



Program Message Template

Account Name: Message University

Program Name: university-advising-message-university

Display Name: University Advising

Auto Enroll: OFF

Timezone: US/Eastern

Area Code:

Call-Forwarding: **N/A**

Estimated number of contacts:

Account ID (for Modern Campus Message internal use):

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.
1	1, 1!, one,  , 1., "1"
2	2, 2!, two,  , 2,  ,  ,  ,  ,  , "2"
3	3, 3!, three,  , 3., "3"
4	4, 4!, four,  , 4., "4"
5	5, 5!, five,  , 5.,  ,  ,  ,  ,  , "5"

stop, stop., stop!, cancel, cancel!, cancel., unsubscribe, unsubscribe., unsubscribe!, quit, quit., quit!, end, end!, end.	Thanks for letting us know. Message University Advising will no longer send you text messages. If you change your mind, text back START.
Start, start., start!, join, join., join!	Welcome back! Message University Advising will start texting you again.

#	Date/Time	Condition	Content	Save Response to Data Field
INTRO	created_at + 15 Min		<p>Hi [first_name], this is the Advising Team from MU Student Support. No, we're not spam; we're your success team! We'll occasionally send you helpful tips, reminders, and resources to support your MU journey. Save this number so you know it's us.</p> <p>If you don't want to receive texts from us, reply STOP at any time. Otherwise, Go Big Blue!</p>	
2026 Birthday Text	Birthday @10am		<p>Happy birthday [first_name], we're so happy that you're a part of the MU family! Hope you have the best day ever... make a wish!</p> 	
First week check in	2025-08-28 @ 9:10am		<p>Hi [first_name], this is your University Advising digital, we are nearing the end of week 1, Yay! I am checking in on your commitment to your currently enrolled classes.</p> <p>Reply "1" if you've attended all classes and plan to maintain your current enrollment.</p> <p>Reply "2" if you attended all classes but want to change a course or section.</p> <p>Reply "3" if you have missed a class and want to adjust your enrollment.</p> <p>Reply "4" if you are unsure about your enrollment; have not attended any class; or you are considering withdrawing from Message U.</p>	

Response to 1: Thank you for the update. Hope you have a great semester! Text back if anything changes.

Response to 2: You can adjust your schedule at Student.msu.edu. If you need help, drop in for immediate support from our advisors. Express advising is available via Zoom and in person today, and Zoom on Friday. Let's get these changes done now: www.advising.com

Response to 3: Got it! You have a few options here.

- a) keep attending and make up missed assignments
- 2) drop-in for express advising and we can find a class that's a better fit: www.advising.com

Response to 4: Thanks for letting us know, sounds like we need to have an important conversation. Please stop in for express advising immediately. We are meeting in-person and via Zoom today. Friday, we are available via Zoom. www.advising.com

Application Campaign Example				
0 - App Campaign Fall 2026		App_completed = TRUE	Way to go, you submitted your application! You can check the portal for any financial aid opportunities, but for now give yourself a high five!	
1 - App Campaign Fall 2026	Feb 1	hs_grade = 12 AND app_completed = FALSE	It's time to start your application! Begin here: www.application.com Don't wait—spots fill fast.	
2 - App Campaign Fall 2026	Feb 1	hs_grade = 12 AND app_completed = FALSE AND free_reduced_lunch = TRUE	Hi [first_name]! I think that you are eligible for an application fee waiver! Stop by my office for details and.	
3 - App Campaign Fall 2026	Feb 8	hs_grade = 12 AND app_completed = FALSE	Before applying, gather: transcript, test scores (if required), & recommendation. You're set to succeed!	
4 - App Campaign Fall 2026	Feb 22, 21 days before deadline	hs_grade = 12 AND	 21 days until the March 15 deadline! Complete your application here: www.application.com .	

		app_completed = FALSE		
5 - App Campaign Fall 2026	Mar 1	hs_grade = 12 AND app_completed = FALSE	Need help finishing? Advisors are available M-F, 9-4 in [office/location] or online: www.advisor.com .	
6 - App Campaign Fall 2026	Mar 8, 7 days before deadline	hs_grade = 12 AND app_completed = FALSE	<p>Only 7 days until the March 15 deadline! You're almost there—finish strong 💪 Apply today: www.application.com.</p> <p>Do you need any help with your app? Reply YES, NO, or DONE!</p> <p>Response to YES – Let's take a look at your app ASAP! Stop by the office the Student Center Suite 104 this week or join our virtual office hours from 1pm – 3pm www.zoom.com</p> <p>Response to NO – Thanks for letting us know!</p> <p>Response to DONE – Way to go! We're here if you need anything else.</p>	Save response to app_completed DONE = TRUE Save DONE as TRUE to app_completed
7 - App Campaign Fall 2026	Mar 15, Deadline Day	hs_grade = 12 AND app_completed = FALSE	⏰ Today's the day! Submit your application by midnight: [application link]. We're here if you need help: [advisor phone/email].	

Graduation Campaign Example				
#	Date/Time	Condition	Content	Save Response to Data Field
1 - Grad Campaign 2025	Graduation – 90 days	graduation = Spring 2026	<p>90 days until graduation! Have you ordered your cap & gown? Reply YES, NO, or HELP! www.capandgown.com</p> <p>Response to YES: Great! We should be ready for pick up on April 30th!</p> <p>Response to NO: Do you need any help with ordering or the fee? We may have programs to help!</p> <p>www.helpwithcapandgown.com</p>	
2 – Grad Campaign 2025	Graduation – 80 days	graduation = Spring 2026	<p>Senior photos this week in the student center, hope you've been practicing that winning smile!</p> <p> Student Center Suite 104  Monday – Thursday  9am - 4pm</p>	
3 – Grad Campaign 2025	Graduation – 60 days	graduation = Spring 2026	<p>[first_name] can you believe we're two months from commencement?! Are you feeling prepared for graduation? Reply 1, 2, or 3</p> <p>1 – Good! I've ordered my regalia and am on-track with my final classes. 2 – I am worried about my finals. 3 – I have no idea, I need some help!</p> <p>Response to 1: Great to hear, go Yorkies! Response to 2: I hear you. You can try campus tutoring or we can set up a meeting to strategize.</p> <p>www.campustutoring.com</p>	Save response 1,2,3 to two_month_grad_checkin

			<p>Response to 3: Let's set up a time to talk. www.scheduleameeting.com</p>	
4 – Grad Campaign 2025	Graduation – 40 days	graduation = Spring 2026 AND two_month_grad_checkin = 2 OR 2month_grad_checkin = 3	<p>Hey [first_name], following up on your grad preparation. Any update? Reply 1, 2, or 3</p> <p>1 – I am back on-track! 2 – I still need help!</p> <p>Response to 1: Great to hear, go Yorkies! Response to 2: Let's set up a time to talk! www.scheduleameeting.com</p>	
5 – Grad Campaign 2025	Graduation – 30 days	graduation = Spring 2026	Commencement tickets available now: www.tickets.com	
6 – Grad Campaign 2025	Graduation day	graduation = Spring 2026	Today's the big day! Share your senior story on Instagram with #ClassOf2026	

Advising Appointment Reminder Break Example

This is very dependent on how you handle your date and time data. We can work with you to create a plan for reminders.

1 - Advising Reminder	next_apt - 1 days		Your next appointment with Campus Advising is [next_apt]. Confirm, cancel, or update here: www.confirmcancelupdate.com	
2 - Advising Reminder	next_apt @8am		See you soon! Haley Advising Center, Suite 302!  [next_apt]	
3 - Advising Reminder	next_apt + 1 days		Thanks for coming to Campus Advising! Leave feedback on your experience here: www.feedback.com	Save BLANK to next_apt

On Campus Housing Before Break Example (You can set this one up yourself in the portal!)				
1 – Campus Housing Break	4 weeks before close	oncampus_res = TRUE	Need housing during break? Apply here: [link] .	
2 – Campus Housing Break	1 week before close	oncampus_res = TRUE	Residence halls close Friday at 6 PM for winter break.	
3 – Campus Housing Break	1 day before close	oncampus_res = TRUE	Remember to unplug electronics & clean your fridge.	
4 – Campus Housing Break	Friday before return	oncampus_res = TRUE	Can't wait to welcome you back! Halls reopen Sunday at 10 AM.	
Birthday Message				
2026 Birthday Text	Birthday @10am		Happy birthday [first_name], we're so happy that you're a part of the MU family! Hope you have the best day ever... make a wish! 	