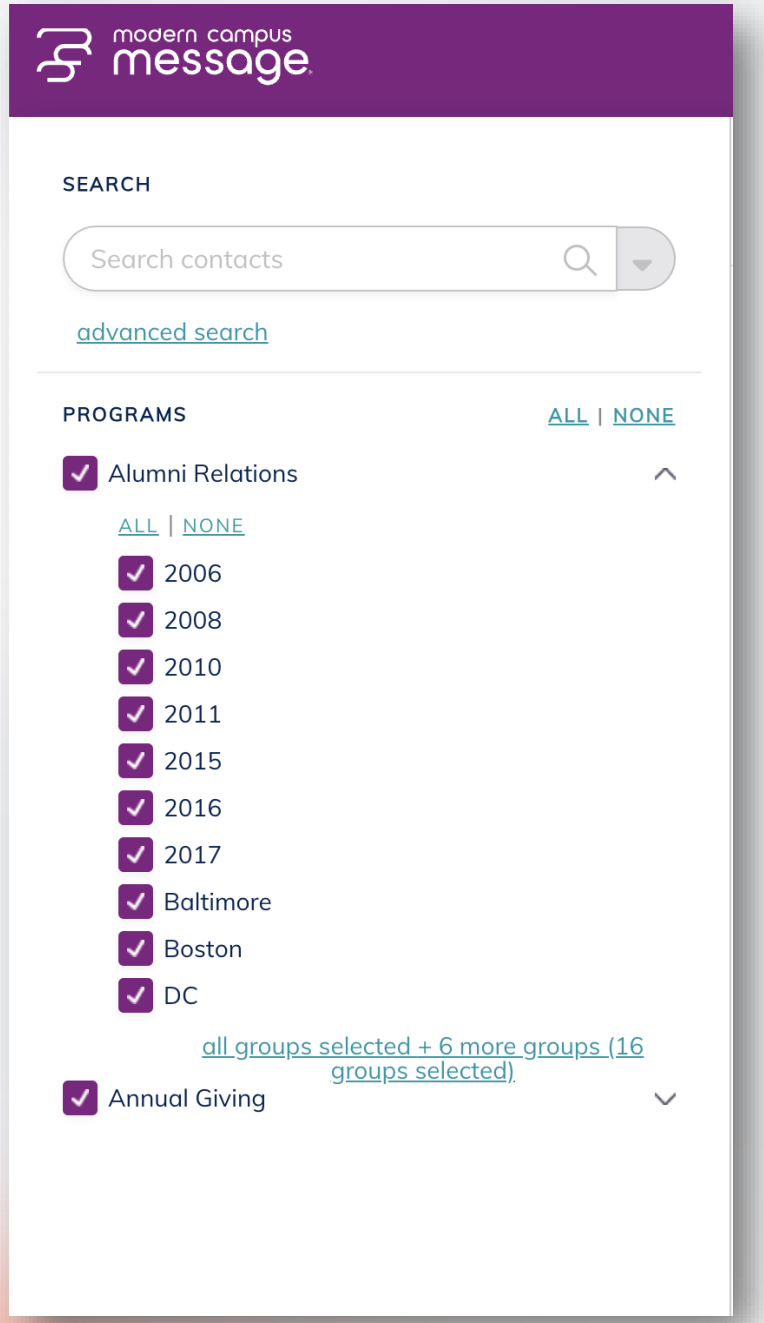
- All student access
- Invite users
- Update settings
- Import data

Program Admin

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

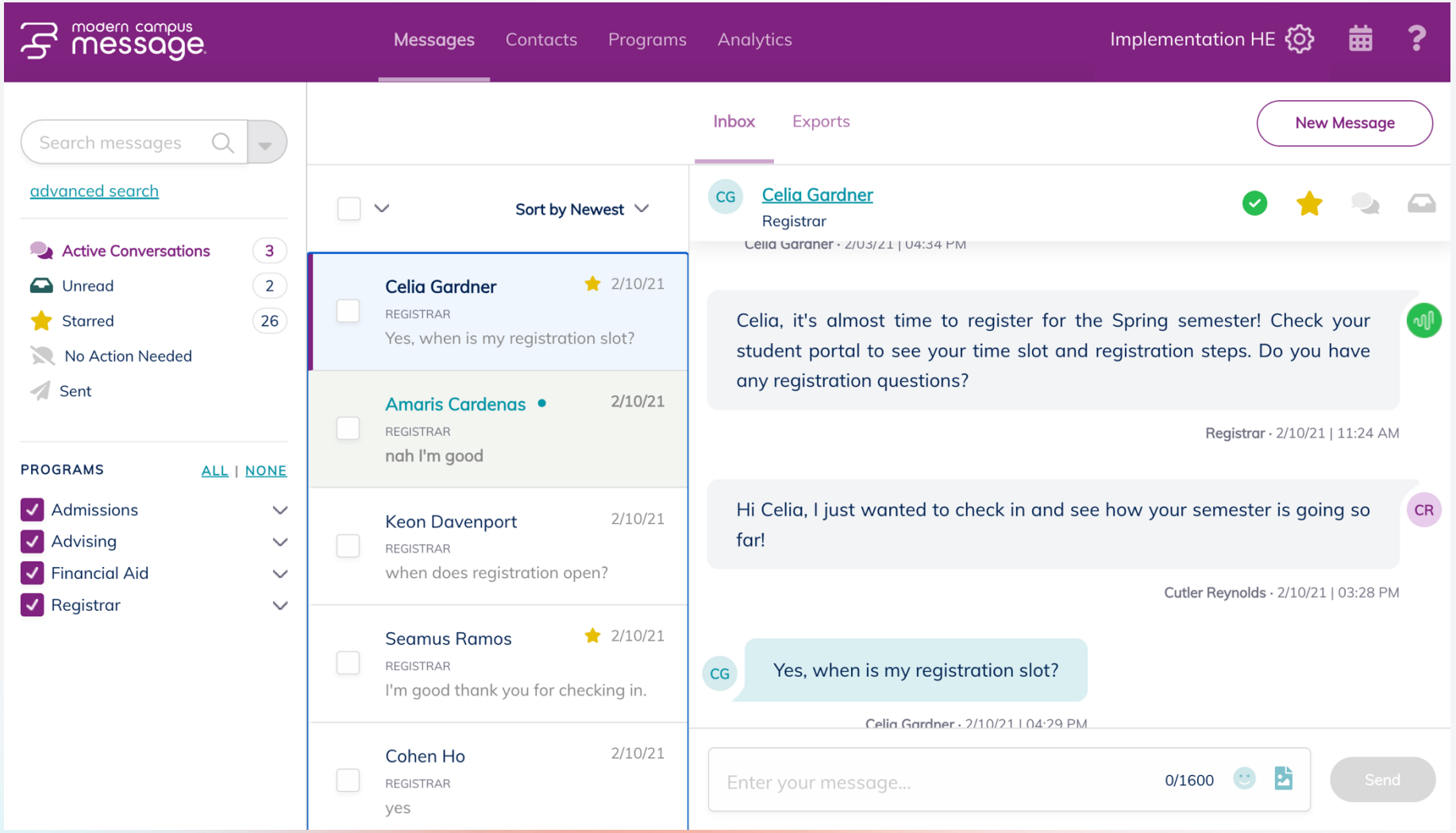
Counselor

- Access to the students on their caseload



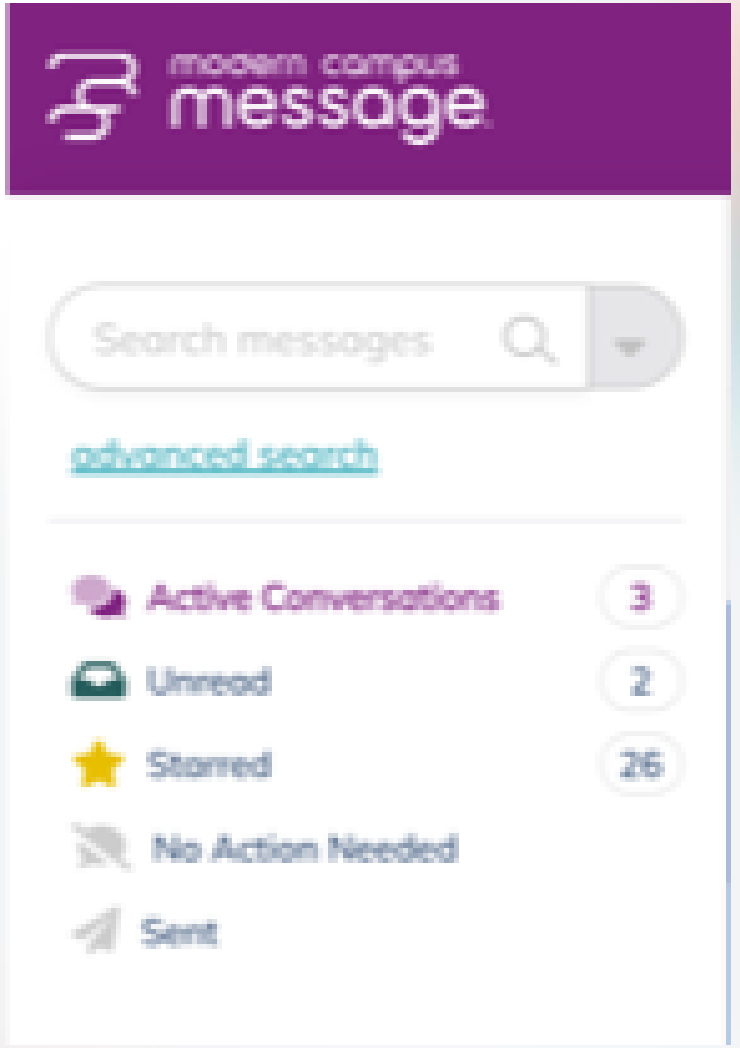
Message Maintenance

Message Inbox



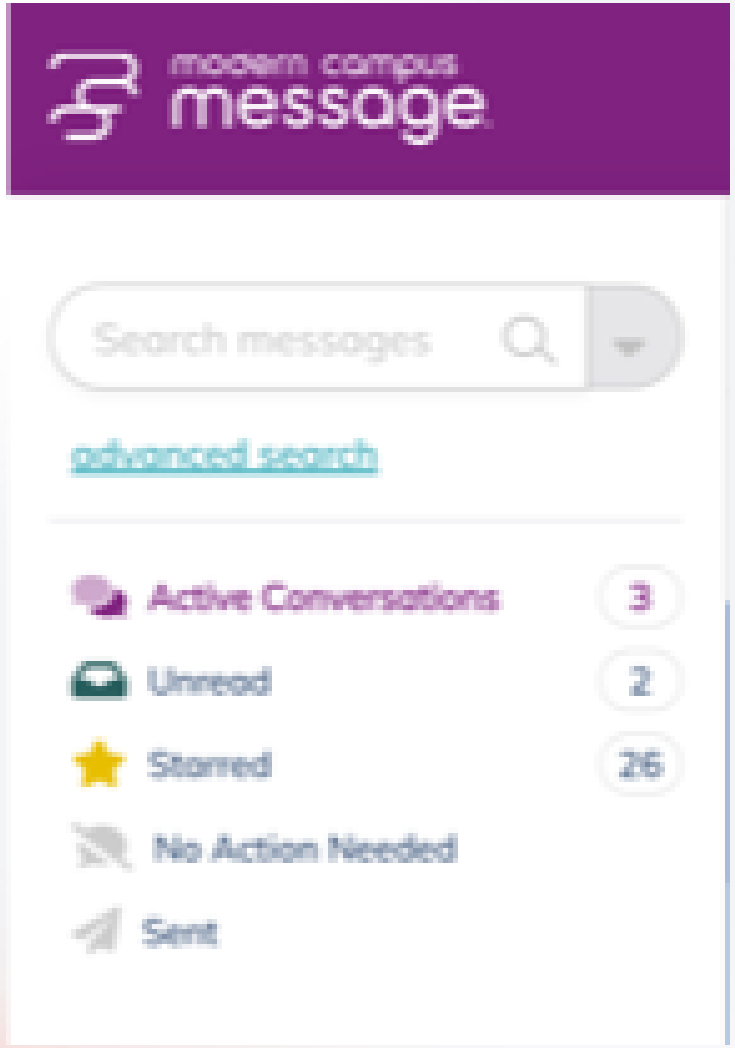
Message Type Filters

- **Active Conversations**: There's been no automated response.
- **Unread**: Active and not yet read.
- **Starred**: Star a conversation to draw further attention.
- **No Action Needed**: Automation has responded on your behalf.
- **Sent**: All previously sent messages.

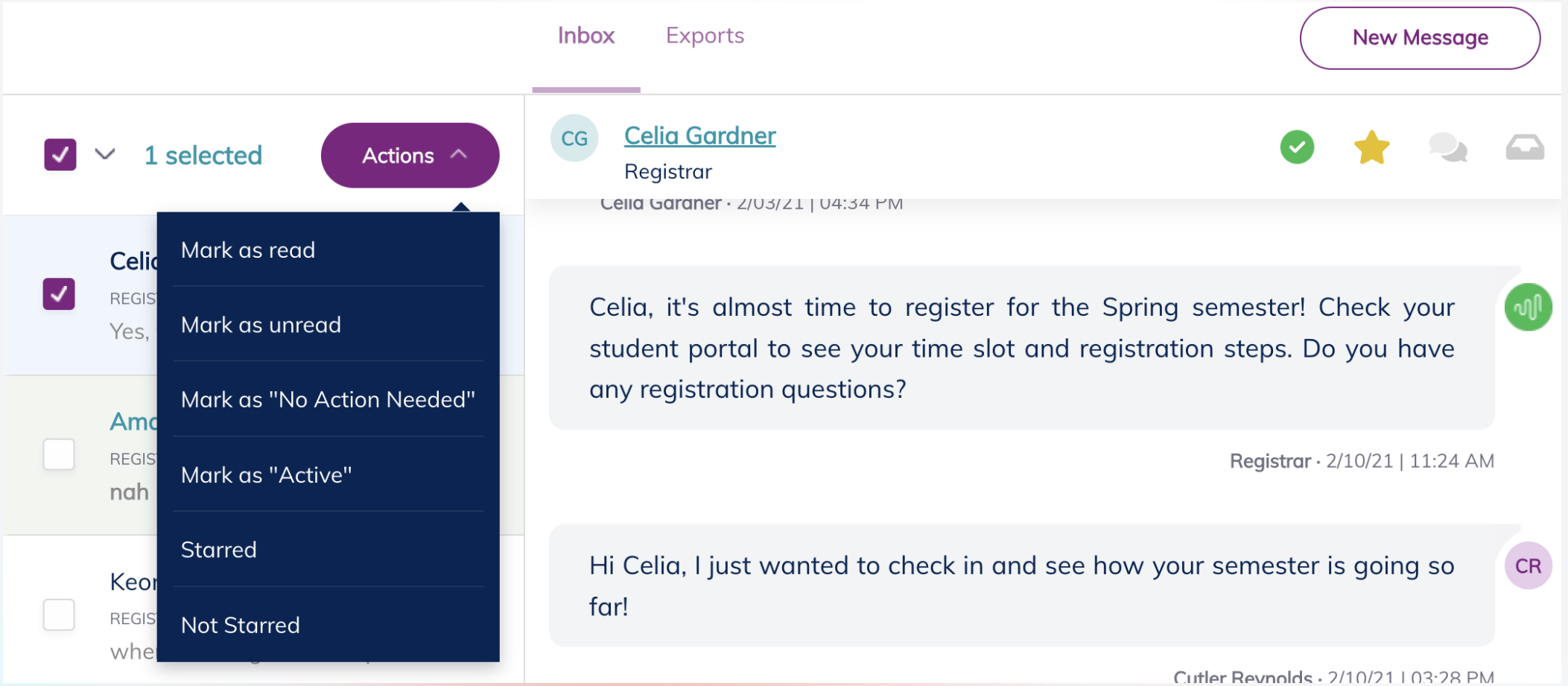


Inbox management

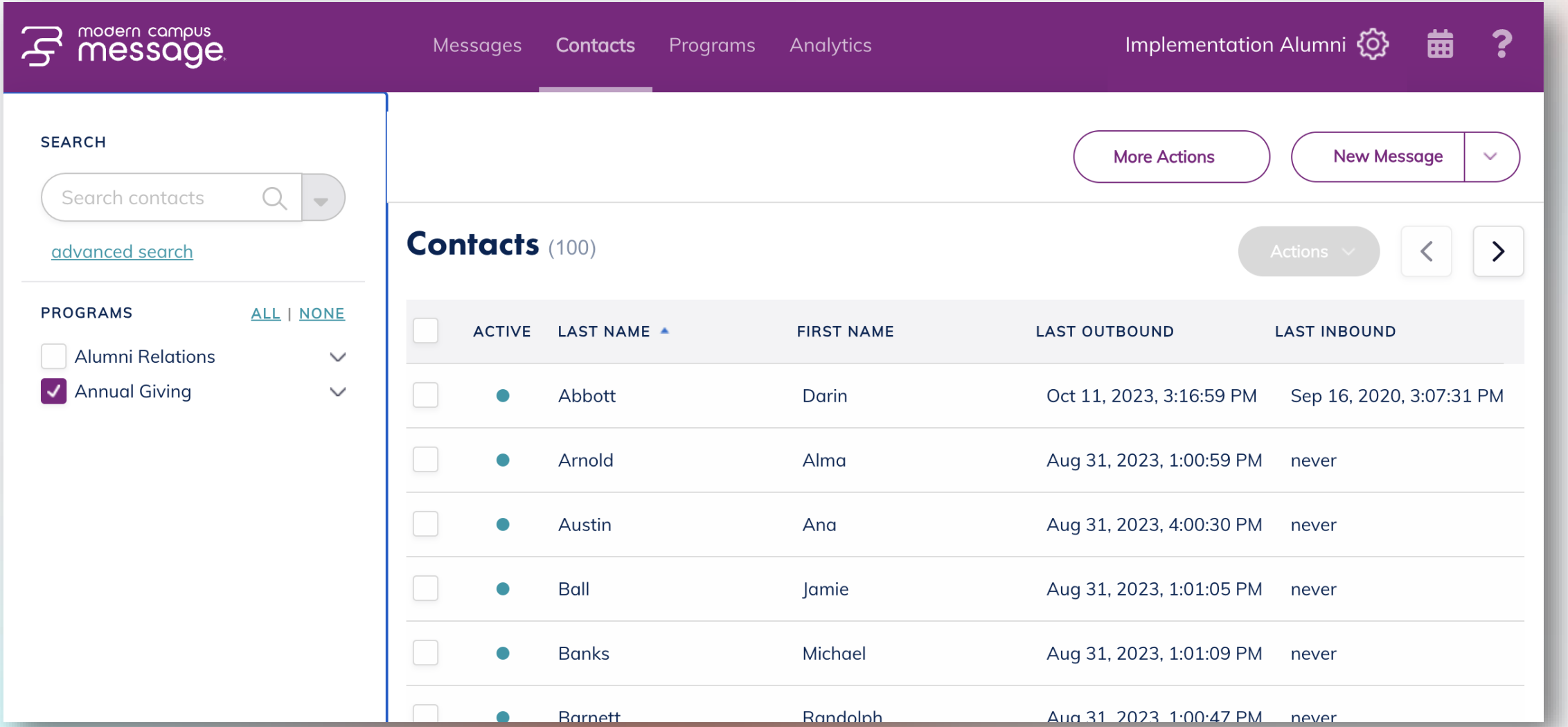
- Focus on **Active Conversations**
  - Messages that (likely) require your attention
- Be proactive with your inbox management!



Message Actions / Organization

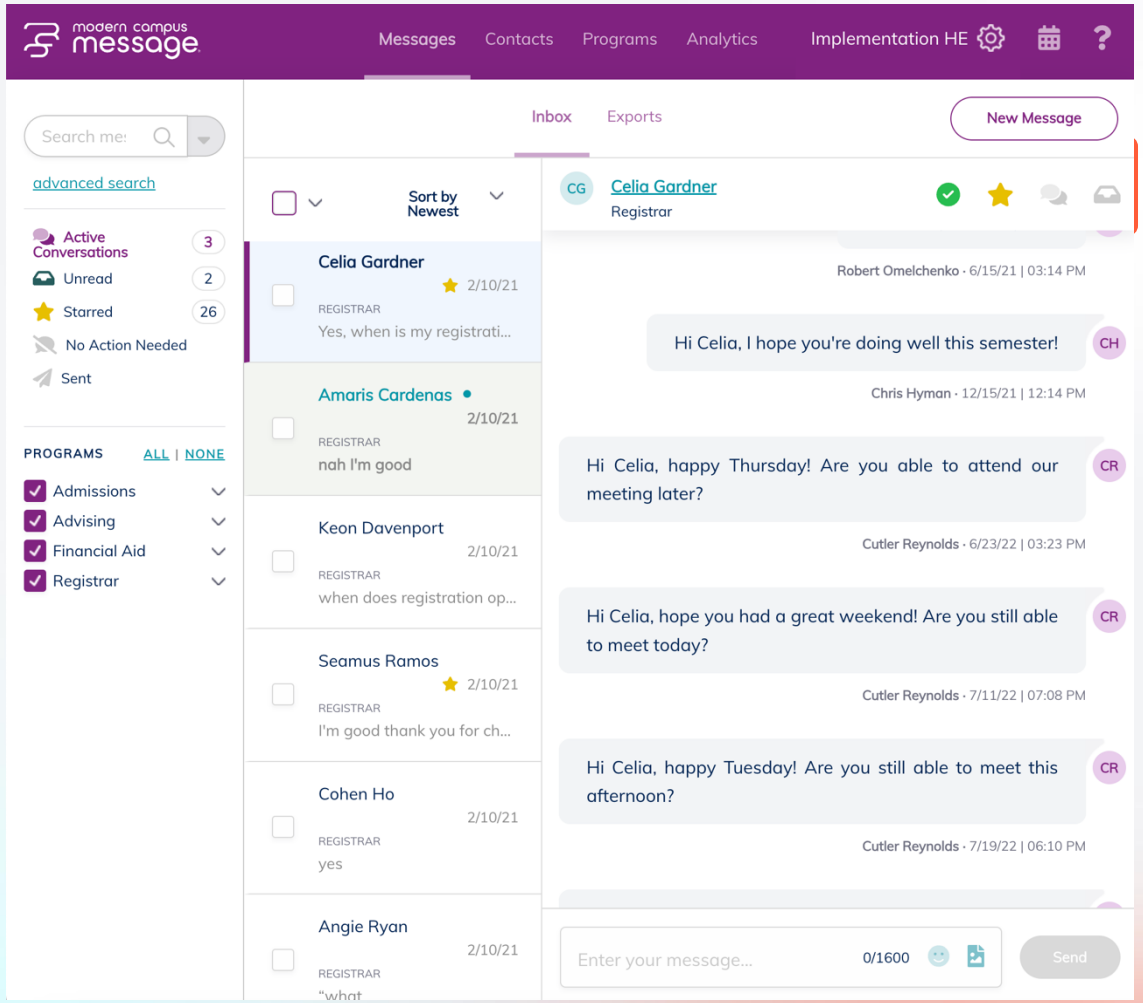


Contacts Tab

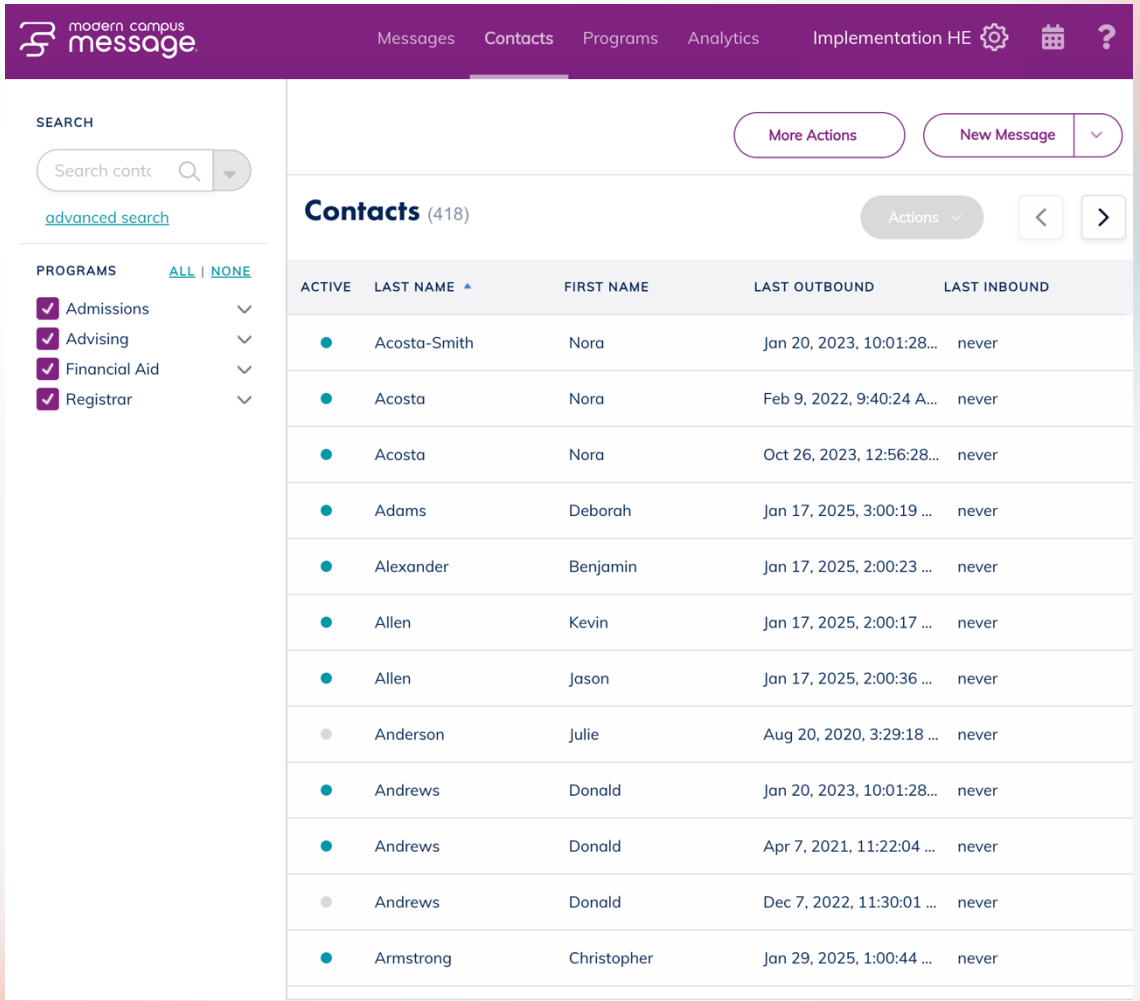


Texting 101

Messages Tab

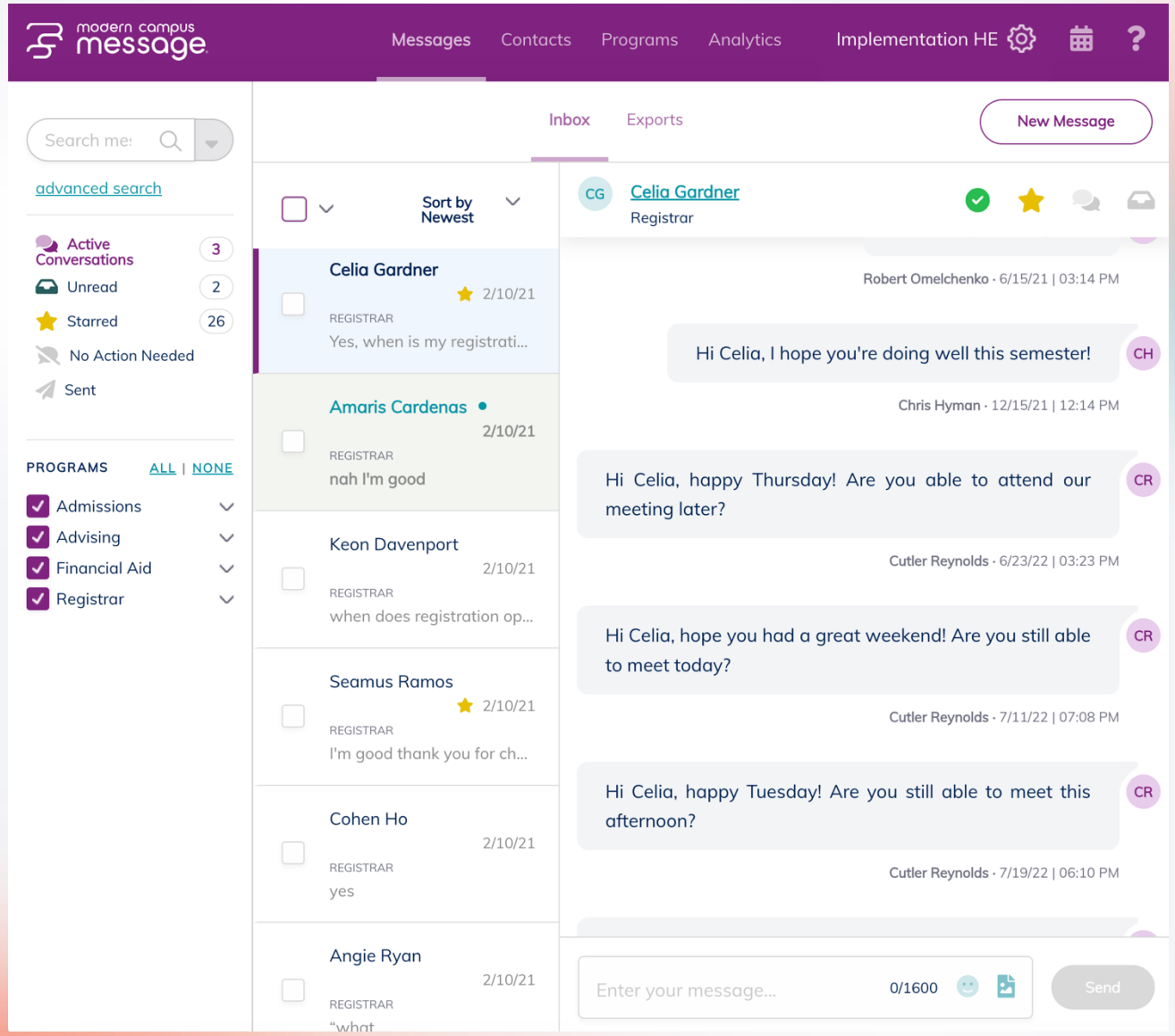


Contacts Tab



One to one messaging

- Select a contact
- Use the right panel to chat
- Include links, emojis, images
- Use Messages OR Contacts tab

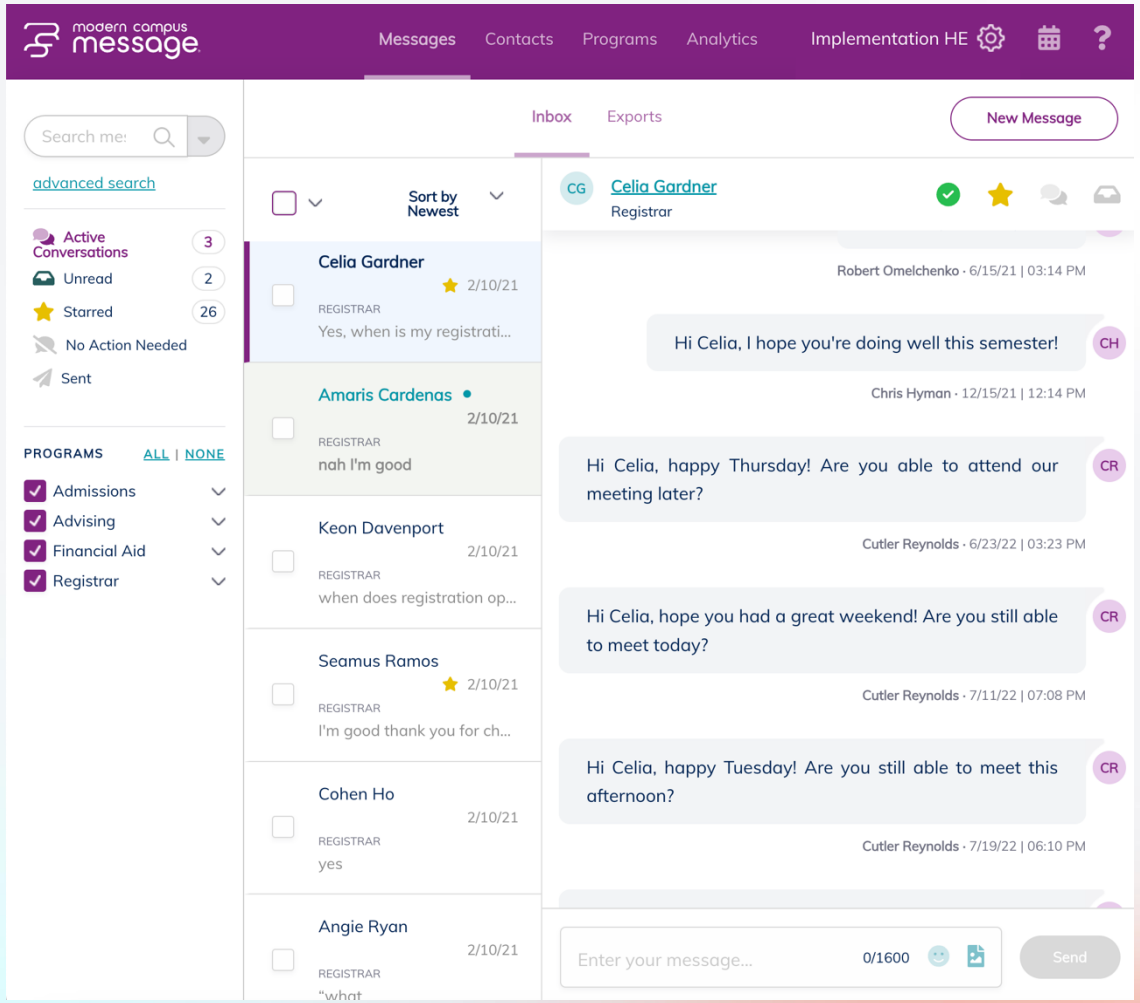


Bulk Messaging

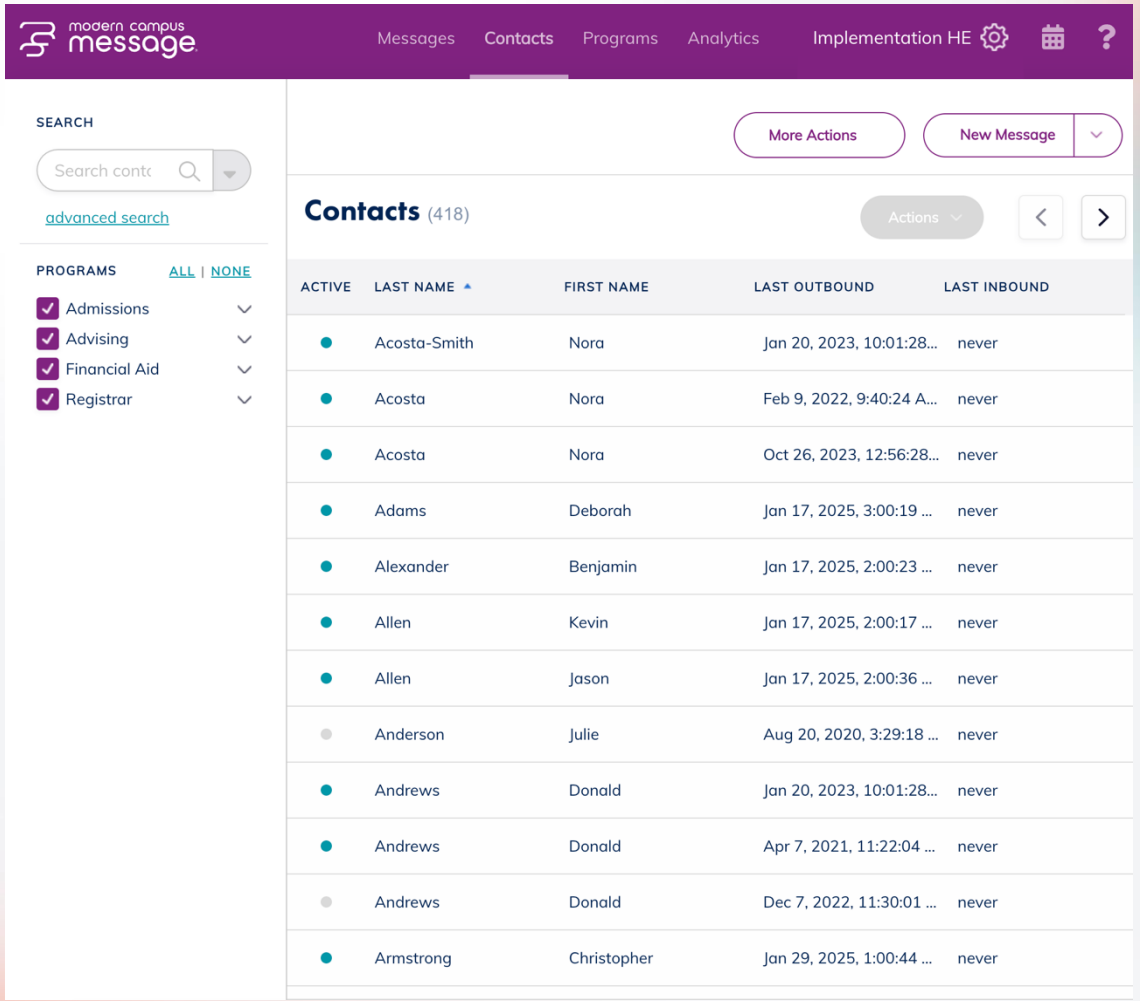
Sending texts to more than one contact

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

Messages Tab



Contacts Tab



Contacts Tab

modern campus message

Messages | Contacts | Programs | Analytics | Implementation HE

SEARCH

Search conta

advanced search

PROGRAMS ALL | NONE

- Admissions
- Advising
- Financial Aid
- Registrar

More Actions | New Message

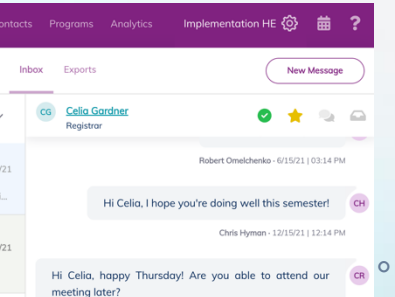
Contacts (418)

Actions

ACTIVE	LAST NAME	FIRST NAME	LAST OUTBOUND	LAST INBOUND
●	Acosta-Smith	Nora	Jan 20, 2023, 10:01:28...	never
●	Acosta	Nora	Feb 9, 2022, 9:40:24 A...	never
●	Acosta	Nora	Oct 26, 2023, 12:56:28...	never
●	Adams	Deborah	Jan 17, 2025, 3:00:19 ...	never
●	Alexander	Benjamin	Jan 17, 2025, 2:00:23 ...	never

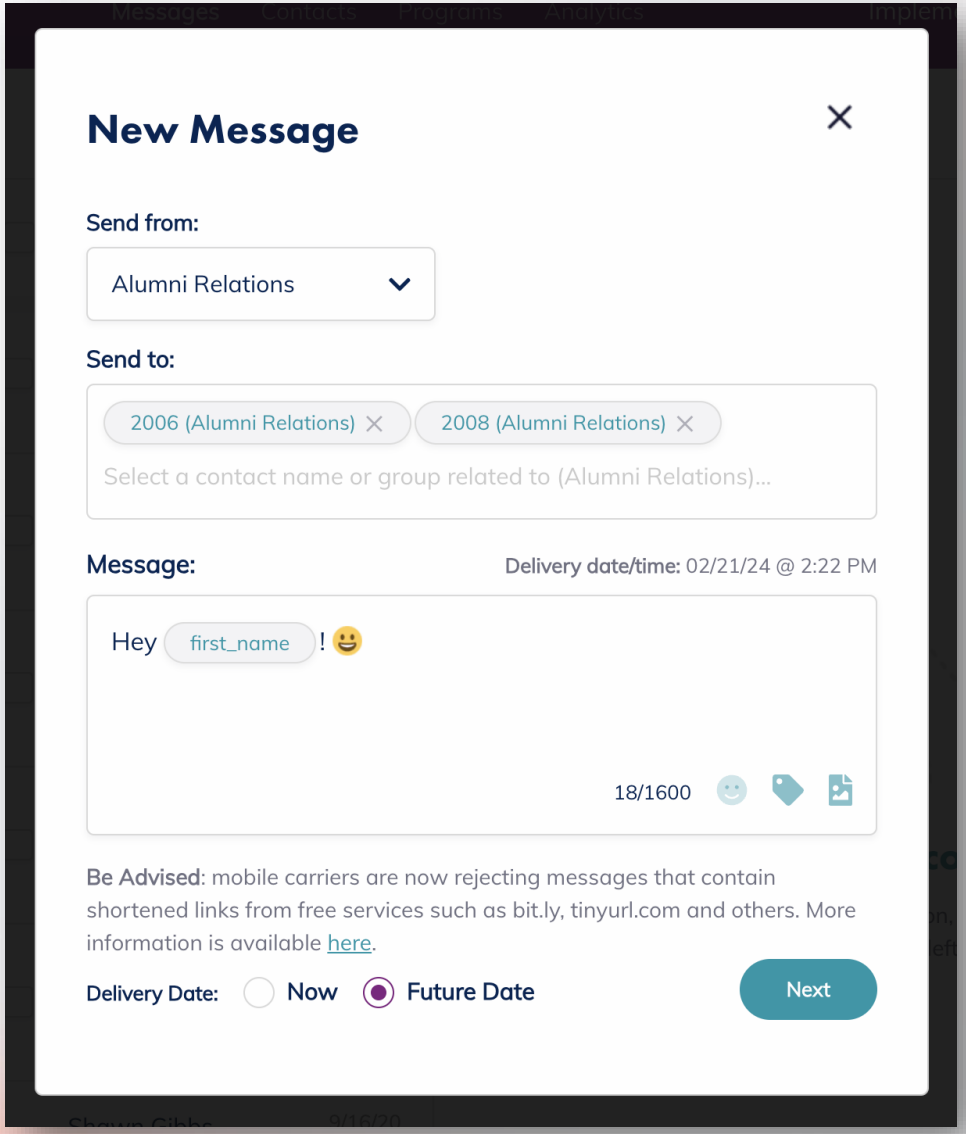
20

ages Tab



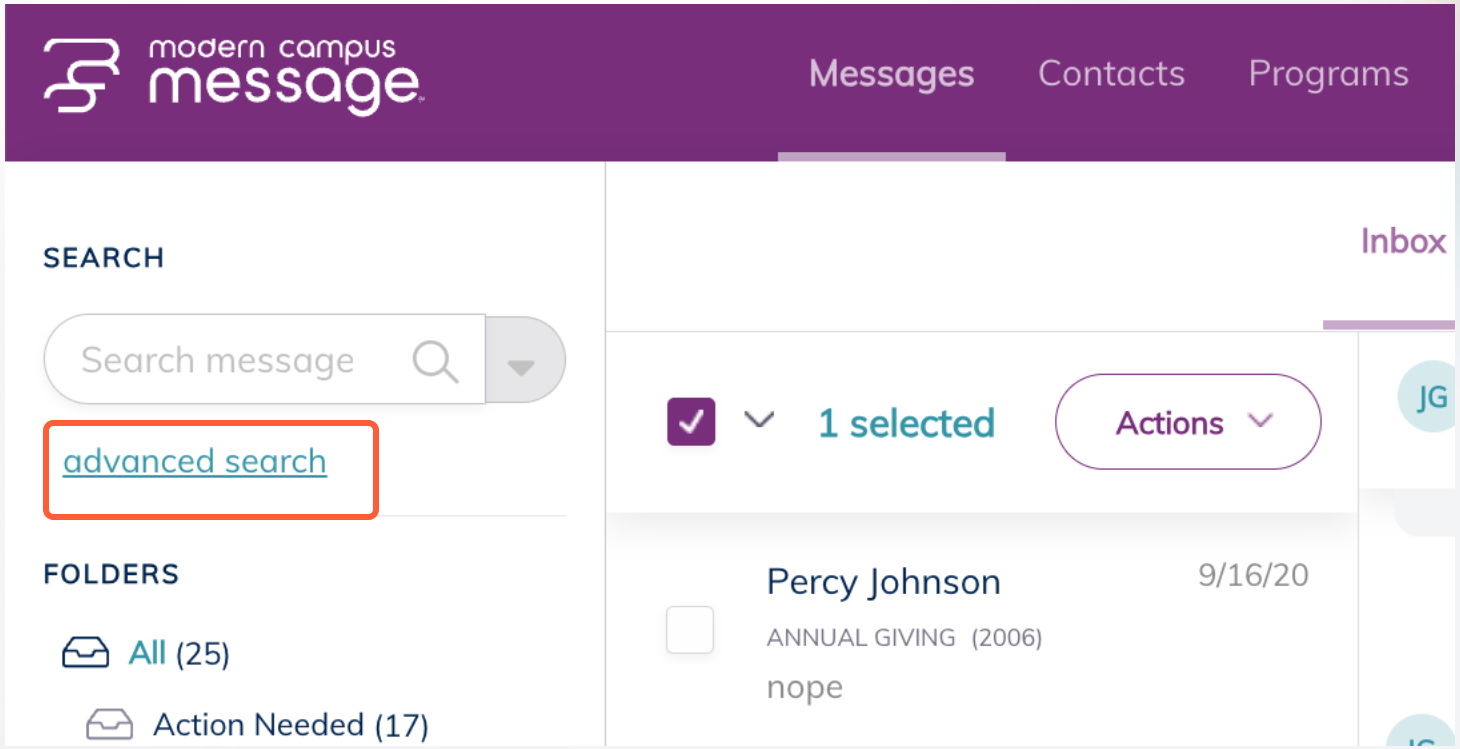
Program or Group Wide

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



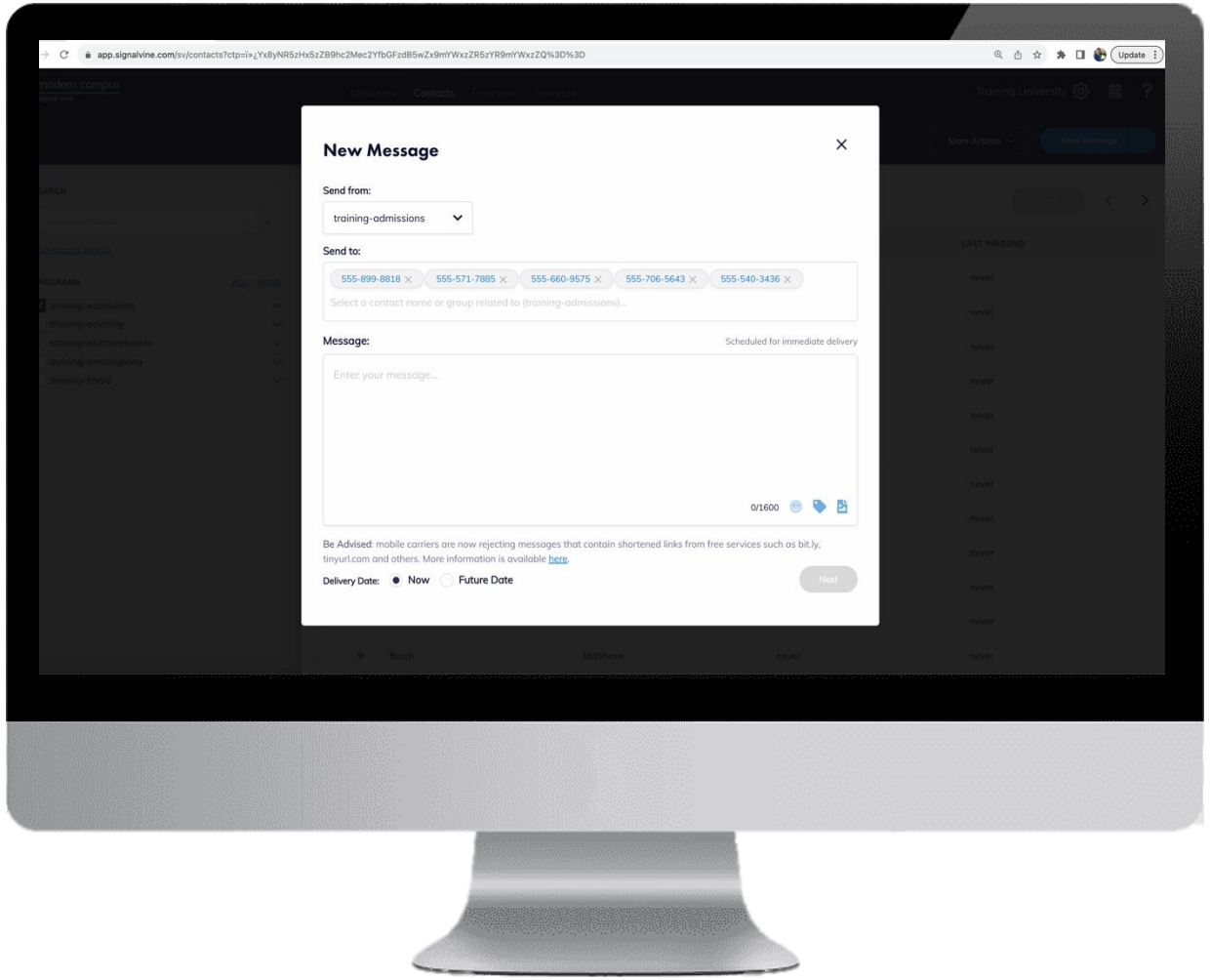
Advanced Search

- Narrow down contacts
- Use niche criteria



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



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 ✅

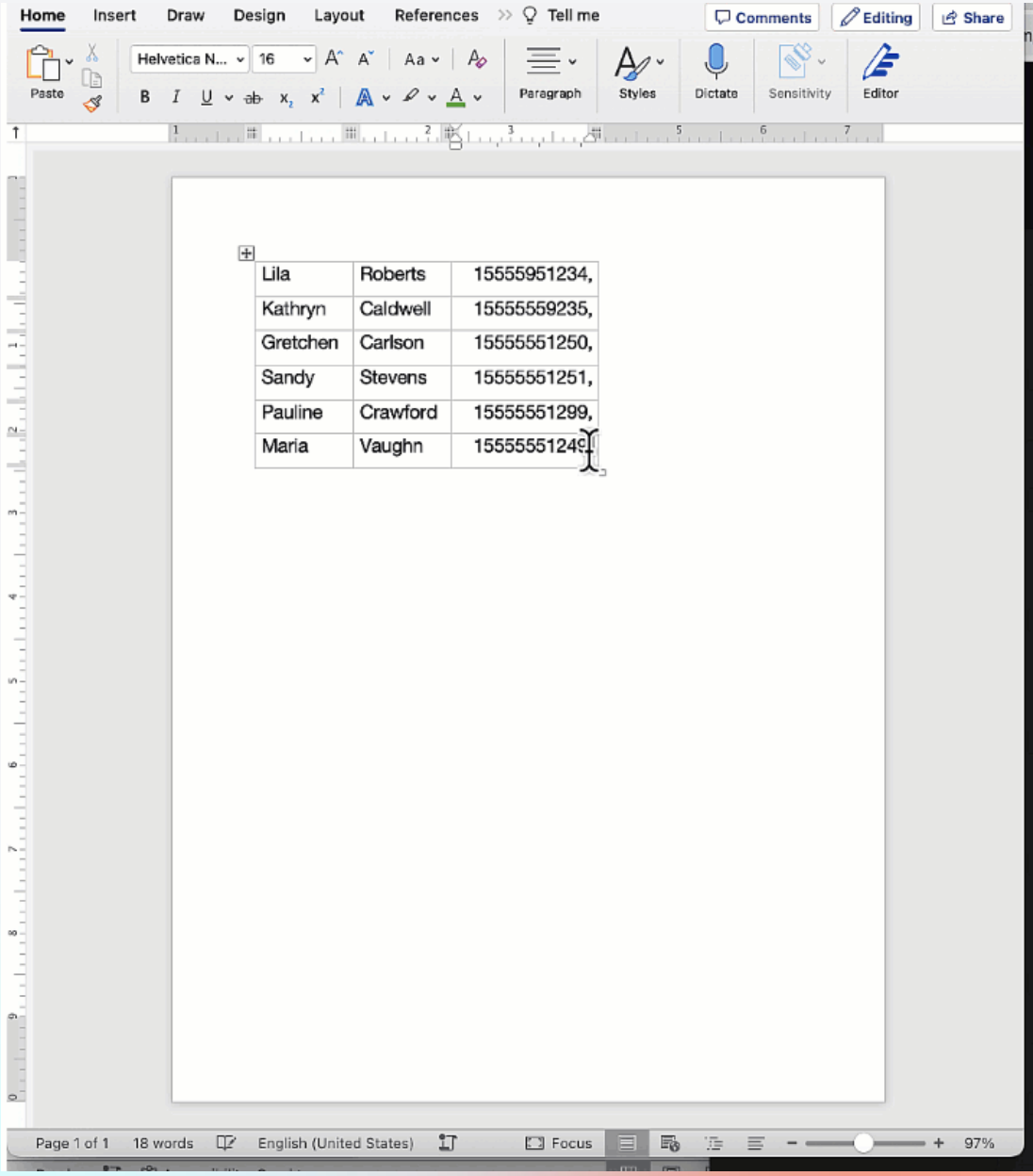
Germain	Duplock	555-899-8818,
Morten	Crumbie	555-571-7885,
Neala	Dabney	555-660-9575,
Sterne	Measham	555-706-5643,
Erie	Tilbrook	555-540-3436,

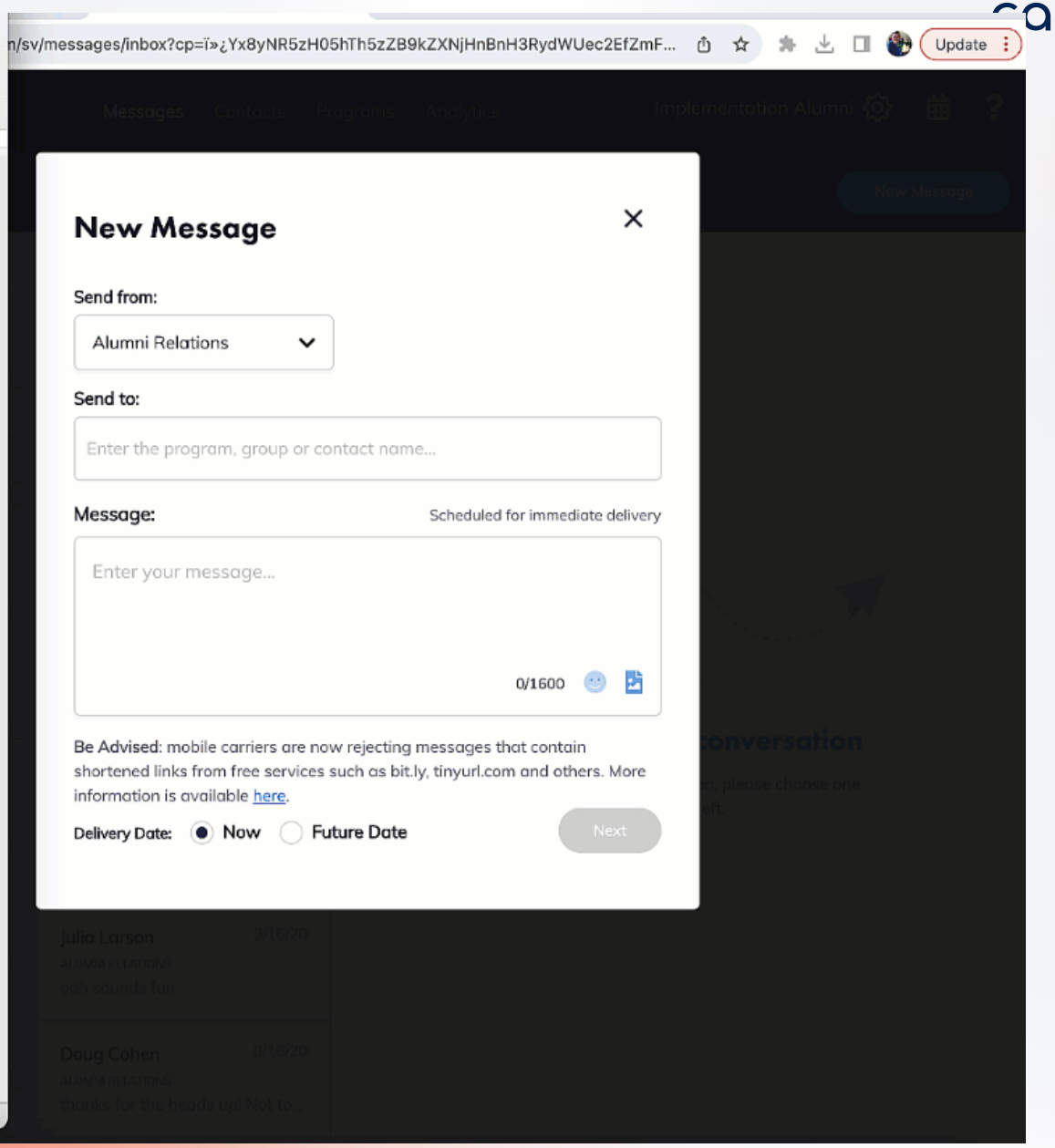
NOT Comma Separated ✗

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,


Home
Insert
Draw
Design
Layout
References
Tell me
Comments
Editing
Share
Paste
Helvetica N...
16
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%


Update
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

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!”

Automated Response

- Creates a conversation
- Collect data

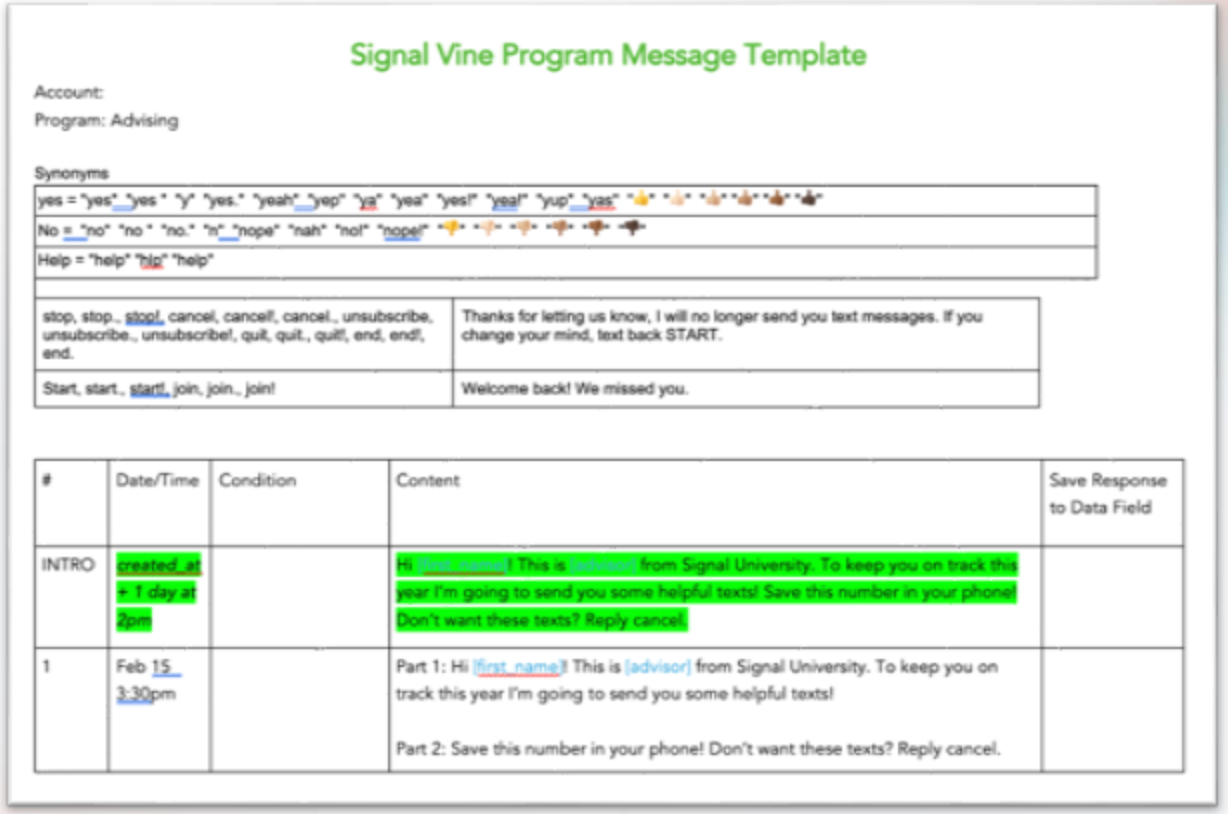
Hey Isobel! Are you still interested in applying to Cricket University? Reply yes or no.

Yeah...

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

Setting Up Your Program Message

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



Signal Vine Program Message Template

Account:

Program: Advising

Synonyms

yes = "yes" "yes " "y" "yes." "yeah" "yep" "ya" "yea" "yes!" "yea!" "yup" "yas"
No = "no" "no " "no." "n" "nope" "nah" "no!" "nope!"
Help = "help" "hlp" "help"

stop, stop., stop!, 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., start!, join, join., join!	Welcome back! We missed you.

#	Date/Time	Condition	Content	Save Response to Data Field
INTRO	created_at + 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

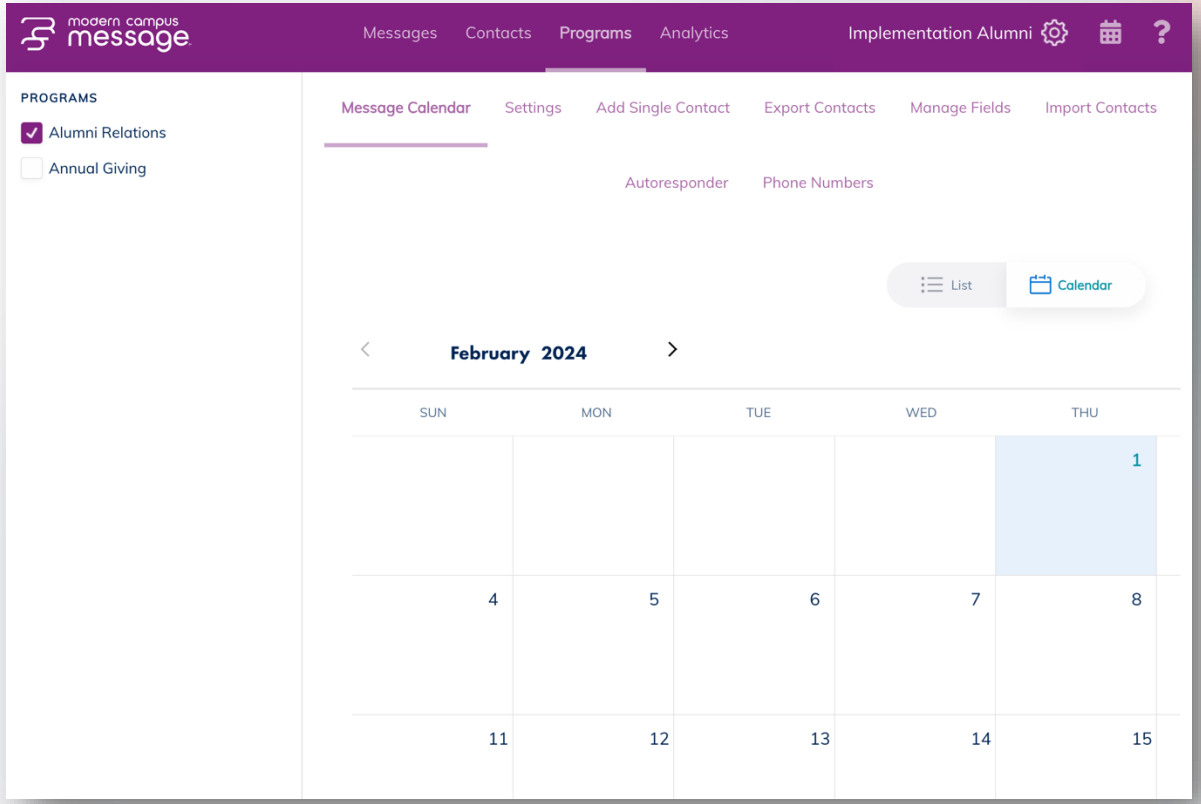
What type of messages do you plan on sending?

How are you feeling so far about Message?

Programs Tab

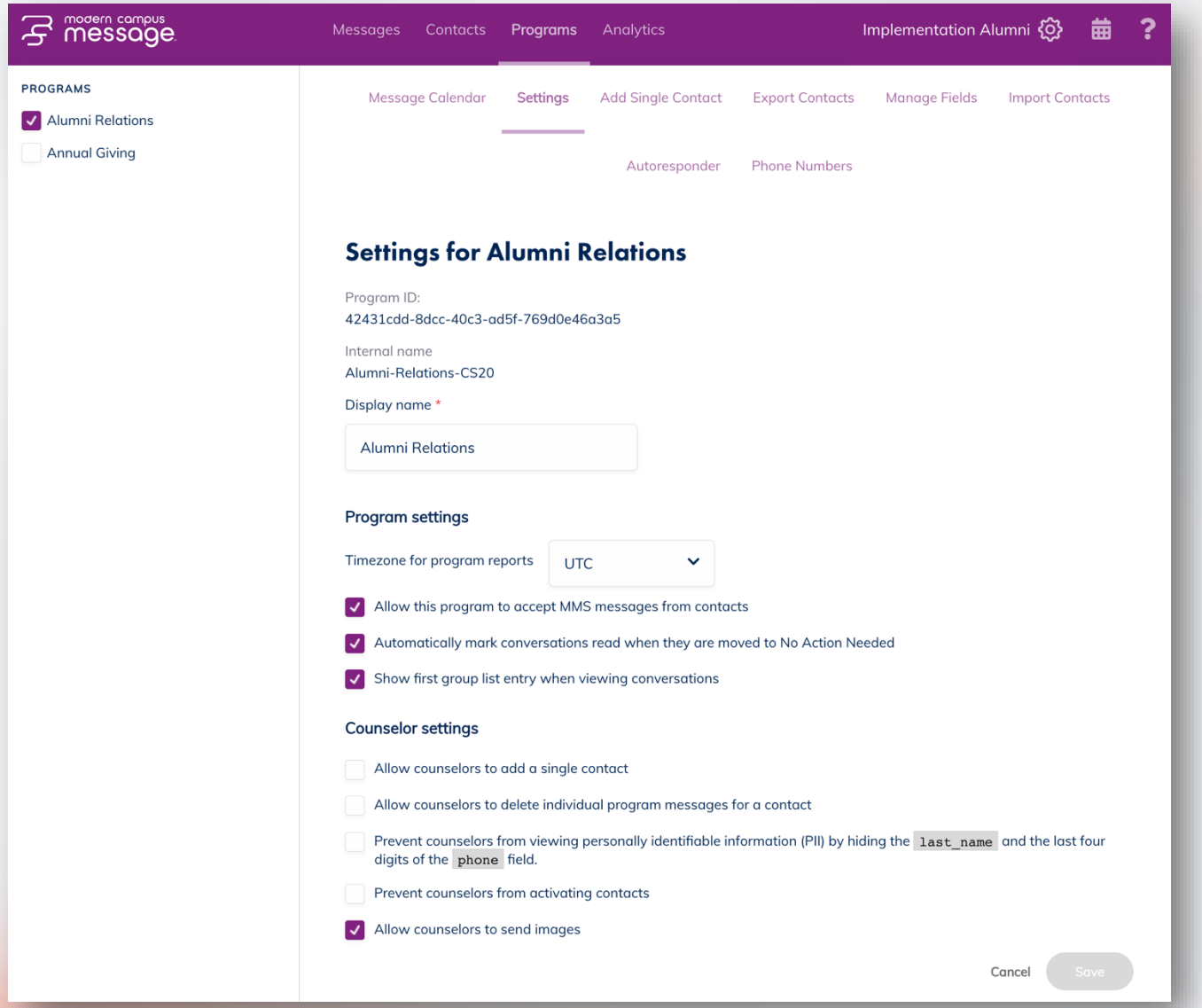
Message Calendar

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



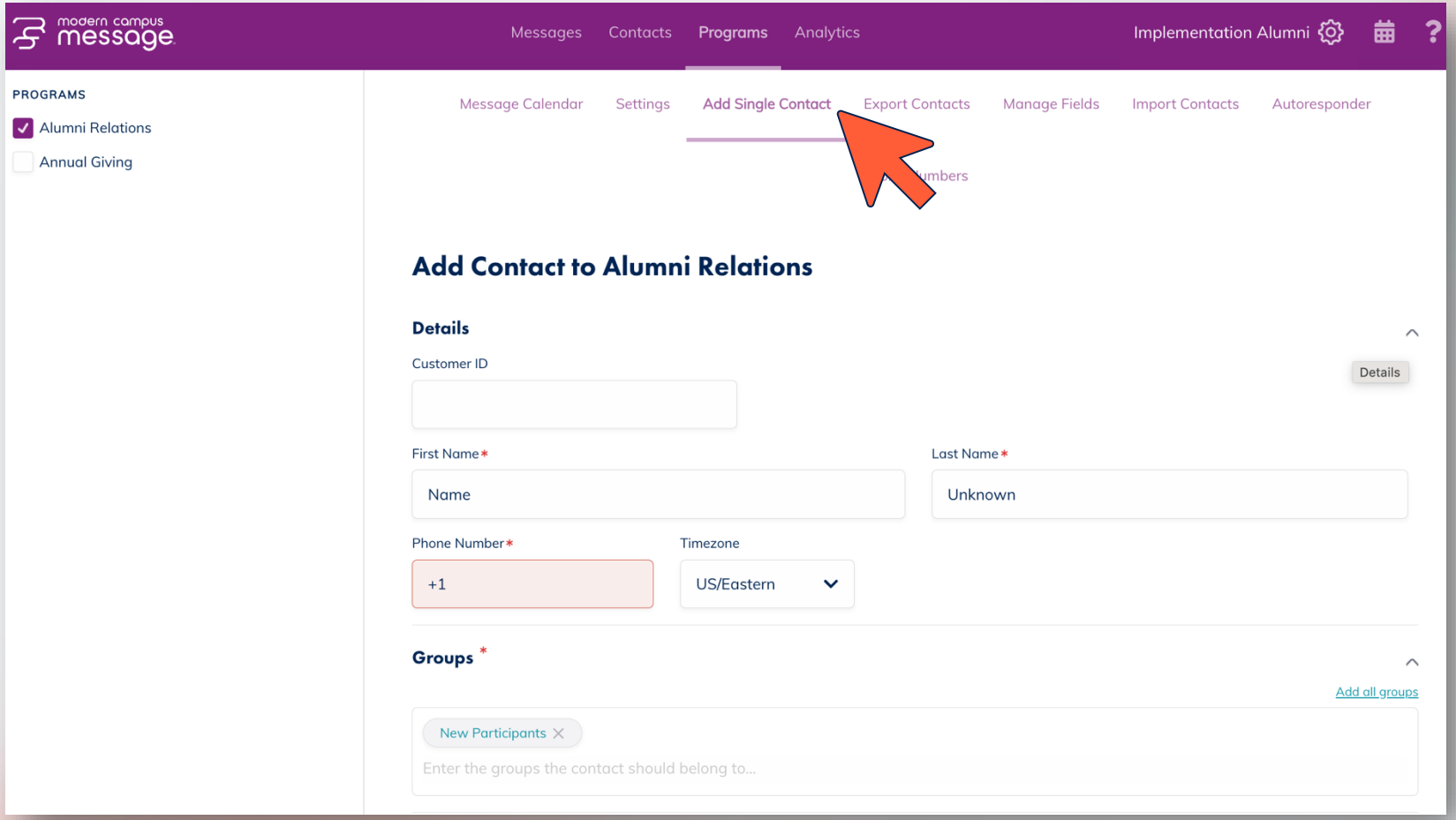
Program Settings

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

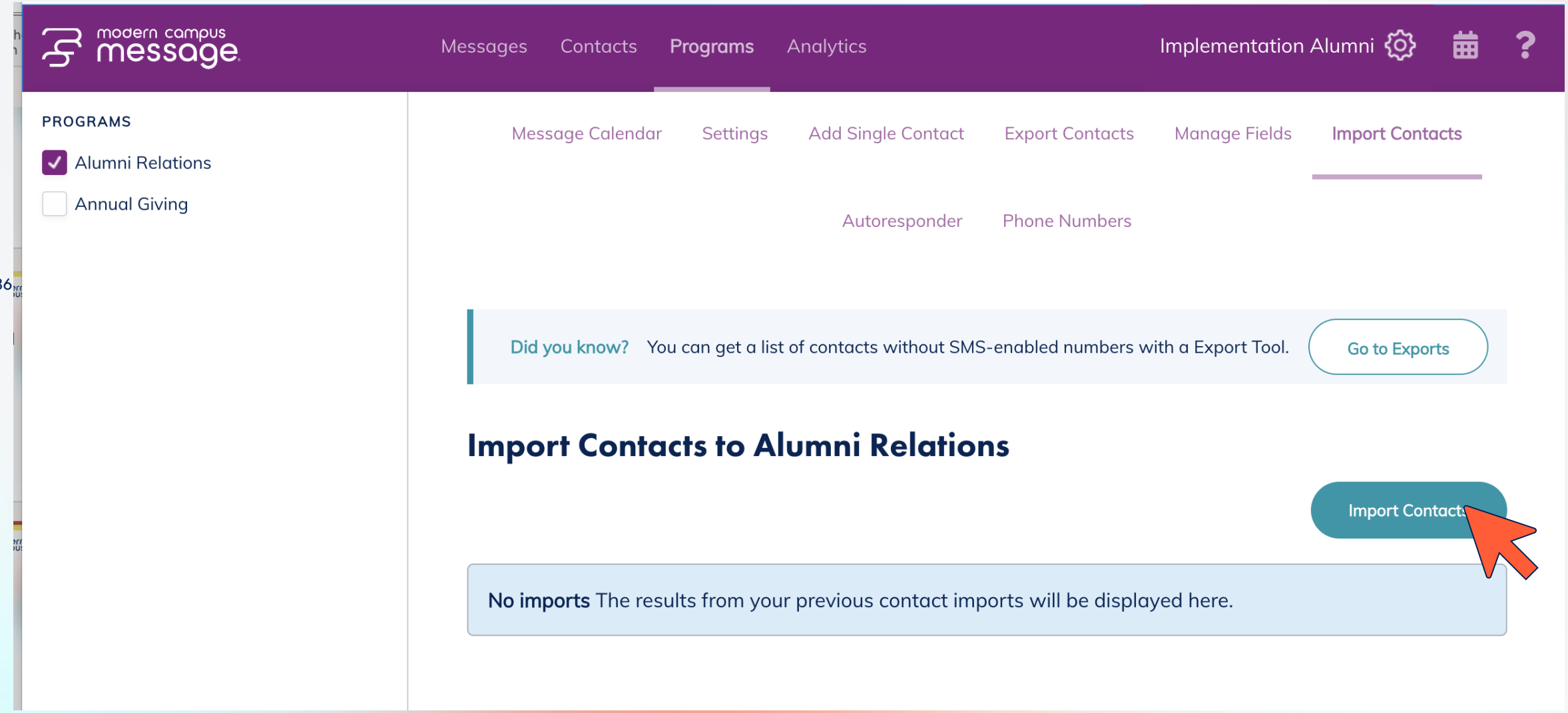


Add a Single Contact

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



Manually Uploading Contacts



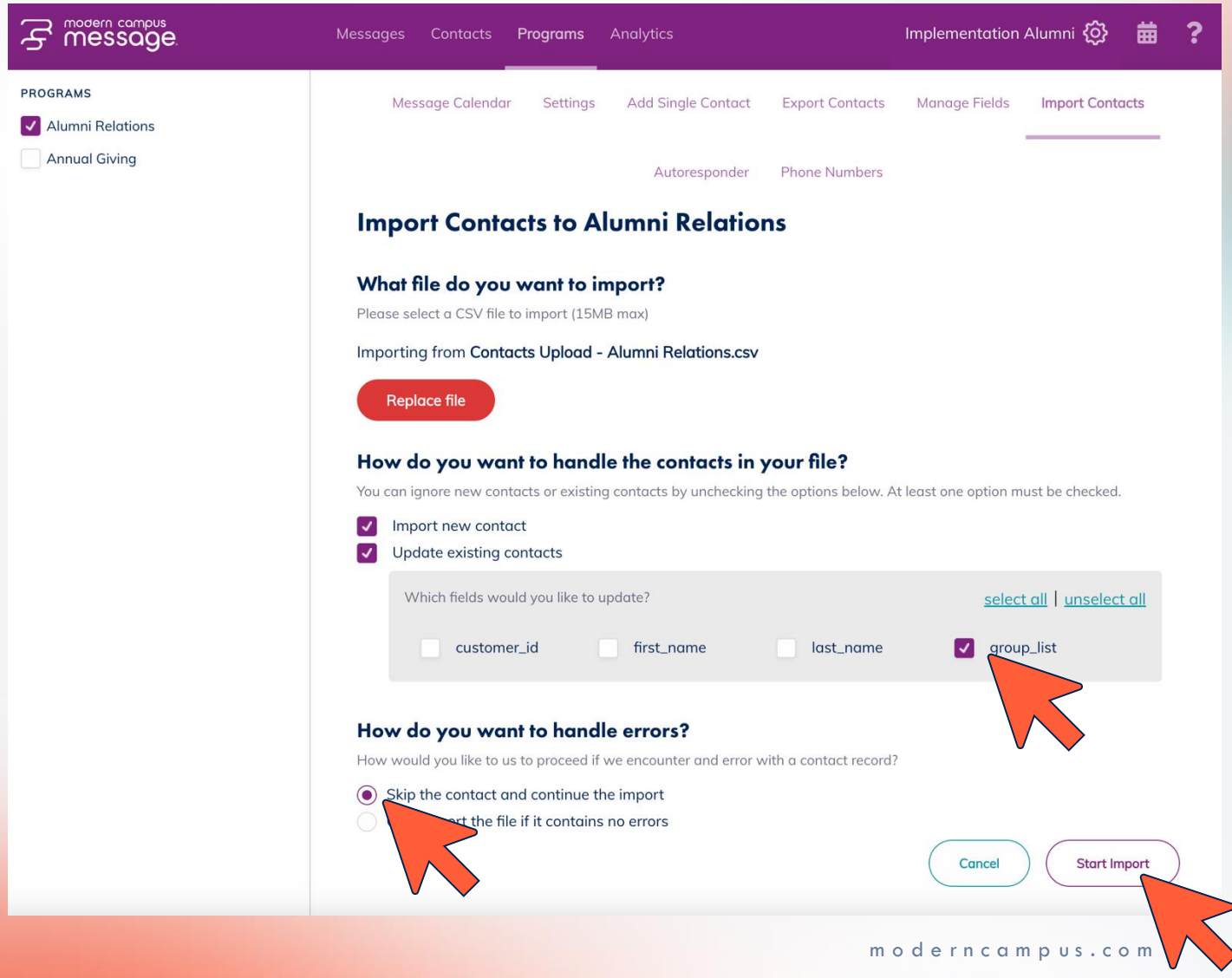
.CSV for Manual Bulk Upload

- 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

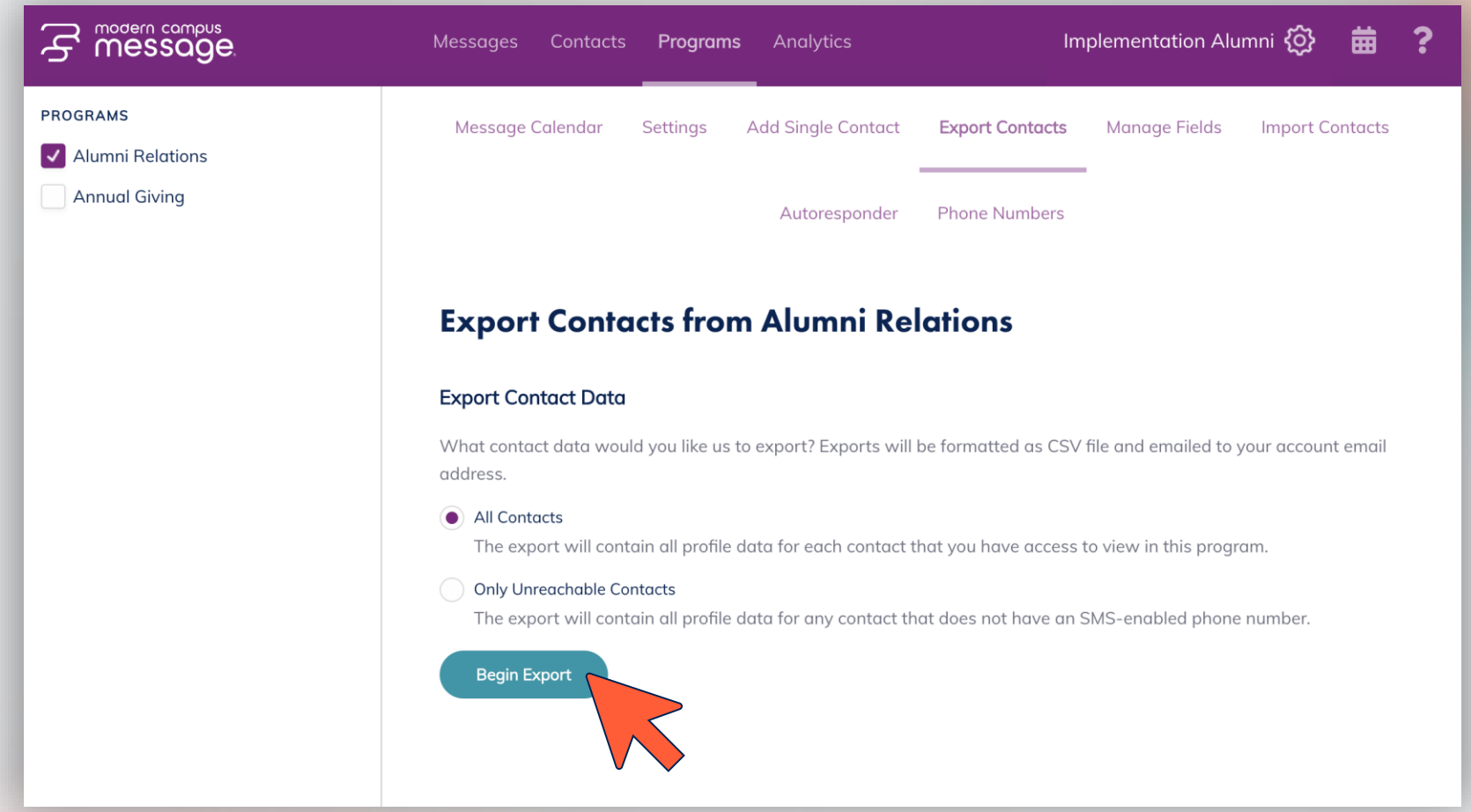
Manually Uploading Contacts

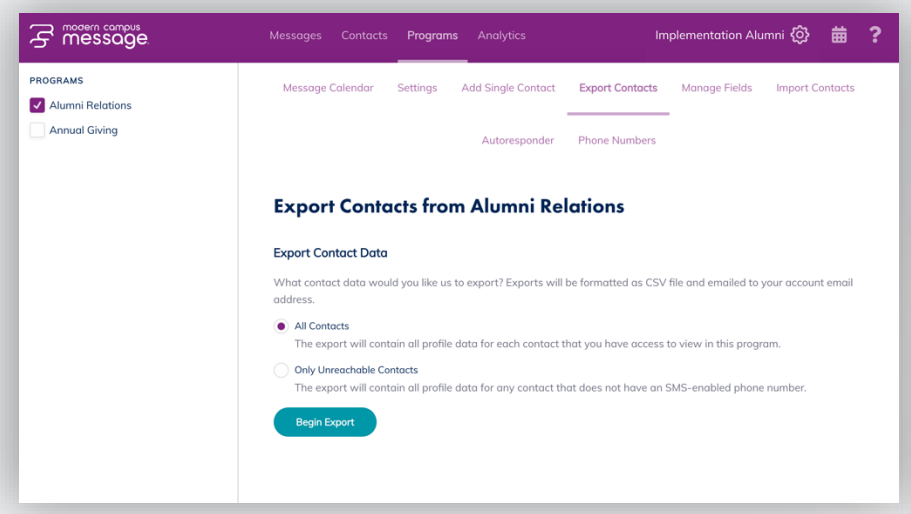
- CSV file
- Import New / Update Existing
- Choose your updating fields
- Handle errors



Export Contacts

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





[Modern Campus Message] Your requested export is ready!

SV

Signal Vine <support@signalvine.com>

To: kseale+2@moderncampus.com

Today at 10:27 AM

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.

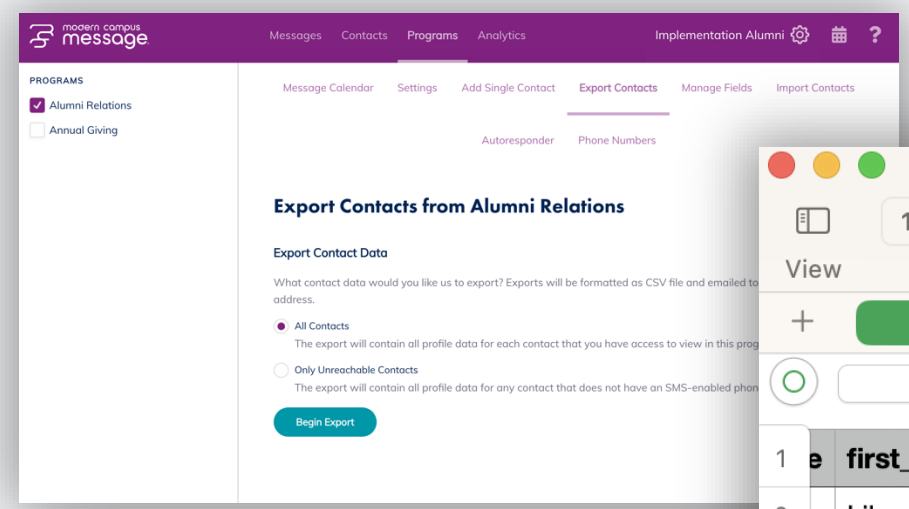
[Download the Report]

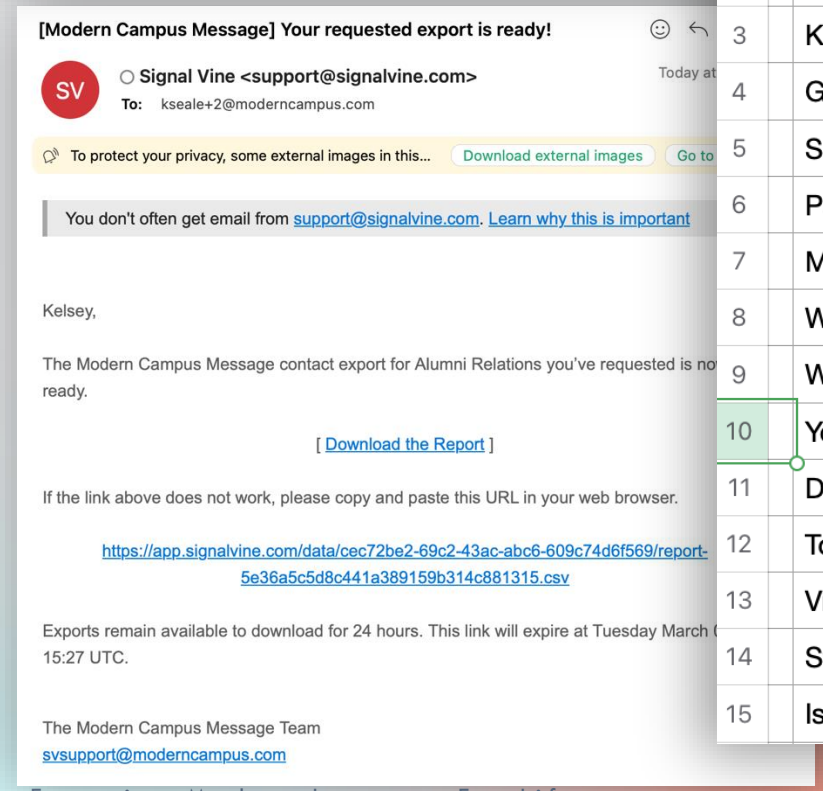
If the link above does not work, please copy and paste this URL in your web browser.

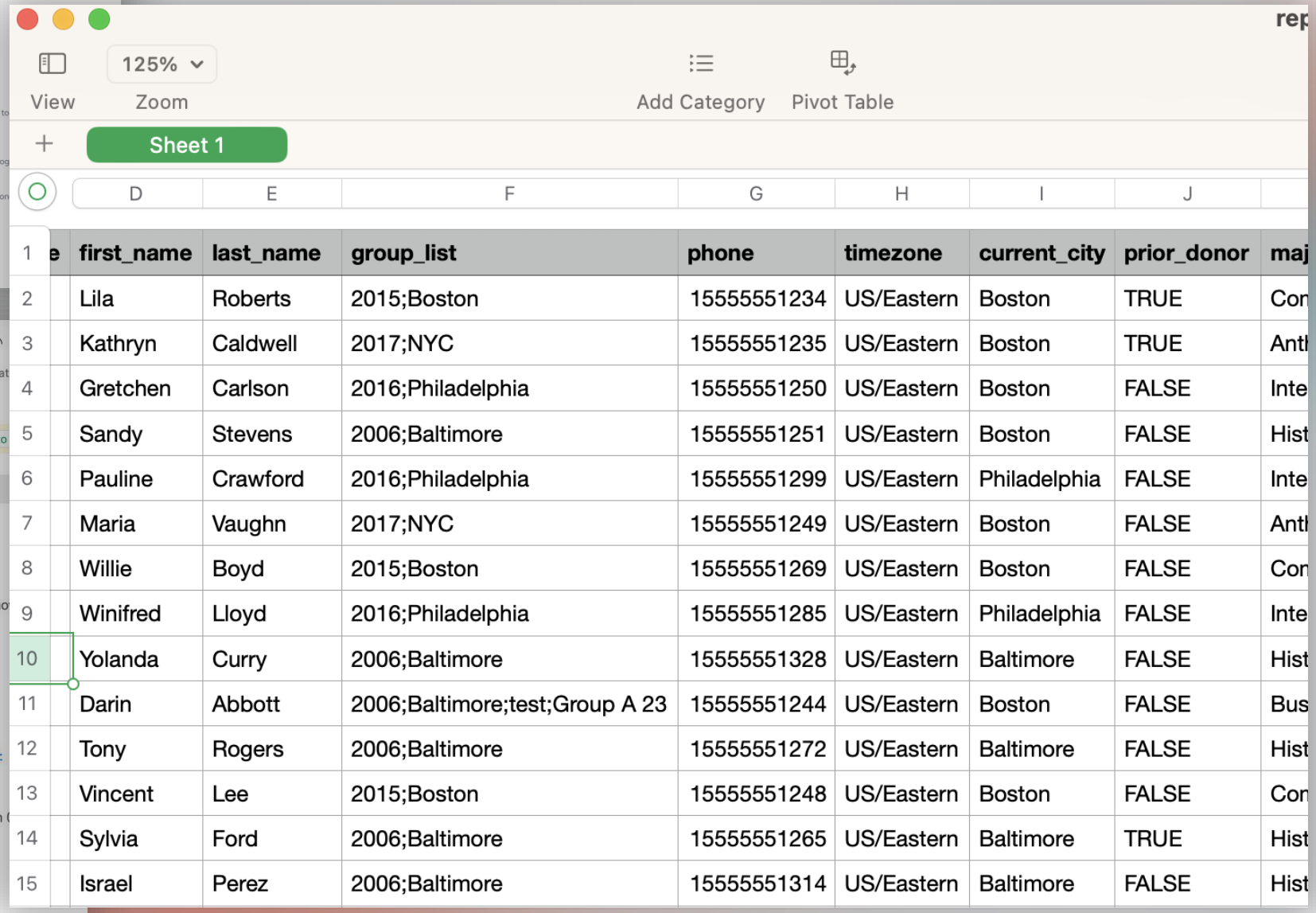
https://app.signalvine.com/data/cec72be2-69c2-43ac-abc6-609c74d6f569/report-5e36a5c5d8c441a389159b314c881315.csv

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

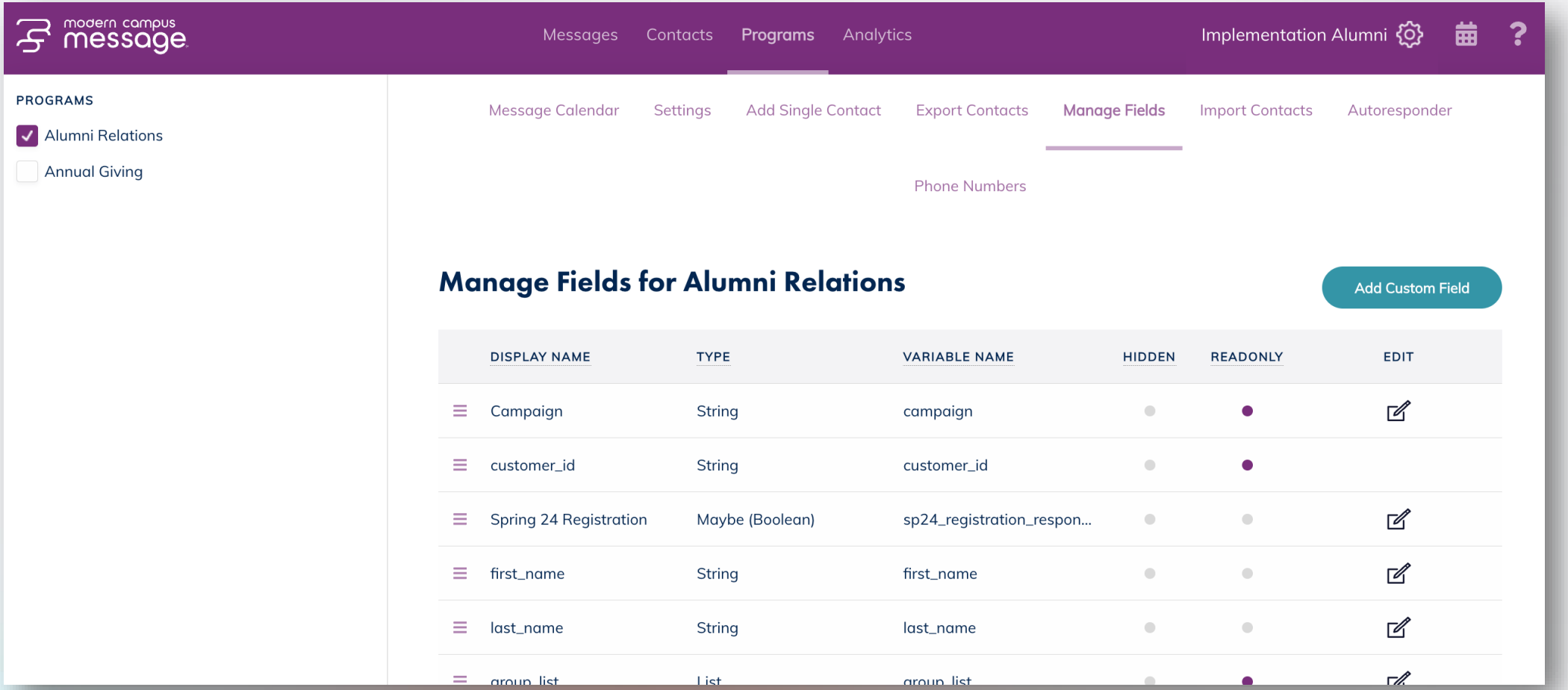
The Modern Campus Message Team
svsupport@moderncampus.com


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 prog
Only Unreachable Contacts
The export will contain all profile data for any contact that does not have an SMS-enabled phon
Begin Export


[Modern Campus Message] Your requested export is ready!
SV
Signal Vine <support@signalvine.com>
To: kseale+2@moderncampus.com
Today at
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 no
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
15:27 UTC.
The Modern Campus Message Team
svsupport@moderncampus.com


125%
View
Zoom
Add Category
Pivot Table
Sheet 1
D
E
F
G
H
I
J
first_name
last_name
group_list
phone
timezone
current_city
prior_donor
Lila
Roberts
2015;Boston
15555551234
US/Eastern
Boston
TRUE
Kathryn
Caldwell
2017;NYC
15555551235
US/Eastern
Boston
TRUE
Gretchen
Carlson
2016;Philadelphia
15555551250
US/Eastern
Boston
FALSE
Sandy
Stevens
2006;Baltimore
15555551251
US/Eastern
Boston
FALSE
Pauline
Crawford
2016;Philadelphia
15555551299
US/Eastern
Philadelphia
FALSE
Maria
Vaughn
2017;NYC
15555551249
US/Eastern
Boston
FALSE
Willie
Boyd
2015;Boston
15555551269
US/Eastern
Boston
FALSE
Winifred
Lloyd
2016;Philadelphia
15555551285
US/Eastern
Philadelphia
FALSE
Yolanda
Curry
2006;Baltimore
15555551328
US/Eastern
Baltimore
FALSE
Darin
Abbott
2006;Baltimore;test;Group A 23
15555551244
US/Eastern
Boston
FALSE
Tony
Rogers
2006;Baltimore
15555551272
US/Eastern
Baltimore
FALSE
Vincent
Lee
2015;Boston
15555551248
US/Eastern
Boston
FALSE
Sylvia
Ford
2006;Baltimore
15555551265
US/Eastern
Baltimore
TRUE
Israel
Perez
2006;Baltimore
15555551314
US/Eastern
Baltimore
FALSE

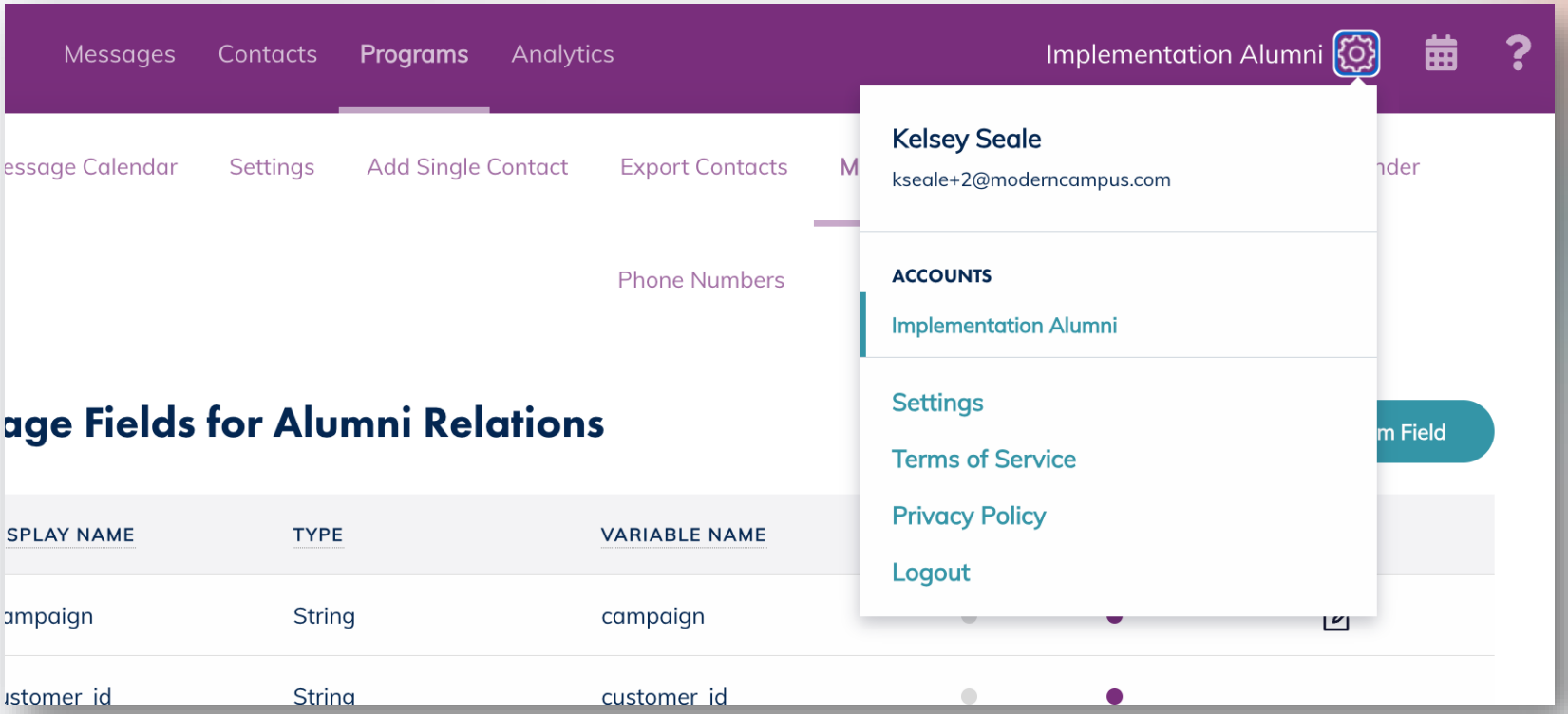
Other Program Tabs



Personal Settings

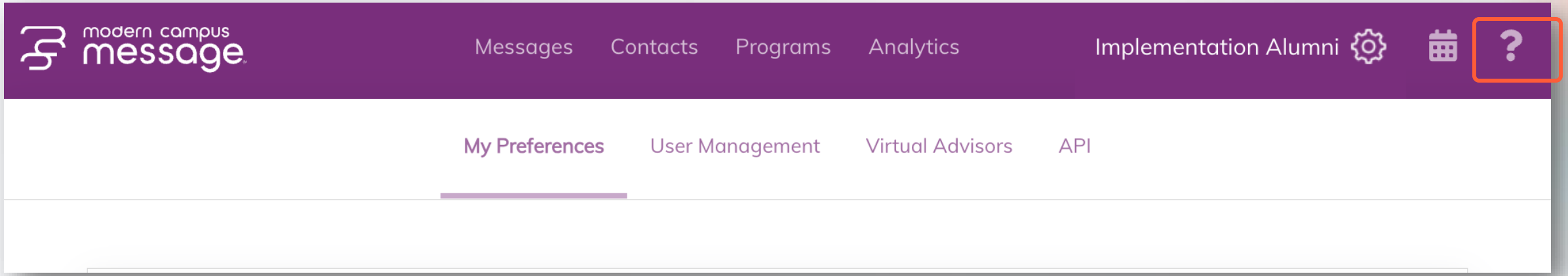
Personal Settings

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

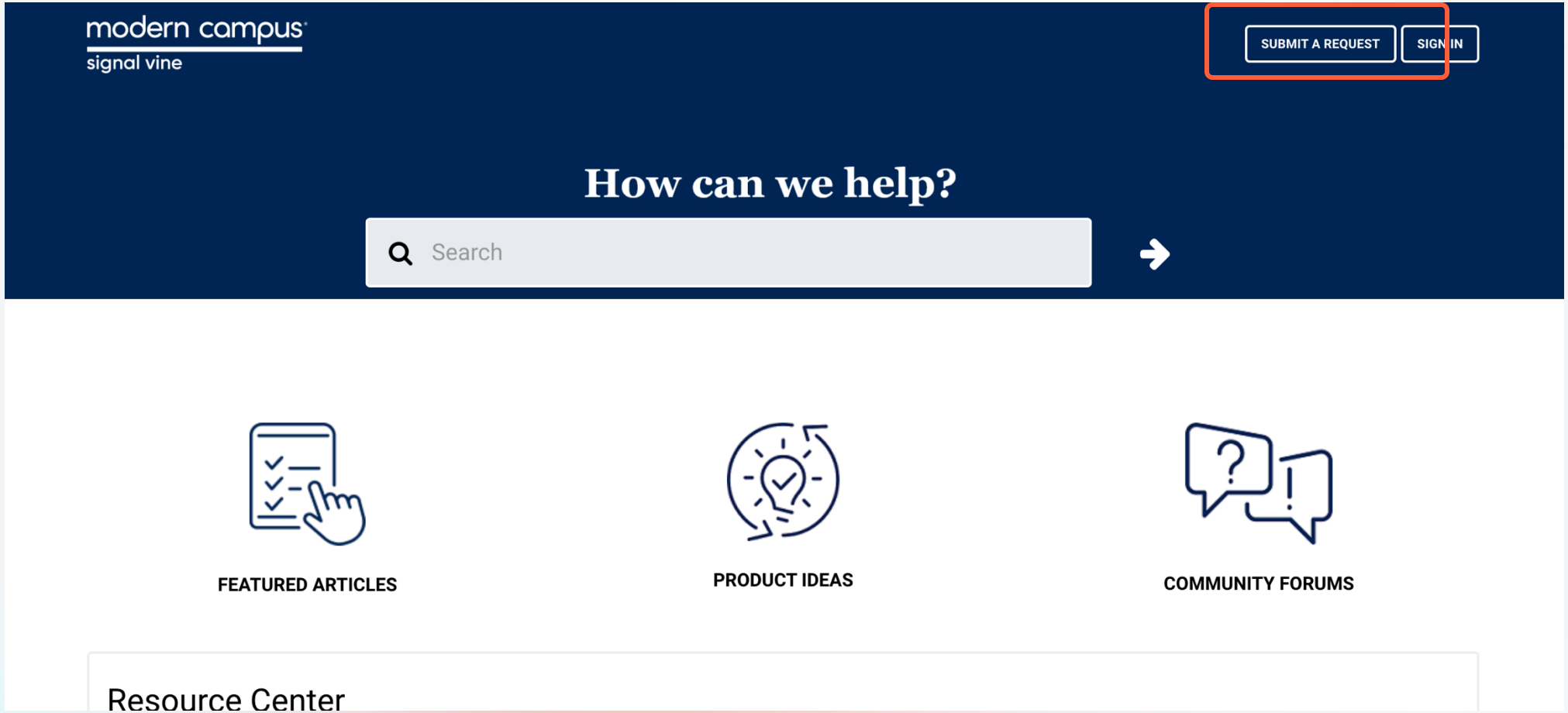


Knowledge Base and Community Forum

Knowledge Base



Submit a Help Ticket!

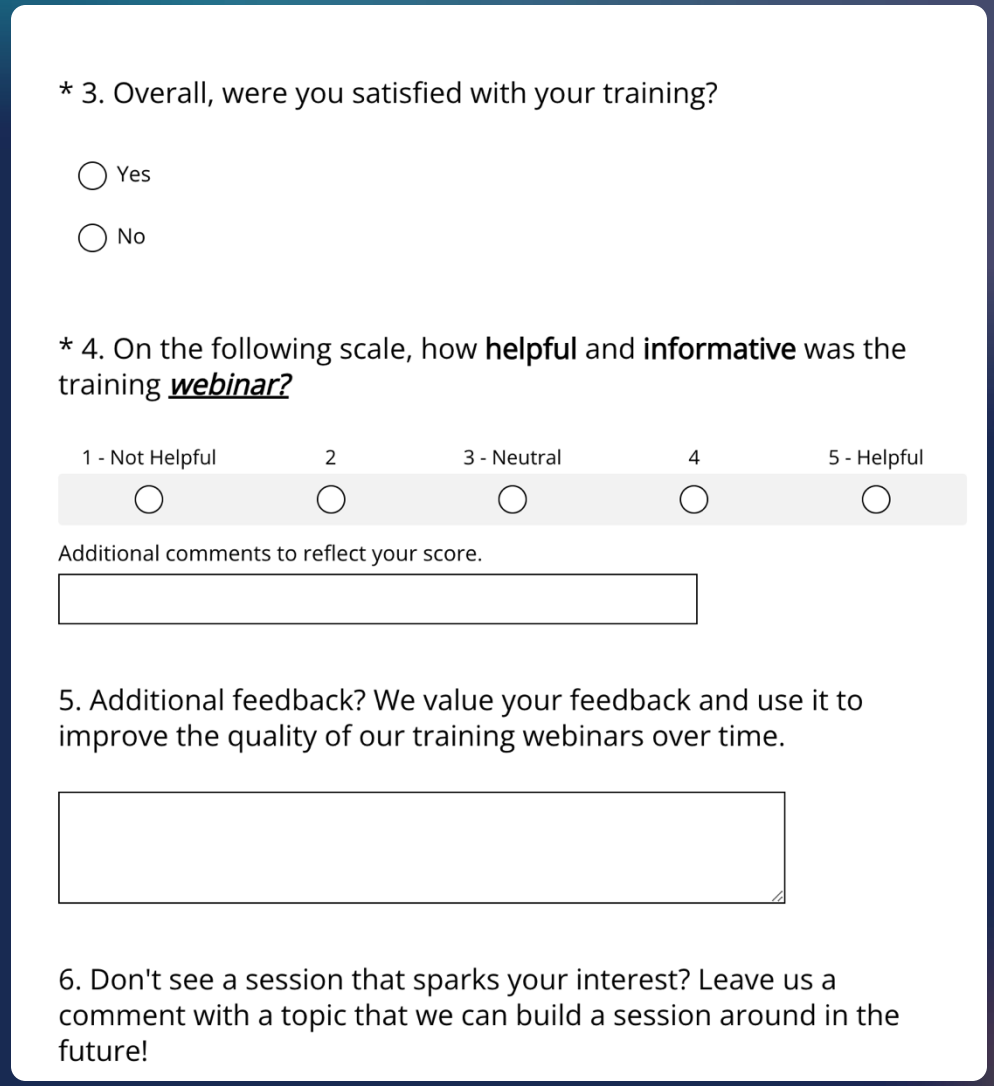


What will you put into practice after this webinar?

Answer in the poll!

Survey Time!

2 minutes! Thank you so much!



* 3. Overall, were you satisfied with your training?

- ◯ Yes
- ◯ No

* 4. On the following scale, how **helpful** and **informative** was the training ***webinar?***

1 - Not Helpful	2	3 - Neutral	4	5 - Helpful
◯	◯	◯	◯	◯

Additional comments to reflect your score.

5. Additional feedback? We value your feedback and use it to improve the quality of our training webinars over time.

6. Don't see a session that sparks your interest? Leave us a comment with a topic that we can build a session around in the future!

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!