



modern[®] campus

Engaging Modern Learners
For Life

Introduce yourself in the chat! Which institution are you here with?

Program Message Template

Overview of the types of messages you can send and how to set up your template.

This webinar is best suited to Program and Account Administrators!

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Overview of the types of messages you can send and how to set up your template.

This webinar is best suited to Program and Account Administrators!

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!!!

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* 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. Q&A
2. Close



Program Messages

Program Messages

- Schedule and send targeted texts
- Goes beyond advanced search and in-app messaging
- Use “triggers” to send automated message campaigns
- Use branching to send the right content to the right contact
- Collect and save data for future use

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1. How do I create a program message?

1. Plan out your message on the Program Message Template.

#	Date/Time	Condition	Content	Save Response to Data Field

2. Send your template to svsupport@moderncampus.com

- Starting May 15, 2024: message-support@moderncampus.com

3. Monitor your messages, they're now automatic!



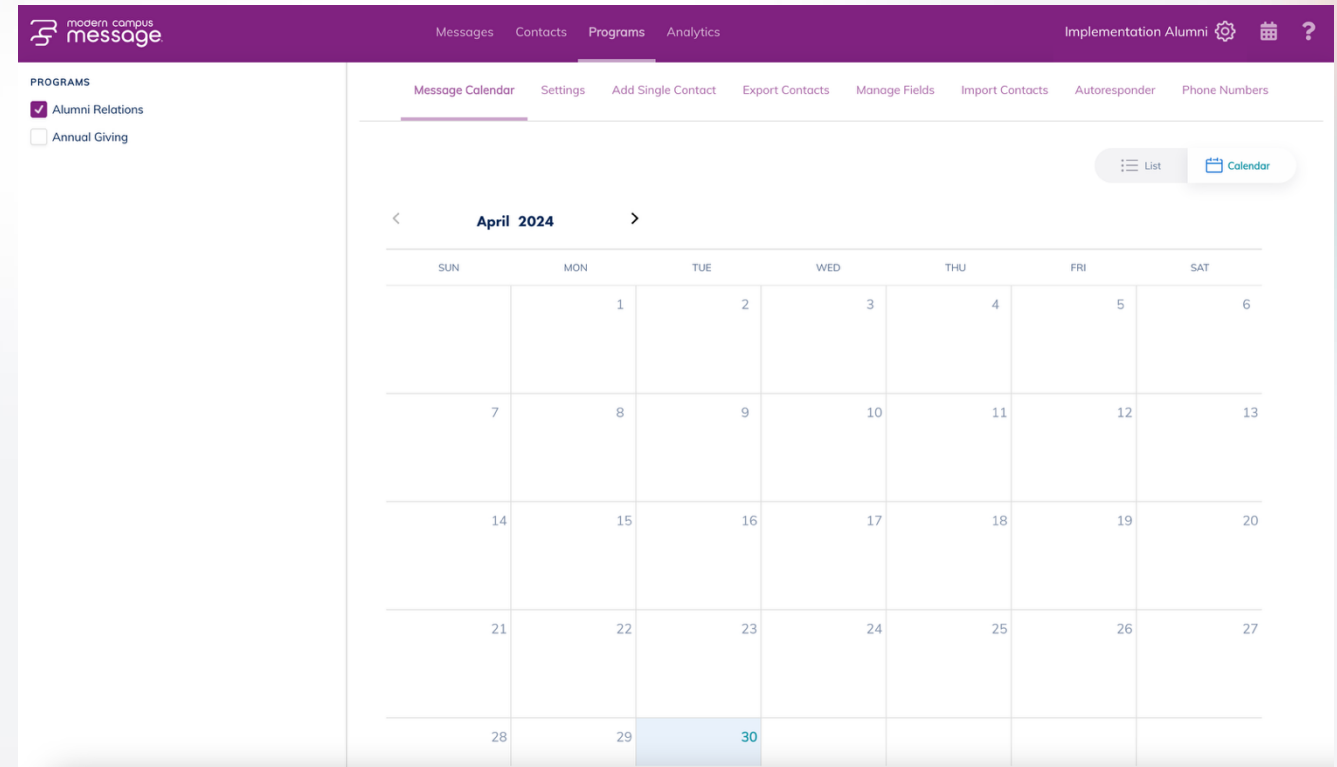
5. What is the typical turnaround time for setting up a message?

- Just a few messages formatted correctly on the platform?
 - 2-3 business days
- Need some help with the template?
 - A little longer, you'll be in touch with support
- Longer campaigns or large volumes of texts?
 - Will take longer
 - Team needs to test them out



6. Do they show on the message calendar?

- ~ Sometimes ~
- As soon as someone's data in Message meets the criteria, they show on the calendar.
- Dependent on message timing vs. data upload timing



Event-Triggered Messages

Event Triggered Messages

- Text 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!

Congrats on declaring your major!



A contact met with
their advisor.

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



A contact started their
application.

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

2. How long will these messages continue to send?

- Indefinitely
- Want to limit the time?
 - Condition a time limit
 - `Created_at < 6/5/2024`
 - `Now < 2024-04-17`
 - `Term = Fall 2025`
 - Monitor your templates, reach out to support to pause them at any time!



Automated Keyword Response Messages

Hi Taylor, it's Kelsey. I noticed you still haven't been registered for the spring. Are you planning on registering for next semester? 1. Yes 2. Still deciding 3. No

Yes

Great! Do you need help getting registered?

Yes!

We can help! Make an appointment here!
www.message.edu/registration

Hi Eric, it's Kelsey. I noticed you still haven't been registered for the spring. Are you planning on registering for next semester? 1. Yes 2. Still deciding 3. No

No

Thanks for letting me know. Text back if you need help in the future!

Hi Taylor, it's Kelsey. I noticed you still haven't been registered for the spring. Are you planning on registering for next semester? 1. Yes 2. Still deciding 3. No

YES

Direct to Resources

NO

Allow for future contact

Benefits of Automated Keyword Response

- Saves time
- Garner engagement
- Targeted info distribution
- Gather new data



When to use automated keyword response

Take a Poll

Collect Data

Encourage
Engagement

Illicit a
Response

Target a
Specific
Segment

Up to you!!

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Call to Action



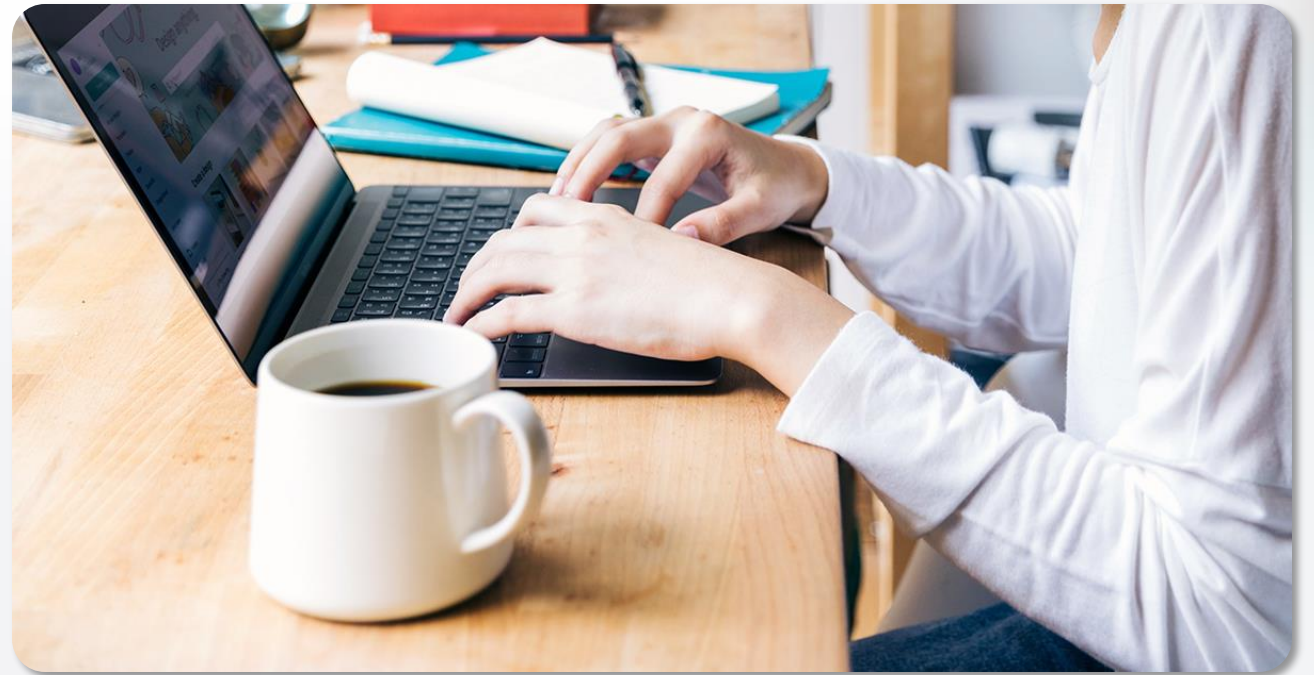
Respond Yes, No, or Maybe

Text back 1...., 2... or 3...

Respond with (a)...., (b)... or (c)...

Be Ready!

- Automated **KEYWORD** response
- Be prepared for a few unexpected responses
- First hour is key!

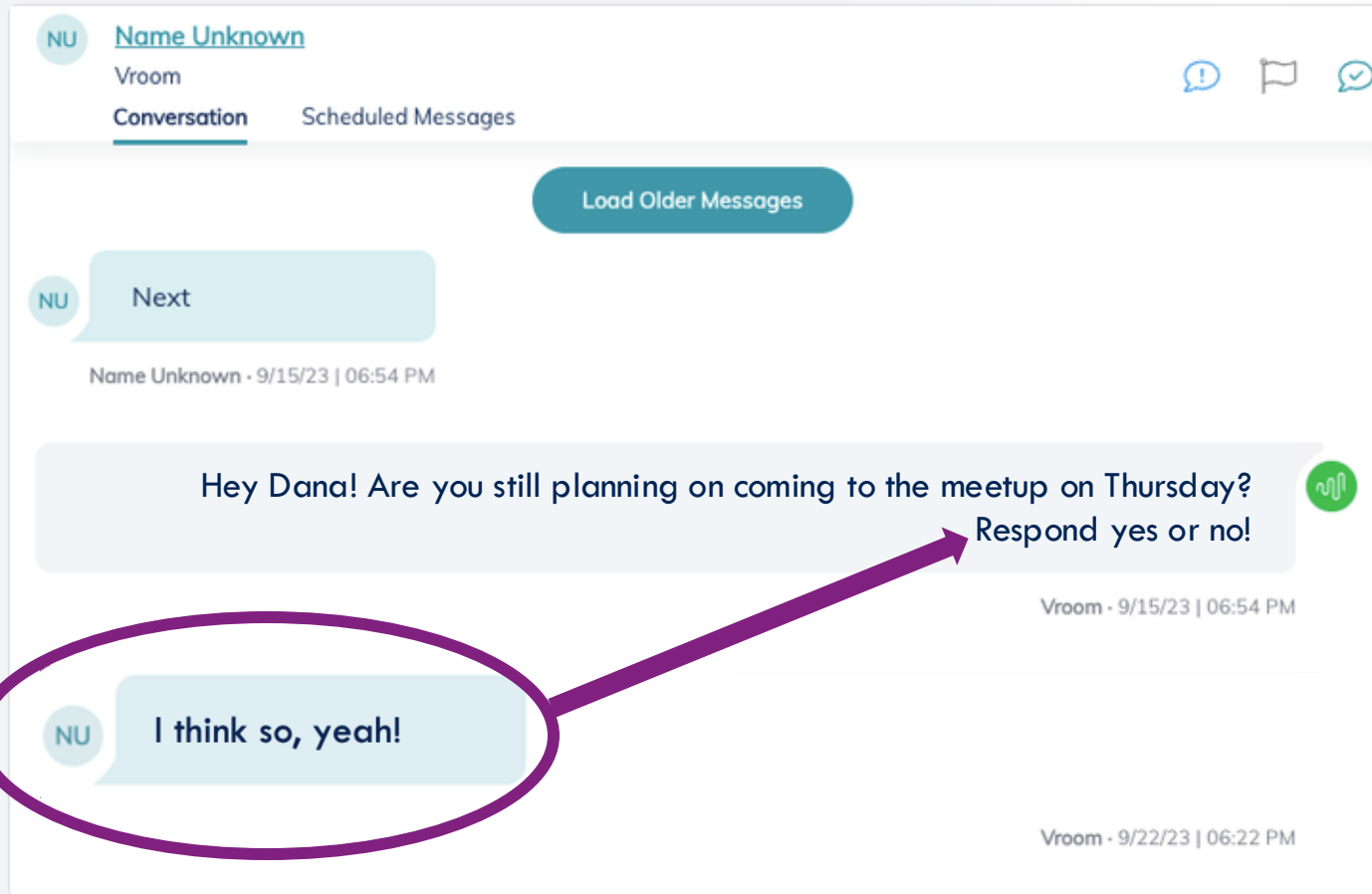


Synonyms

- You can set up custom synonyms!
 - Must be verbatim
 - Special characters and punctuation
- No synonyms, best to use a string field

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Synonyms	
yes	yes, <u>yes</u> , y, yes., yeah, yep, <u>ya</u> , yea, yes!, yea!, yup, <u>yas</u> , 👍, 👍, 👍, 👍, 👍, 👍
no	no, <u>no</u> , no., n, nope, nah, no!, nope!, 🙅, 🙅, 🙅, 🙅, 🙅, 🙅
help	help, <u>hlp</u> , help.



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NU Name Unknown
Vroom

Conversation Scheduled Messages

Load Older Messages

NU Next

Name Unknown · 9/15/23 | 06:54 PM

Hey Dana! Are you still planning on coming to the meetup on Thursday?
Respond yes or no!

Vroom · 9/15/23 | 06:54 PM

NU I think so, yeah!

Vroom · 9/22/23 | 06:22 PM

Scroll for more

Choose response:

- Yes
- No
- Other response




NU Name Unknown
Vroom

Conversation Scheduled Messages

Load Older Messages

NU Next
Name Unknown · 9/15/23 | 06:54 PM

Hey Dana! Are you still planning on coming to the meetup on Thursday?
Respond yes or no! 
Vroom · 9/15/23 | 06:54 PM

NU I think so, yeah!
Vroom · 9/22/23 | 06:22 PM

Scroll for more

Choose response:

- Yes
- No
- Other response

Send



Multi-Part Messages

Multi-Part Messages

Part 1

Excited to announce our guest speaker series coming this fall! Each month we'll welcome a leader in their field to share their expertise!

Part 2

Save the date for our first speaker, Mike Mouse on September 26th! Reserve a spot here: www.message.edu/guestspeakerseries

Multi-Part Messages

- You have a longer text you want to break up
- Ensures delivery in the correct order

Excited to announce our guest speaker series coming this fall! Each month we'll welcome a leader in their field to share their expertise!

Save the date for our first speaker, Mike Mouse on September 26th! Reserve a spot here: www.message.edu/guestspeakerseries

Multi-Part Messages

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.

Save Response Messages

Save Response Messages

- Ask a question
- Save their response as a custom data field
- Use that custom data field...
 - In your text campaign
 - For a future advanced search

What is your goal for this automated
key word response message?

Use this data to
text a new segment

Download
the data

Gather
qualitative data

Increase
engagement

Save to a new field!



Don't save!



Save Responses

- Plan the questions and response options for your text
- Create the custom field type
- Use the new data point for future messages
- Download the data to use elsewhere!

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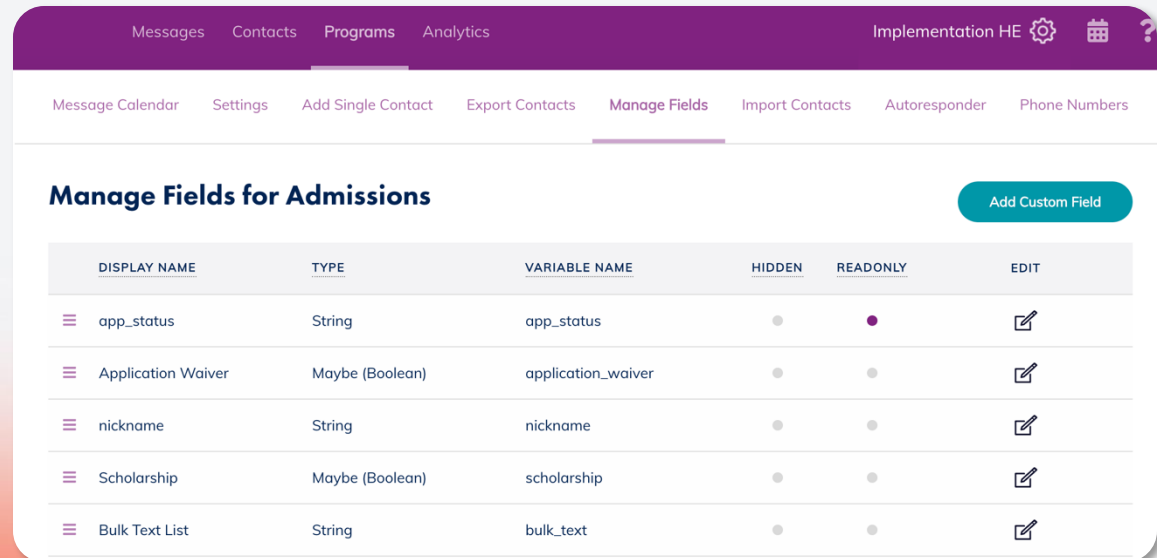
<p>[_name], it's [advisor_name]. I noticed you still are not yet registered for the Fall. still time! Are you planning on registering for this semester? 1. Yes 2. Still deciding</p> <p>Response to 1: Great - there's still time! Do you need help getting registered? Response to yes: We can definitely help! Make an appointment here www.cu.edu/help !</p> <p>Response to 2, still deciding: Thanks for letting me know. Could you tell me a little bit more about what you are thinking?</p> <p>Response to 3: Thanks for letting me know. Out of curiosity, why not? A) <u>Transferring</u> B) Financial difficulties C) Need a break D) Other</p> <p>Response to A: Thanks for letting me know. Where are you attending?</p> <p>Response to any response: Good luck! We wish you the best! Make sure to get your transcript at <<link>></p> <p>Response to B: We are here to help with finances! Contact financial aid directly at financialaid@university.edu or via their hours of operation support line, ###.###.####</p> <p>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!</p> <p>Response to D: Thank you for your response.</p>	<p>Save responses A/B/C/D to not_registering_term</p>
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Custom Field Best Practices

- Be mindful of how many NEW custom fields you are creating!
- You can't delete fields, and each one will make your data file bigger.
- Do you need to use this field more than once?
 - Work with support for the best plan if you want to use a field repeatedly!

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	current_area	prior_donor	major
]	Boston	TRUE	Communications
]	Boston	TRUE	Anthropology
]	Boston	FALSE	International Relations
]	Boston	FALSE	History
]	Philadelphia	FALSE	International Relations



Customize the save!

- **Standardize**
 - Save 1 as “joining the military”
 - Save 2 as “college”
 - Save 3 as “workforce”
 - Save 4 as “undecided”
 - Save 5 as “other”
- **Boolean Fields**
 - Save yes as TRUE
 - Save no as FALSE

What are the field types I can use?

TYPE	DEFINITION	EXAMPLE
String	Open text	Hi there!
Boolean	Displayed as a checkbox ...	true/false
Numeric	A numeric value with no d...	123
Float	A numeric value with deci...	123.0
List	A countable number of or...	item1;item2;item3

Message Campaigns

Application Season Campaign

- Sep: Send out a survey – do you have post grad plans?
- +1 week: Have you already applied?
- +1 week: Reminder about the college workshop
- +1 week: Info about applications
- +1 week: Eligibility for fee waiver
- +1 week: How to get an unofficial transcript
- +1 week: Have you applied?

Financial Aid Campaign

Accepted_fin_aid = FALSE

- Info on where to find the award and how to accept.
- +1 week: Ask if they have follow up questions.
- +1 week: Reminder to accept
- +1 week: Info on the requirements to meet
- +1 week: Poll question, are you still interested in the award?

Registration Message Campaign

- Are you still planning on registering?
 - Provide details on how to register
- +1 week: Happy Thanksgiving! Include a checklist for a great spring semester (including registering for classes!)
- +1 week: Note that they are cleared for registering – no issue on our end!
- +1 week: Classes start next week! Are you planning on registering?

Data Data Data!

Use Date Fields!

- Check your custom fields
- Use Date Field types
- More data = More options

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<u>DISPLAY NAME</u>	<u>TYPE</u>	<u>VARIABLE NAME</u>
☰ Campaign	String	campaign
☰ customer_id	String	customer_id
☰ employment_field	String	employment_field
☰ last_contribution_date	Maybe (Date)	last_contribution_date
☰ Spring 24 Registration	Maybe (Boolean)	sp24_registration_response
☰ FIRST NAME	String	first_name

Regular Data Updates / Uploads

- Consistent data updates
 - Manual
 - Automatic
- Automatic works the best
 - More updates = more data changes

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	A	B	C	D	E	F	G	H	I	J	K
1	customer_id	first_name	last_name	phone	group_list	timezone	location	in_state	recruiter	app_completion	
2	12345	Lisa	Bela	15554321456	Group 1	US/Eastern	Orange County	TRUE			
3	12346	Marcie	Huff	15553217654	Group 2	US/Eastern	Orange County	TRUE			
4	15263	Marcie	Huff	15558881212	South	US/Eastern		TRUE			
5	35629	Stephen	Jenkins	15550582721	North	US/Eastern	Franklin Count	TRUE	Ava	FALSE	
6	25748	William	Dove	15558621143	West	US/Central	Bristol County	TRUE	Dylan	TRUE	
7	85632	Kevin	Allen	15558629856	Aug Message Li	US/Eastern	Essex County	TRUE	Jake	TRUE	
8	25639	Peter	Sanders	15555696100	South	US/Eastern	Columbia Cour	TRUE	Olivia	TRUE	
9	78542	Zach	Bence	15559193956	South	US/Eastern	Columbia Cour	TRUE	Dylan	TRUE	
10	15489	Bridget	Parisi	15558626238	West	US/Central	Bristol County	TRUE	Victoria	TRUE	
11	65325	Marilyn	Peterson	15558715850	West	US/Central	Bristol County	TRUE	Victoria	TRUE	
12	85964	Tina	Nelson	15552765286	East	US/Eastern	Essex County	TRUE	Ava	TRUE	
13	47582	Benjamin	Alexander	15559175773	Robert	US/Eastern	Lake County	TRUE	Robert	TRUE	
14	3256	Virginia	Thomas	15553744198	South	US/Eastern	Orange County	TRUE	Victoria	TRUE	
15	52089	Aaron	Bryant	15555425093	Aug Message Li	US/Eastern	Lake County	TRUE	Victoria	TRUE	
16	785120	Amy	Capitinelli	15559193982	South	US/Eastern	Columbia Cour	TRUE	Liam	TRUE	
17	9634	Ryan	Lee	15553943048	North	US/Eastern	Washington Co	TRUE	Liam	TRUE	
18	78542	Michelle	Bailey	15554863349	East	US/Eastern	Essex County	TRUE	Victoria	FALSE	

The Message Template

Program Message

- Set up using the message template
- Functions
 - Automated keyword response
 - Event Triggered Messages

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Still Not Registered	10 days prior to classes starting	<p><u>Last_term</u> = Spring2021</p> <p>AND</p> <p><u>Current_credit_hours</u> = 0</p> <p>AND</p> <p>Graduation=FALSE</p> <p>AND</p> <p>Holds = FALSE</p>	<p>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</p> <p>Response to 1: Great - there's still time! Do you need help getting registered? Response to yes: We can definitely help! Make an appointment here www.cu.edu/help!</p> <p>Response to 2, still deciding: Thanks for letting me know. Could you tell me a little bit more about what you are thinking?</p> <p>Response to 3: Thanks for letting me know. Out of curiosity, why not? A) <u>Transferring</u> B) Financial difficulties C) Need a break D) Other</p> <p>Response to A: Thanks for letting me know. Where are you attending?</p> <p>Response to any response: Good luck! We wish you the best! Make sure to get your transcript at <<link>></p> <p>Response to B: We are here to help with finances! Contact financial aid directly at financialaid@university.edu or via their hours of operation support line, ###.###.####</p> <p>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!</p> <p>Response to D: Thank you for your response.</p>	Save responses A/B/C/D to not_registering_term
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Message Template

#	Date/Time	Condition	Content	Save Response
1	created_at + 1 day @ 2pm	app_submitted = TRUE AND app_status = Accepted	Hi [first_name]! This is the Signal Vine University Admissions team. We're going to be texting you about helpful resources and reminders!	Save intro_sent = TRUE



Data Data Data!

current_area	prior_donor	major
Boston	TRUE	Communications
Boston	TRUE	Anthropology
Boston	FALSE	International Relations
Boston	FALSE	History
Philadelphia	FALSE	International Relations

Use Custom Fields for Segmenting!



Manage Fields for Admissions Add Custom Field

DISPLAY NAME	TYPE	VARIABLE NAME	HIDDEN	READONLY	EDIT
app_status	String	app_status	<input type="radio"/>	<input checked="" type="radio"/>	
Application Waiver	Maybe (Boolean)	application_waiver	<input type="radio"/>	<input type="radio"/>	
nickname	String	nickname	<input type="radio"/>	<input type="radio"/>	
Scholarship	Maybe (Boolean)	scholarship	<input type="radio"/>	<input type="radio"/>	
Bulk Text List	String	bulk_text	<input type="radio"/>	<input type="radio"/>	

Update Your Data File



Examples

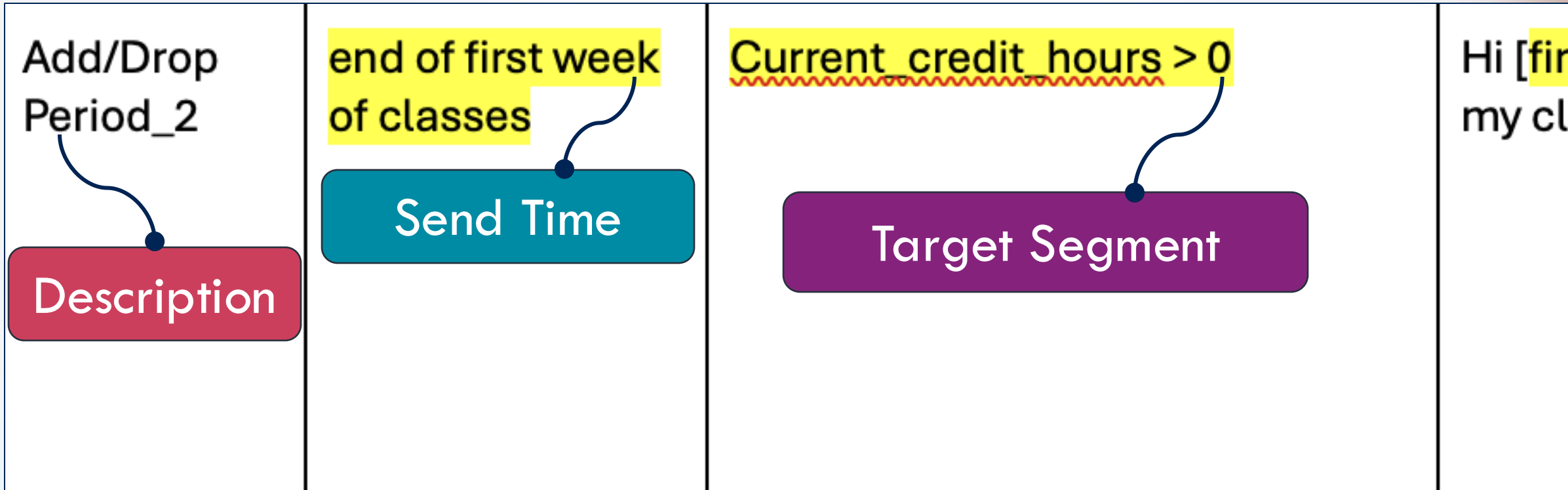
Example 1

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<p>Add/Drop Period_2</p>	<p>end of first week of classes</p>	<p><u>Current_credit_hours > 0</u></p>	<p>Hi [first_name] or [preferred_name], it's [advisor_name]. How is the week going? 1. Love my classes! 2. Gotta make some changes. 3. I need to talk through some major changes. Response to 1: Fantastic! You have one more week to make changes! Response to 2: Ok. Let's set up a time to talk today <<appointment link>> to make sure that you go into the weekend feeling good. Response to 3: Definitely! Can you drop by my office today?</p>	
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Example 1

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Example 1

[data_fields]

Call to Action

Hi [first_name] or [preferred_name], it's [advisor_name]. How is the week going? 1. Love my classes! 2. Gotta make some changes. 3. I need to talk through some major changes.

Response to 1: Fantastic! You have one more week to make changes!

Response to 2: Ok. Let's set up a time to talk today <<appointment link>> to make sure that you go into the weekend feeling good.

Response to 3: Definitely! Can you drop by my office today?

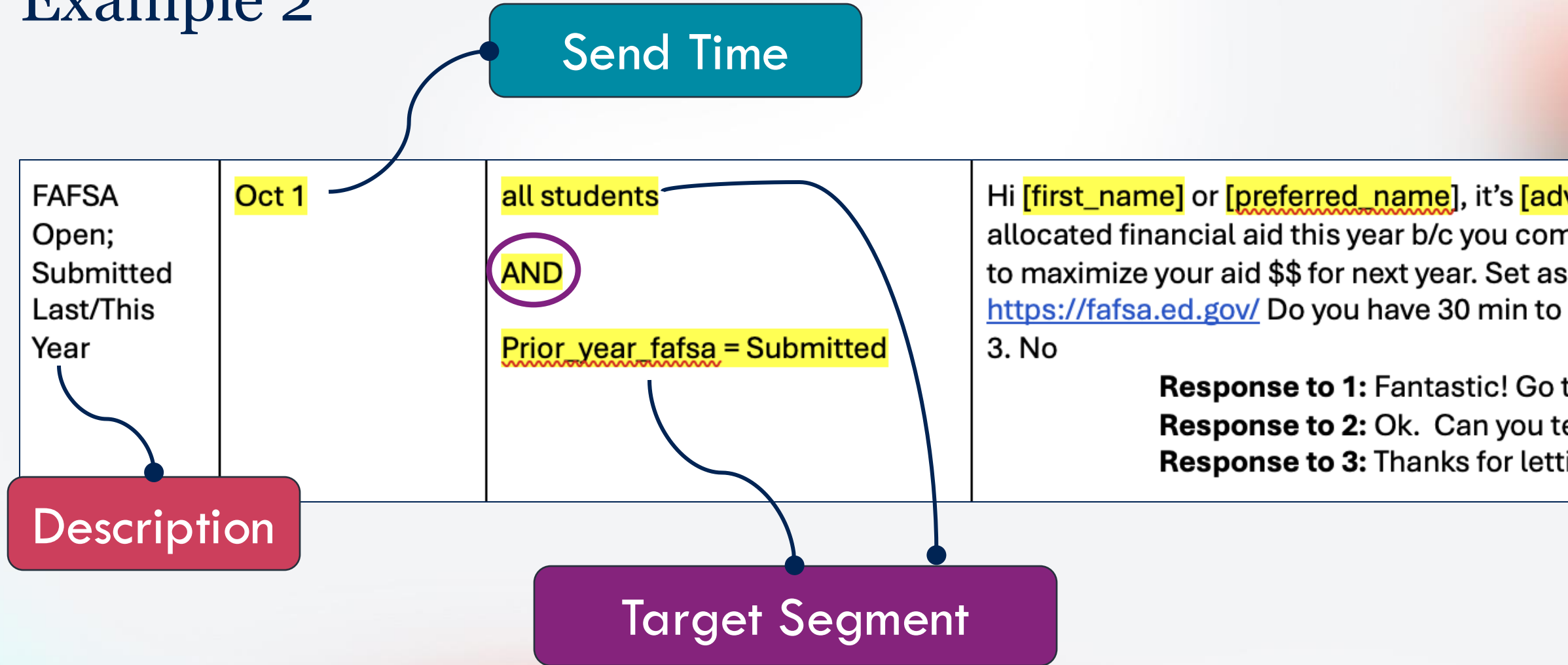
Custom Response

Example 2

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<p>FAFSA Open; Submitted Last/This Year</p>	<p>Oct 1</p>	<p>all students AND <u>Prior_year_fafsa = Submitted</u></p>	<p>Hi <u>[first_name]</u> or <u>[preferred_name]</u>, it's <u>[advisor_name]</u>. Today the FAFSA opens. You were allocated financial aid this year b/c you completed the FAFSA last year. Complete it ASAP to maximize your aid \$\$ for next year. Set aside 30 mins this week to renew online: https://fafsa.ed.gov/ Do you have 30 min to complete it this month? 1.Yes! 2. Not sure yet. 3. No</p> <p>Response to 1: Fantastic! Go to https://fafsa.ed.gov/ Response to 2: Ok. Can you tell me more about that? Response to 3: Thanks for letting me know. Out of curiosity, why not?</p>	<p>Save 1,2, or 3 <u>responses to fafsa</u></p>
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Example 2



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Example 2

[data_fields]

Save New Data

Hi [first_name] or [preferred_name], it's [advisor_name]. Today the FAFSA opens. You were allocated financial aid this year b/c you completed the FAFSA last year. Complete it ASAP to maximize your aid \$\$ for next year. Set aside 30 mins this week to renew online:

<https://fafsa.ed.gov/> Do you have 30 min to complete it this month? 1.Yes! 2. Not sure yet.
3. No

Response to 1: Fantastic! Go to <https://fafsa.ed.gov/>

Response to 2: Ok. Can you tell me more about that?

Response to 3: Thanks for letting me know. Out of curiosity, why not?

Save **1,2, or 3**
responses to fafsa

Custom Response

Call to Action

Example 3

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<p>Still Not Registered</p>	<p>10 days prior to classes starting</p>	<p><u>Last_term</u> = Spring2021 AND <u>Current_credit_hours</u> = 0 AND Graduation=FALSE AND Holds = FALSE</p>	<p>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</p> <p>Response to 1: Great - there's still time! Do you need help getting registered? Response to yes: We can definitely help! Make an appointment here www.cu.edu/help !</p> <p>Response to 2, still deciding: Thanks for letting me know. Could you tell me a little bit more about what you are thinking?</p> <p>Response to 3: Thanks for letting me know. Out of curiosity, why not? A) <u>Transferring</u> B) Financial difficulties C) Need a break D) Other</p> <p>Response to A: Thanks for letting me know. Where are you attending?</p> <p>Response to any response: Good luck! We wish you the best! Make sure to get your transcript at <<link>></p> <p>Response to B: We are here to help with finances! Contact financial aid directly at financialaid@university.edu or via their hours of operation support line, ###.###.####</p> <p>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!</p> <p>Response to D: Thank you for your response.</p>	<p>Save responses A/B/C/D to not_registering_term</p>
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Example 3

2021

urs = 0

SE

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 here www.cu.edu/help !

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>>

Response to B: We are here to help with finances! Contact financial aid directly at financialaid@university.edu or via their hours of operation support line, [###.###.####](tel:###.###.####)

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

Save to a custom data field.

Message Template Demo

- Hey first_name! It was great to see you at the college fair on Tuesday.
Are you interested in applying to MU?
 - Yes
 - Awesome! Here's some more info on the process!
 - No
 - Got it! You can always text me back here if you have any questions.
 - Save to 2025_interest_check
- 2025_interest_check = 1
- Application_complete = FALSE
 - Hey first_name, we're so excited that you're interested in applying to Message University! Early application deadlines are coming around the corner. Do you need any help with the process? You can set up time with the counselor here: www.message.edu/counselor
- Application_complete = TRUE
 - Thanks for submitting your application to Message U! Here's more info on the timeline and what to expect in the coming months!

Modern Campus Annual User Conference

Unite & Innovate – The Power of Community in Higher Ed



We Hope You Can Join Us!

- October 7-10, 2025 in Chicago, IL
- Hotel Block - [Hyatt Regency McCormick](#)
- Curated content featuring two tracks per product line with sessions across a spectrum of topics:
 - Thought Leadership
 - Customer-Led sessions
 - Panels, Roundtables, Workshopping
- Best practices + peer-tested solutions you can take back to your institution!!
- Do you have a great Session Idea? Let us know using the [Session Submission Form](#)

SAVE YOUR SPOT

SINGLE
ATTENDEES

\$1,099

3+ MEMBER
GROUPS

\$999

INTERESTED IN
PRESENTING?

ask me!

Session
information
coming mid-
June!

SCAN ME!



HAVE QUESTIONS? EMAIL THE CONFERENCE TEAM!
MCCONFERENCE@MODERNCAMPUS.COM

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!

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!

Thank You

See you next month!