

Introduce yourself in the chat! Which institution are you representing?

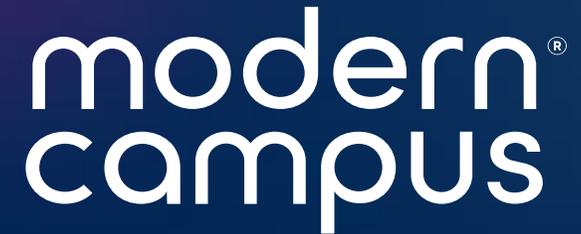
Message 101 for Admin

Get to know the platform structure and start texting today!

This account admin webinar will also look at program settings, data file imports, and program messages.

Geared toward Account and Program Admin.

Kelsey Seale



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Post-Webinar Survey

- 2 minutes!
- We love knowing what you like or would like improved!
- Really helps me (Kelsey) out when presenting to my boss 😊
- 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. Intro to Message
2. Platform Tour
3. Personal Settings
4. Messaging
5. Programs Tab
6. Knowledge Base & Support
7. Q&A

What is Message?

Communication is Key

- More than one way to Message!
 - One to one messages
 - Sending out group blasts
 - Automated message campaigns
- Blending Model
 - All of these can be used at once
 - To your contact, it's one continuous conversation!



Blending Messaging in Practice

Scheduled Automated Message:

to unregistered students

Hi [FIRST NAME], it's [ADVISOR]. Do you need help registering for spring classes?

Hi [NAME], just wanted to check in again. Did you need help registering for spring classes?



Nope.

Great! Let us know if you think of any questions.



Actually, what is the deadline to register for classes?

Virtual Advisor:

automated reply for FAQs

The deadline to register for spring classes is January 10.

Automated Nudge:

sent to unresponsive students

Automated Response:

to unregistered students

 Event Triggered Messaging

 Virtual Advisor

Modern Campus Message

The screenshot displays the Modern Campus Message interface. At the top, there is a navigation bar with the 'modern campus message' logo and menu items: Messages, Contacts, Programs, Analytics, Implementation Alumni, and a settings icon. Below the navigation bar, the interface is divided into three main sections: a left sidebar, a central message list, and a right-hand message detail pane.

Left Sidebar:

- SEARCH:** A search bar with the placeholder text 'Search messages' and a magnifying glass icon. Below it is a link for 'advanced search'.
- FOLDERS:** A list of folders: 'All (52)', 'Action Needed (18)', 'No Action Needed (34)', and 'Sent'.
- FLAG TYPE:** Radio buttons for 'All' (selected), 'Flagged Only', and 'Unflagged Only'.
- PROGRAMS:** A section with 'ALL | NONE' and two checked items: 'Alumni Relations' and 'Annual Giving'.

Central Message List:

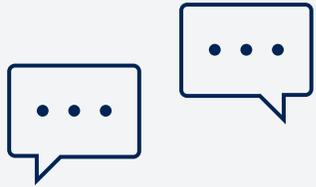
The list shows messages sorted by 'Newest'. Each message entry includes a checkbox, the sender's name, their affiliation, and the date. The first message is highlighted in blue.

Sender	Program	Date
Felix Saunders	ALUMNI RELATIONS (2008)	9/16/20
Lawrence Dixon	ALUMNI RELATIONS (2011)	9/16/20
Kellie Douglas	ALUMNI RELATIONS (2008)	9/16/20
Carrie Watts	ALUMNI RELATIONS (2010)	9/16/20
Shawn Gibbs	ALUMNI RELATIONS (2008)	9/16/20

Right-hand Message Detail Pane:

This pane shows a conversation with Felix Saunders (FS) from Alumni Relations (2008). The messages are as follows:

- Message 1 (FS):** "No problem at all. Hope you can attend a game this season. Go Silkie!" (9/16/20, 07:35 PM)
- Message 2 (AD):** "Hey Felix, can we count on you to make a donation today on Giving Tuesday?" (11/18/20, 03:15 PM)
- Message 3 (JB):** "Hi Felix, Are you interested in attending an upcoming Alumni Social? There will be ice cream! 🍦" (8/02/23, 06:15 PM)
- Message 4 (KS):** "Hi Alumni." (8/31/23, 04:00 PM)



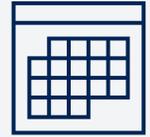
Send and respond to texts (1-1 and whole group!)



Send emojis, links, and images.



Use data to narrow down your contacts and send to the right people.



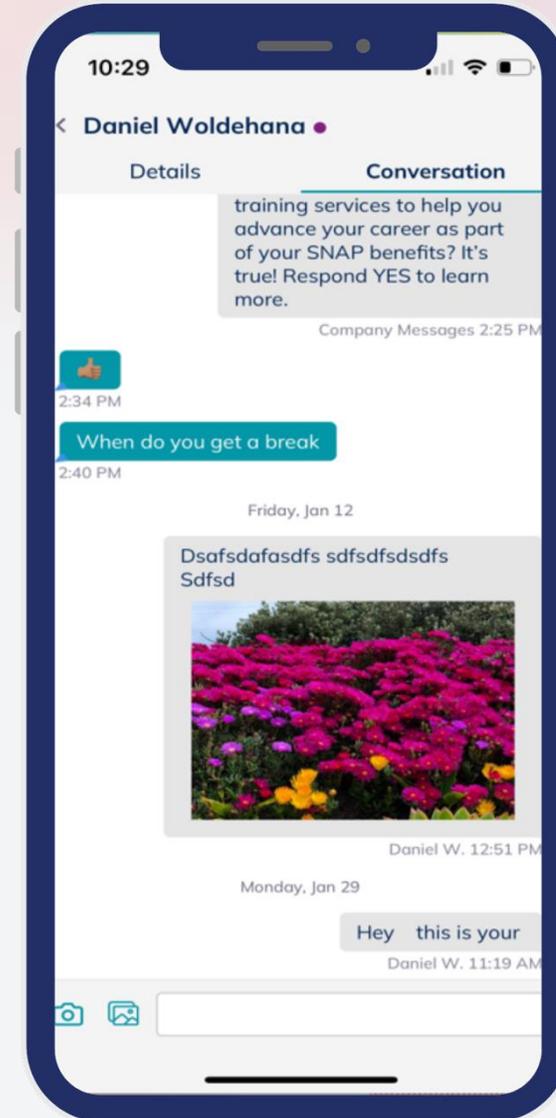
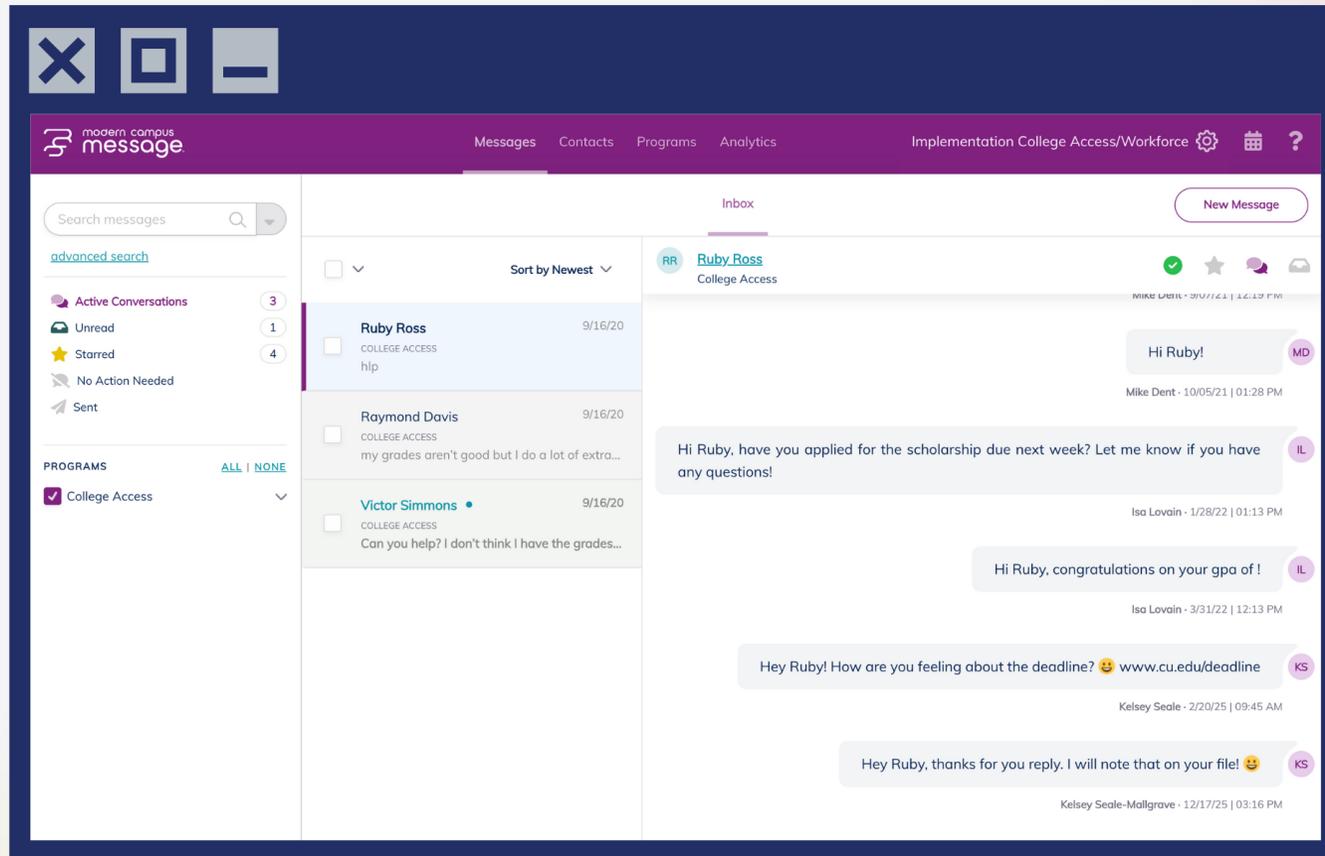
Schedule messages to send in the future.

Mobile App

Search "Modern Campus Message"

Web App

Either <https://app.signalvine.com/> or your custom url



Your Role in Message

Account Admin

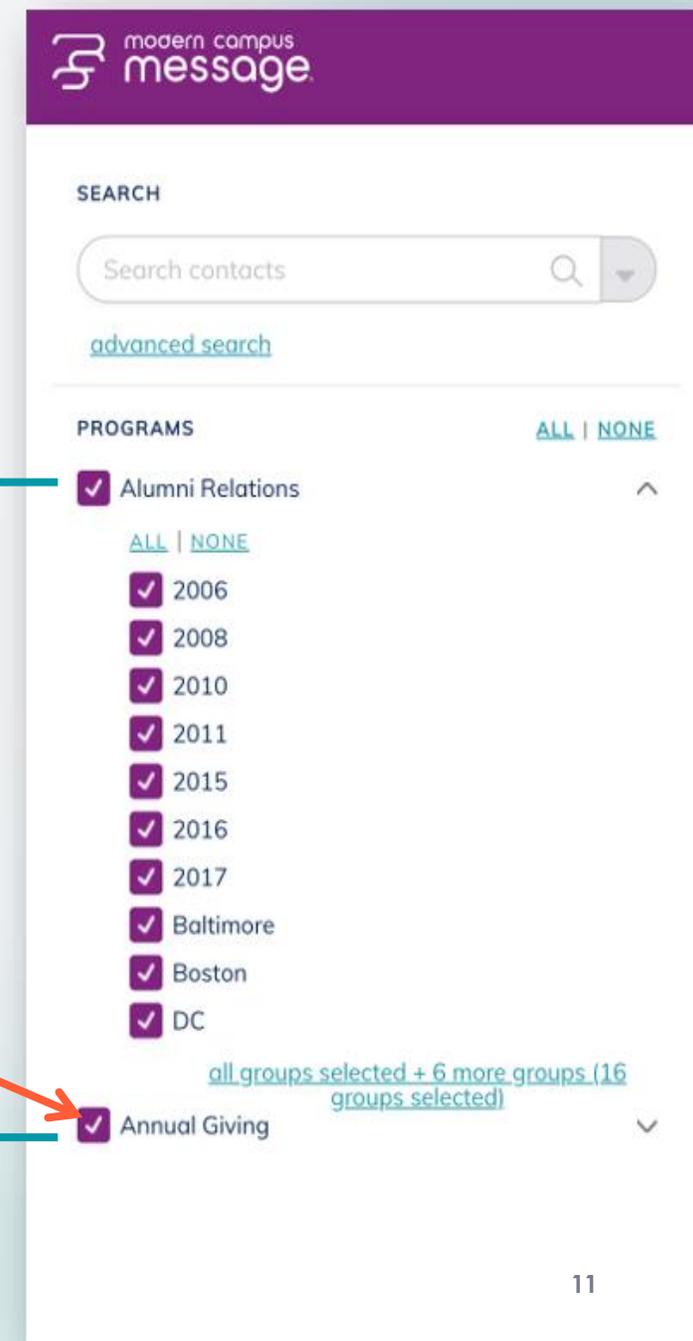
- All student access
- Invite users
- Update settings
- Import data

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 YOUR caseload



Platform Tour

Quick look at messages, contacts, programs, and analytics

Platform Tour

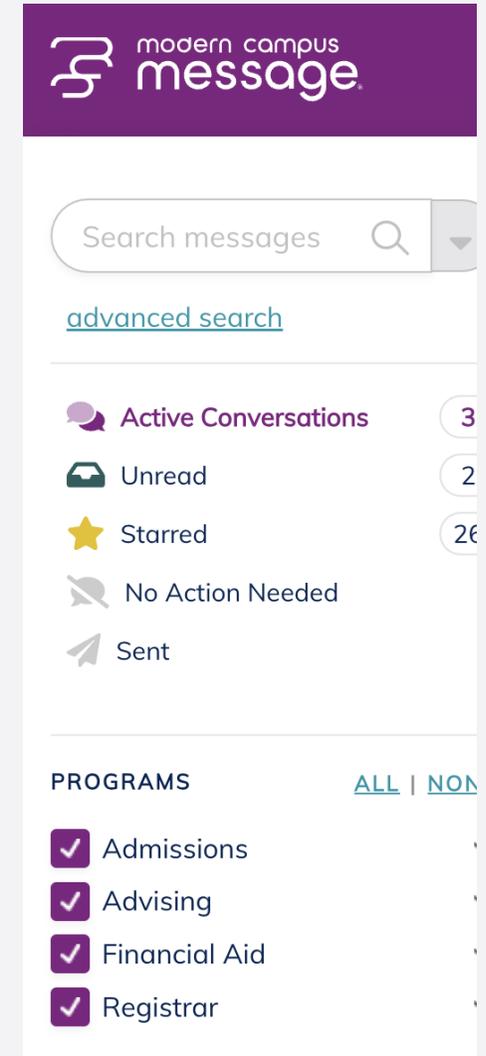
The screenshot displays the Modern Campus Message interface. At the top, there is a navigation bar with the 'modern campus message' logo on the left and menu items for 'Messages', 'Contacts', 'Programs', and 'Analytics' in the center. On the right side of the navigation bar are icons for 'Implementation Alumni', a settings gear, a calendar, and a help question mark.

The main interface is divided into three sections:

- Left Sidebar:** Contains a 'SEARCH' section with a search bar and a link to 'advanced search'. Below this is a 'FOLDERS' section with options like 'All (52)', 'Action Needed (18)', 'No Action Needed (34)', and 'Sent'. The 'FLAG TYPE' section has radio buttons for 'All' (selected), 'Flagged Only', and 'Unflagged Only'. The 'PROGRAMS' section has checkboxes for 'Alumni Relations' and 'Annual Giving', with 'ALL | NONE' toggle options.
- Message List:** A central list of messages, sorted by 'Newest'. Each entry includes a checkbox, the sender's name, their affiliation and year, and a snippet of the message text. The first message is from Felix Saunders (Alumni Relations, 2008) with the text 'No'. Other messages are from Lawrence Dixon (2011), Kellie Douglas (2008), Carrie Watts (2010), and Shawn Gibbs (2008).
- Message Detail View:** On the right, a detailed view of the message from Felix Saunders is shown. It includes the sender's name and affiliation, a 'New Message' button, and a conversation thread. The messages in the thread are:
 - From Felix Saunders: "No problem at all. Hope you can attend a game this season. Go Silkies!" (9/16/20, 07:35 PM)
 - From Alia Degen: "Hey Felix, can we count on you to make a donation today on Giving Tuesday?" (11/18/20, 03:15 PM)
 - From Jacob Bebar: "Hi Felix, Are you interested in attending an upcoming Alumni Social? There will be ice cream! 🍦" (8/02/23, 06:15 PM)
 - From Kelsey Seale: "Hi Alumni." (8/31/23, 04:00 PM)

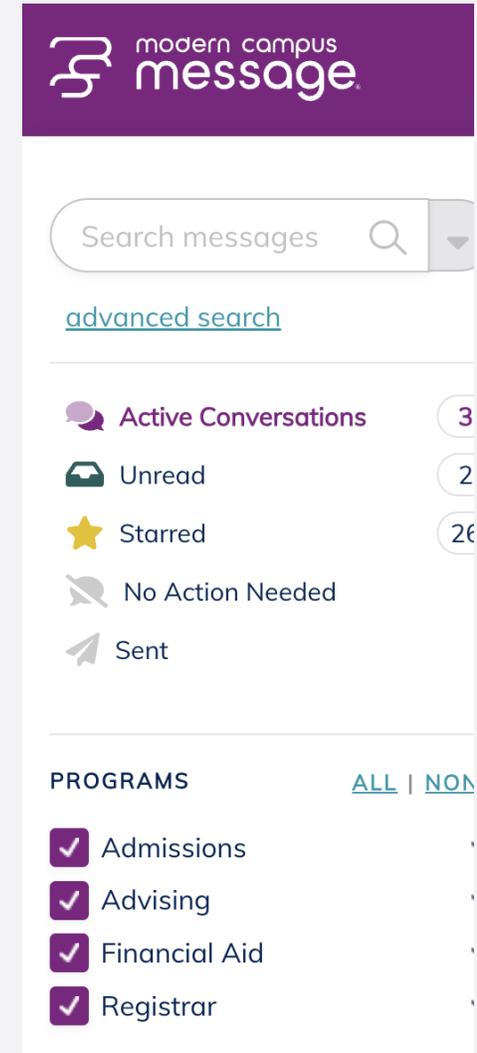
Message Type Filters

- **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

The screenshot displays the Modern Campus messaging interface. At the top right, there is a 'New Message' button. Below it, the 'Inbox' and 'Exports' tabs are visible. The main area is divided into two columns: an inbox list on the left and a message thread on the right.

Inbox List (Left):

- At the top left, there is a checkmark icon, a dropdown arrow, and the text '1 selected'. To the right is a purple 'Actions' button with an upward arrow.
- The first message is from 'Celia Gardner' (REGISTRAR) with the subject 'Yes, ...'. It is selected, indicated by a purple checkmark in a box.
- The second message is from 'Amo...' (REGISTRAR) with the subject 'nah...'. It is not selected, indicated by an empty box.
- The third message is from 'Keor...' (REGISTRAR) with the subject 'when...'. It is not selected, indicated by an empty box.

Message Thread (Right):

- The header shows a profile card for 'Celia Gardner', Registrar, with a green checkmark, a yellow star, a speech bubble icon, and a trash icon.
- The first message is from 'Celia Gardner' (REGISTRAR) dated '2/03/21 | 04:34 PM'. The text reads: '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?'.
- The second message is from 'Registrar' dated '2/10/21 | 11:24 AM'. The text is empty.
- The third message is from 'Cutler Reynolds' (REGISTRAR) dated '2/10/21 | 03:28 PM'. The text reads: 'Hi Celia, I just wanted to check in and see how your semester is going so far!'.

Actions Menu (Overlaid):

- The menu is dark blue and contains the following options: 'Mark as read', 'Mark as unread', 'Mark as "No Action Needed"', 'Mark as "Active"', 'Starred', and 'Not Starred'.

Contacts Tab

modern campus message
Messages **Contacts** Programs Analytics
Implementation College Access/Workforce

SEARCH

[advanced search](#)

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

College Access

More Actions
New Message

Contacts (101)

Actions
<
>

<input type="checkbox"/>	ACTIVE	LAST NAME ▲	FIRST NAME	LAST OUTBOUND	LAST INBOUND
<input type="checkbox"/>	●	Adams	Adam	Apr 18, 2022, 3:20:53 PM	never
<input type="checkbox"/>	●	Alexander	Arthur	Nov 9, 2023, 3:37:28 PM	never
<input type="checkbox"/>	●	Allen-Smith	Jeffrey	Nov 28, 2025, 3:42:11 PM	never
<input type="checkbox"/>	●	Anderson	Bonnie	Nov 9, 2023, 3:37:25 PM	Sep 16, 2020, 12:32:37 PM
<input type="checkbox"/>	●	Bailey	Mildred	Nov 28, 2025, 3:42:16 PM	Sep 16, 2020, 12:32:38 PM
<input type="checkbox"/>	●	Baker	Judith	Nov 28, 2025, 3:42:09 PM	Sep 16, 2020, 12:32:38 PM
<input type="checkbox"/>	●	Barnes	Rebecca	Feb 20, 2025, 9:45:18 AM	never
<input type="checkbox"/>	●	Bell	Martin	Feb 20, 2025, 9:45:17 AM	never
<input type="checkbox"/>	●	Bennett	Paul	Nov 20, 2025, 9:28:13 AM	Sep 16, 2020, 12:32:38 PM
<input type="checkbox"/>	●	Brooks	Kelly	Nov 28, 2025, 3:42:13 PM	never

One-to-one Messaging

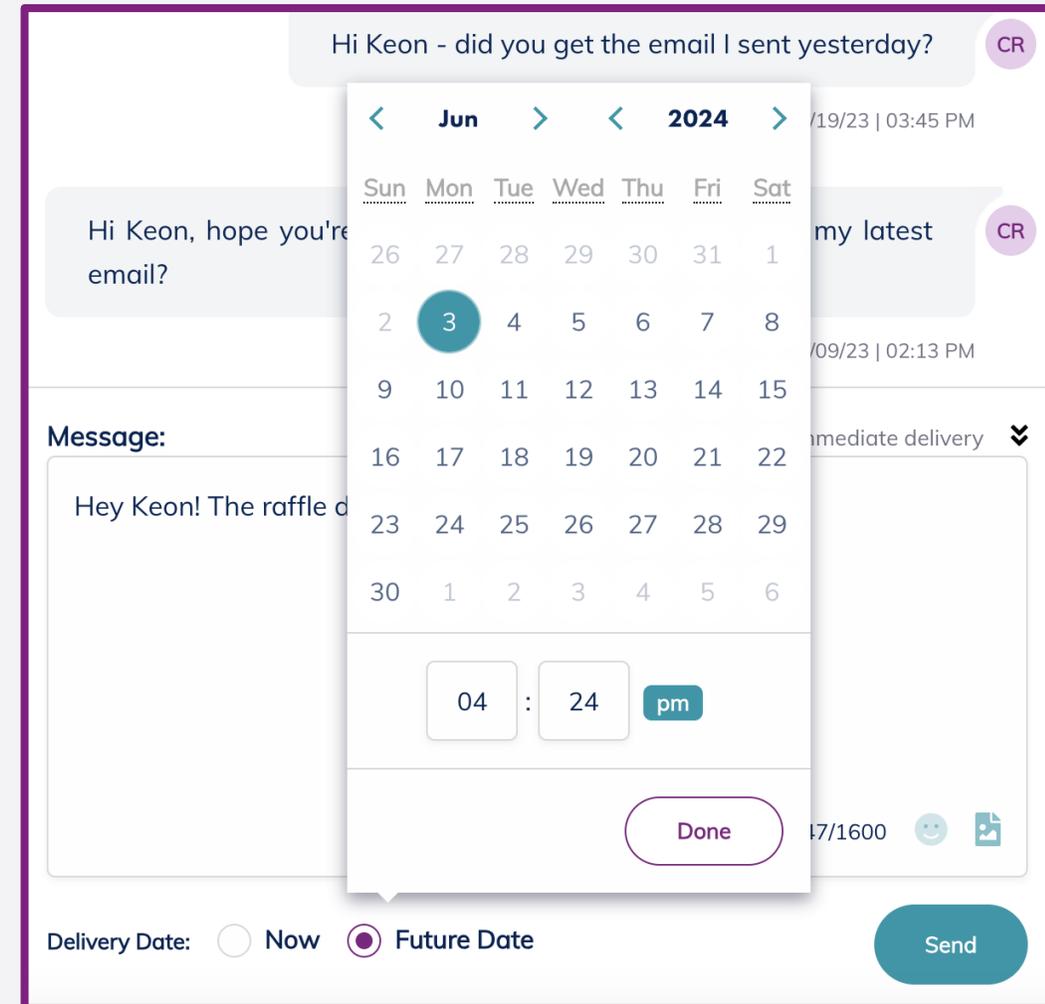
Texting One-on-one

The screenshot shows the 'modern campus message' interface. The 'Messages' tab is highlighted with an orange circle. On the left, there is a sidebar with 'SEARCH' (Search message, advanced search), 'FOLDERS' (All (111), Action Needed (12), No Action Needed (99), Sent), 'FLAG TYPE' (All, Flagged Only, Unflagged Only), and 'PROGRAMS' (Admissions Program, Advising, Financial Aid, Registrar). The main area shows an 'Inbox' with a list of messages. The selected message is from 'Keon Davenport' (REGISTRAR) dated 2/10/21, with the subject 'when does registration open?'. The message content reads: 'Hi Keon, hope you're having a great week! Did you see my latest email?'. Below the message is a 'Send' button and a character count '0/1600'.

The screenshot shows the 'modern campus message' interface with the 'Contacts' tab highlighted by an orange circle. The contact details for 'Nora Acosta-Martin' (phone number (555) 123-1155) are displayed. The 'Status' section shows 'Opted In' and 'Phone Valid'. The 'Details' section includes 'Customer ID: 79' and 'Signalvine ID: 8489c2b3-1948-11eb-92c4-0a5a4769d11d'. Below this are form fields for 'First Name' (Nora) and 'Last Name' (Acosta-Martin), and 'Phone Number' (+1(555) 123-11) and 'Timezone' (US/Eastern). A 'Message History' section on the right shows a list of messages from Rachel Brown. The selected message is: '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'. At the bottom, there is a 'Send' button and a character count '0/1600'.

Schedule One-on-one Messages

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



Quick Group Bulk Messaging

*always sent as individual texts to each contact!

Quick Bulk

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



New Message ×

Send from:
Admissions Program ▼

Send to:
Admissions Program ×
Remove this program to specify a contact name or group...

Message: Scheduled for immediate delivery

Enter your message...

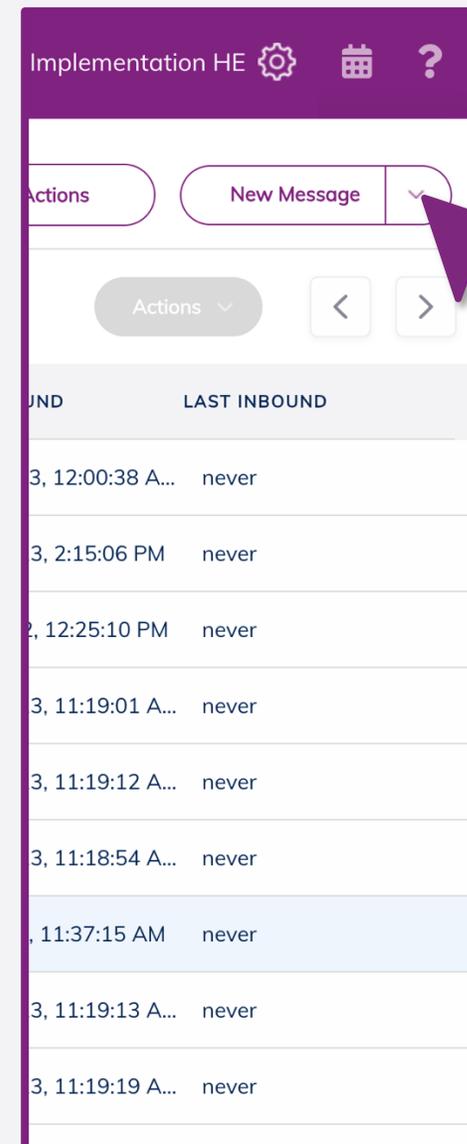
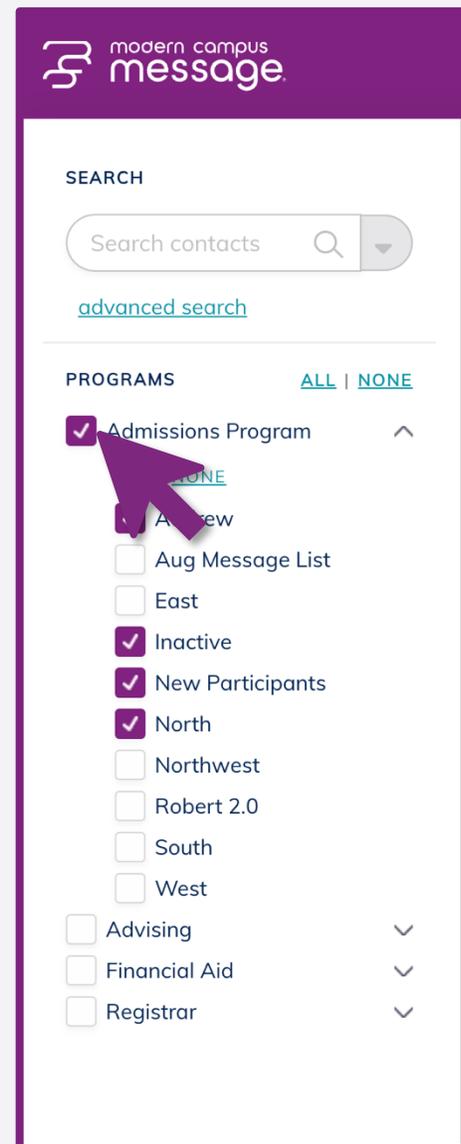
0/1600 😊 📎 📧

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

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!



Demo quick groups

- Show starting from scratch
- Show using “Send to current results”

Advanced Search

Use your data to create custom groups

Advanced Search

- Hyper-segment your contacts using data
- And/or search functions
- Get the right message to the right person

Match if rules are met

Accounting major [\(rename rule\)](#) [\(delete rule\)](#)

If of the following conditions are met

<input type="text" value="active"/>	<input type="text" value="equals"/>	<input type="text" value="True"/>	<input type="button" value="X"/>
+ add another condition			

Admit term fall or summer 2024 [\(rename rule\)](#) [\(delete rule\)](#)

If of the following conditions are met

<input type="text" value="admit_term"/>	<input type="text" value="equals"/>	<input type="text" value="fall 2024"/>	<input type="button" value="X"/>
<input type="text" value="admit_term"/>	<input type="text" value="equals"/>	<input type="text" value="summer 2024"/>	<input type="button" value="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



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



State Resident



equals



True



+ 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



State Resident



equals



False



+ add another condition

+ add another rule

Cancel

Search

Save Frequently Used Searches

1. Run Advanced Search

Advanced Search ×

Match if **All** rules are met

Rule #1 (rename rule) (delete rule)

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

Application Submitted equals True

App Completed equals False

+ add another condition

+ add another rule

2. Dropdown Arrow → Save This Search

SEARCH

Search contacts 🔍 ⌵

Contacts (6)

ACTIVE LAST NAME ▲

- Demsky
- Dorting
- Griffin
- Griffin
- Jeffers

[Save This Search](#)

My Saved Searches

- [Alumni YES/NO](#)
- [App Not Completed](#)
- [Business+Biology](#)
- [Financial Aid, 3.5 Be...](#)
- [In state, 3.0 Scholars...](#)

1-5 of 6 < >

3. Dropdown Arrow → Select Your Saved Search

SEARCH

Search contacts 🔍 ⌵

Contacts (6)

ACTIVE LAST NAME ▲

- Demsky
- Dorting
- Griffin
- Griffin
- Jeffers

[Save This Search](#)

My Saved Searches

- [App Submitted,...](#) (active)
- [Business+Biology](#)
- [Financial Aid, 3.5 Below](#)
- [In state, 3.0 Scholarship](#)
- [Regjstration Hold](#)

Platform Demo

- Prior_donor = True

"Because of donors like you, our high school outreach event was possible! Thank you for your generosity, [First Name]. We're grateful for your continued support!"

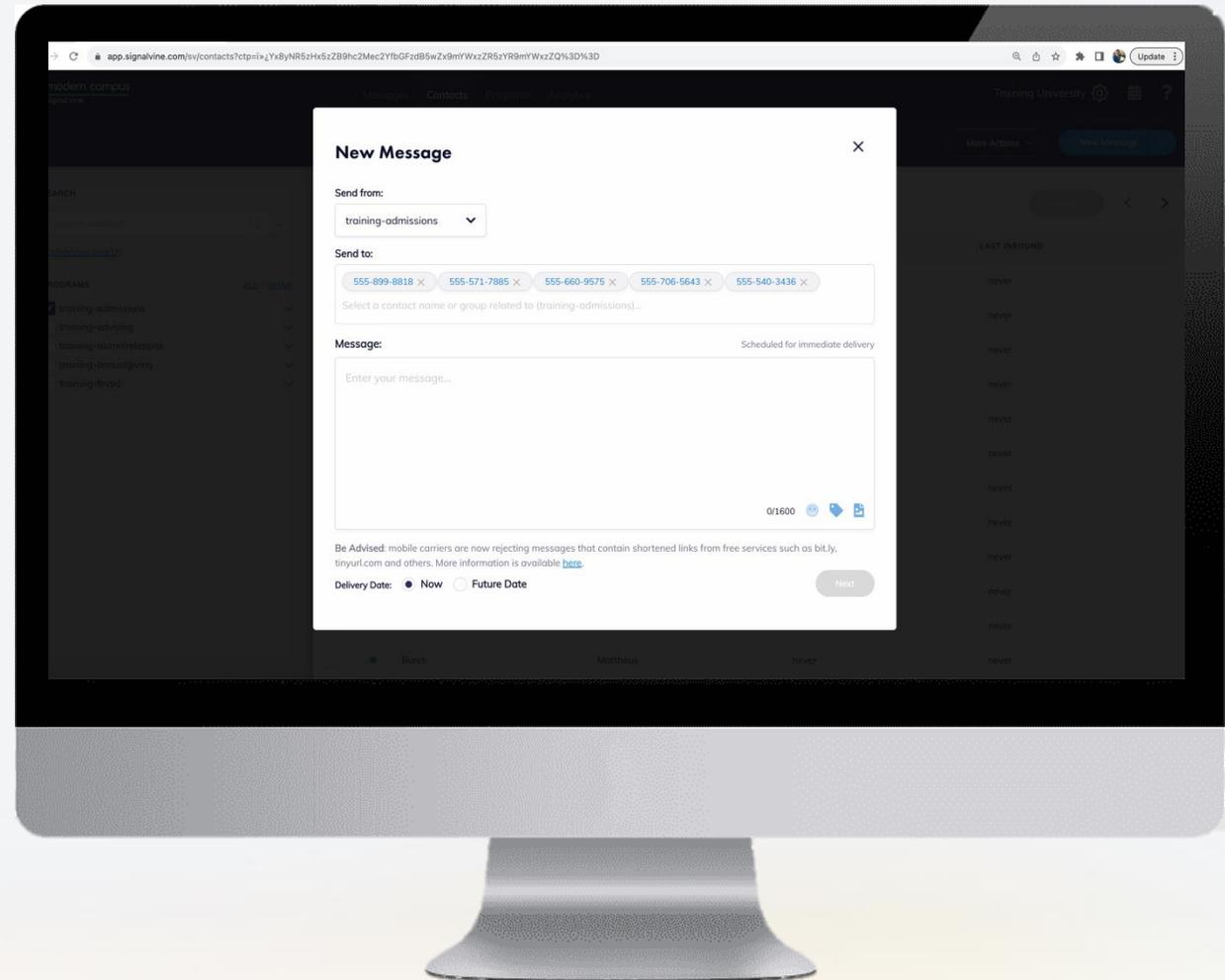
- Prior_donor = False
- Prior_donor = blank
- "Hi [First Name], did you know that even a small gift can make a big impact for bringing scholarships to students in need? Join your fellow alumni in making a difference today: www.cu.edu/donate

Bulk Copy + Paste

Create a new message from an outside list of numbers

Copy and Paste a List

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



Comma Separated List

NOT Comma Separated ❌

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

Comma Separated ✅

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

NOT Comma Separated ❌

Germain	Duplock	555-899-8818
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Comma Separated



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

Copy and Paste!

The screenshot shows a Microsoft Word document with a table containing contact information. The table has three columns: Name, Last Name, and Phone Number. The data is as follows:

Lila	Roberts	15555951234,
Kathryn	Caldwell	15555559235,
Gretchen	Carlson	1555551250,
Sandy	Stevens	1555551251,
Pauline	Crawford	1555551299,
Maria	Vaughn	1555551246,

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

The screenshot shows a mobile messaging app interface with a 'New Message' form. The form includes the following fields and options:

- Send from:** A dropdown menu currently set to 'Alumni Relations'.
- Send to:** A text input field with the placeholder 'Enter the program, group or contact name...'.
- Message:** A large text area with the placeholder 'Enter your message...'. It shows '0/1600' characters and icons for emojis and attachments.
- Delivery Date:** Radio buttons for 'Now' (selected) and 'Future Date'.
- Next:** A button to proceed with sending the message.

Below the form, a list of messages is partially visible, including one from 'Julia Larson' and another from 'Doug Cohen'.

When to use Bulk Copy + Paste

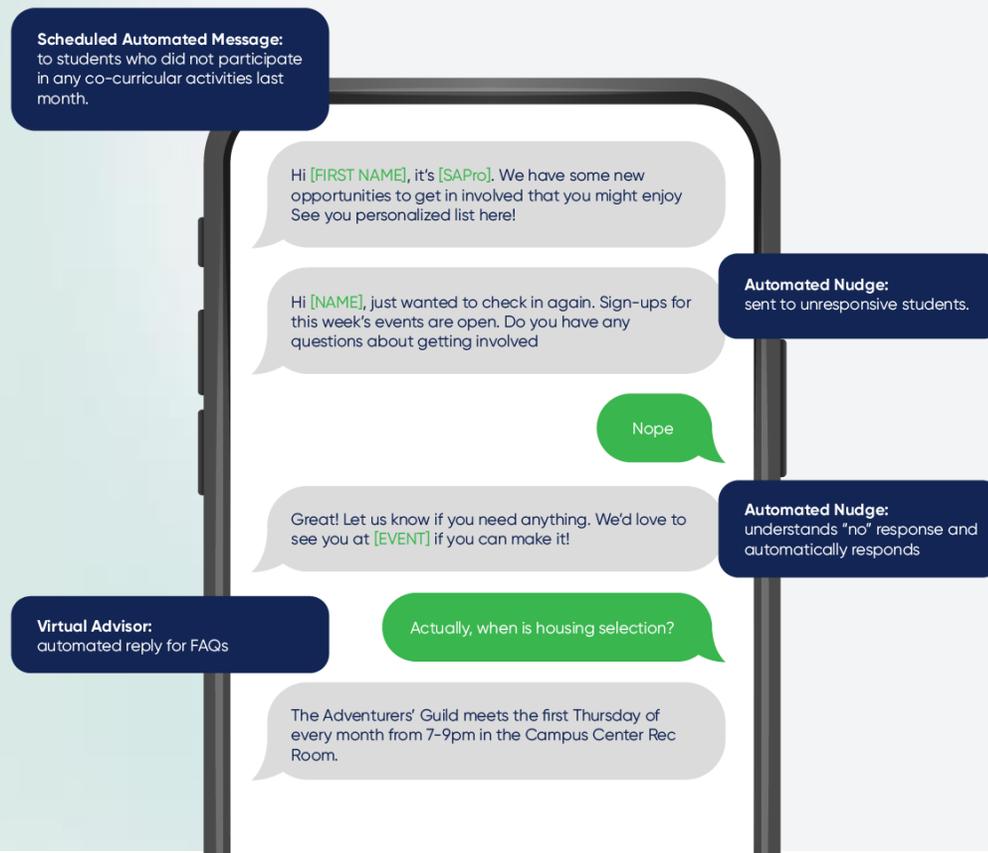
- You have a list of phone numbers or ID numbers
- You don't need to save the group or other data
- Examples
 - Follow up after an event
 - Pulled a report of student leaders

Program Messages

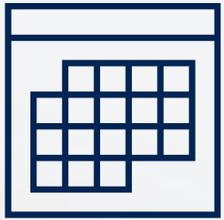
Use automation and programming to send complex messages.

Program Messages

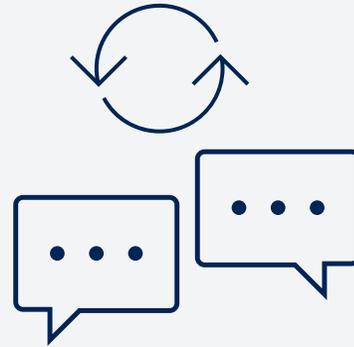
- Schedule and send targeted texts
- Use data you have in Message
- Automate messages based on triggers
- Save time! → "Set it and forget it!"



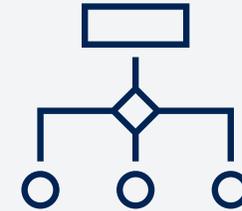
Timed Message Campaigns



Event-Triggered Messages



Automated Keyword Response Campaigns



Application Campaign

Sends
whenever data
changes over
from FALSE to
TRUE

Application Campaign Example				
0 - App Campaign Fall 2026	Now @ 10:00am	<u>App_completed</u> = 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	<u>hs_grade</u> = 12 AND <u>app_completed</u> = 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	<u>hs_grade</u> = 12 AND <u>app_completed</u> = FALSE AND <u>free_reduced_lunch</u> = TRUE	Hi [first_name] ! I think that you are eligible for an application fee waiver!	
3 - App Campaign Fall 2026	Feb 8	<u>hs_grade</u> = 12	Before applying, <u>gather</u> : transcript, test scores (if required), & recommendation. You're set to succeed!	



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!

First Week Check-In (Keyword Responses)

Goal: Get a first week pulse check and give students resources based on their needs!

Hey [first_name]! First week of the semester is in the books, let's do a quick check-in. Respond 1, 2, or 3.

- 1 – I had a great week, I'm all set!
- 2 – I need help with my class schedule.
- 3 – I'm feeling so lost.

1

Amazing! We think it's going to be a great semester, don't hesitate to text back if you need support.

2

You can still add and drop until January 21st. Learn more here: www.message.edu/adddrop. Text back if you need help!

3

The start of the semester can be a lot! You can make an appointment with your advisor at www.message.edu/advisor. Need help sooner? Text back and let us know what's going on!

Class Check-In w/ Automated Replies

<p>First week check in</p>	<p>2025-08-28 @ 9:10am</p>	<p>Clear call to action.</p> <p>Indent and provide triggered responses!</p>	<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. Reply "2" if you attended all classes but want to change a course or section. Reply "3" if you have missed a class and want to adjust your enrollment. Reply "4" if you are unsure about your enrollment; have not attended any class; or you are considering withdrawing from Message U.</p> <p>Response to 1: Thank you for the update. Hope you have a great semester! Text back if anything changes.</p> <p>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 <u>today, and</u> Zoom on Friday. Let's get these changes done now: www.advising.com</p>	
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Setting Up Your Program Message

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

INTRO	created_at + 15 Min		Hi [first_name], this is the Advising Team from MU Student Support. No, we're not <u>spam</u> ; we're your success team! We'll occasionally send you helpful tips, reminders, and resources to support your MU journey. Save this <u>number</u> so you know it's us. If you don't want to receive texts from us, reply <u>STOP</u> at any time. Otherwise, Go Big Purple!	
0 - App Campaign Fall 2026	Now @ 10:00am	<u>App_completed</u> = 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	<u>hs_grade</u> = 12 AND <u>app_completed</u> = 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	<u>hs_grade</u> = 12 AND <u>app_completed</u> = FALSE AND <u>free_reduced_lunch</u> = TRUE	Hi [first_name]! I think that you are eligible for an application fee waiver!	

Poll #2

What type of messages do you plan on sending?

How are you feeling so far about Message?

Programs Tab

Manage your contacts and message calendar

Message Calendar

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

The screenshot displays the 'Message Calendar' interface within the Modern Campus Message system. The top navigation bar includes 'Messages', 'Contacts', 'Programs', and 'Analytics'. The left sidebar shows 'PROGRAMS' with 'Alumni Relations' selected and 'Annual Giving' unselected. The main content area features a calendar for February 2024. The calendar grid shows the following dates: SUN, MON, TUE, WED, THU. The 1st of February is highlighted in blue, indicating a scheduled message. The 4th, 5th, 6th, 7th, 8th, 11th, 12th, 13th, 14th, and 15th are also visible in the grid.

Add a Single Contact

- Required fields

- Name
- Phone Number
- Group(s)

- Include a Customer ID!

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

- Customer ID:** A text input field.
- First Name*:** A text input field with the placeholder 'Name'.
- Last Name*:** A text input field with the placeholder 'Unknown'.
- Phone Number*:** A text input field with the placeholder '+1'.
- Timezone:** A dropdown menu currently set to 'US/Eastern'.
- Groups*:** A section with a 'New Participants X' button and a text input field for selecting groups.

A purple mouse cursor is pointing at the 'Add Single Contact' link in the top navigation bar.

Program Settings

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

The screenshot displays the 'modern campus message' interface. The top navigation bar includes 'Messages', 'Contacts', 'Programs', 'Analytics', 'Implementation Alumni', and a settings icon. The 'Programs' section on the left lists 'Alumni Relations' (selected) and 'Annual Giving'. The main content area is titled 'Settings for Alumni Relations' and contains the following fields and options:

- Message Calendar**: Settings, Add Single Contact, Export Contacts, Manage Fields, Import Contacts
- Autoresponder**: Phone Numbers
- Program ID**: 42431cdd-8dcc-40c3-ad5f-769d0e46a3a5
- Internal name**: Alumni-Relations-CS20
- Display name ***: Alumni Relations
- Program settings**:
 - Timezone for program reports: UTC
 - Allow this program to accept MMS messages from contacts
 - Automatically mark conversations read when they are moved to No Action Needed
 - Show first group list entry when viewing conversations
- Counselor settings**:
 - 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
 - Allow counselors to send images

Buttons for 'Cancel' and 'Save' are located at the bottom right of the settings panel.

Manually Uploading Contacts

The screenshot shows the Modern Campus Message interface. At the top, there is a purple navigation bar with the 'modern campus message' logo on the left and 'Messages', 'Contacts', 'Programs', and 'Analytics' in the center. On the right side of the navigation bar are 'Implementation Alumni', a gear icon, a calendar icon, and a question mark icon. Below the navigation bar, the 'PROGRAMS' section on the left has 'Alumni Relations' selected with a checkmark and 'Annual Giving' unselected. The main content area has a sub-navigation bar with 'Message Calendar', 'Settings', 'Add Single Contact', 'Export Contacts', 'Manage Fields', and 'Import Contacts'. The 'Import Contacts' option is highlighted with a purple underline. Below this, there are 'Autoresponder' and 'Phone Numbers' options. A light blue callout box contains the text 'Did you know? You can get a list of contacts without SMS-enabled numbers with a Export Tool.' and a 'Go to Exports' button. The main heading is 'Import Contacts to Alumni Relations'. A teal 'Import Contacts' button is highlighted with a purple mouse cursor. At the bottom, a light blue box contains the text '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

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

Import Contacts to Alumni Relations

What file do you want to import?
Please select a CSV file to import (15MB max)

Importing from Contacts Upload - Alumni Relations.csv

[Replace file](#)

How do you want to handle the contacts in your file?
You can ignore new contacts or existing contacts by unchecking the options below. At least one option must be checked.

- Import new contact
- Update existing contacts

Which fields would you like to update? [select all](#) | [unselect all](#)

- customer_id
- first_name
- last_name
- group_list

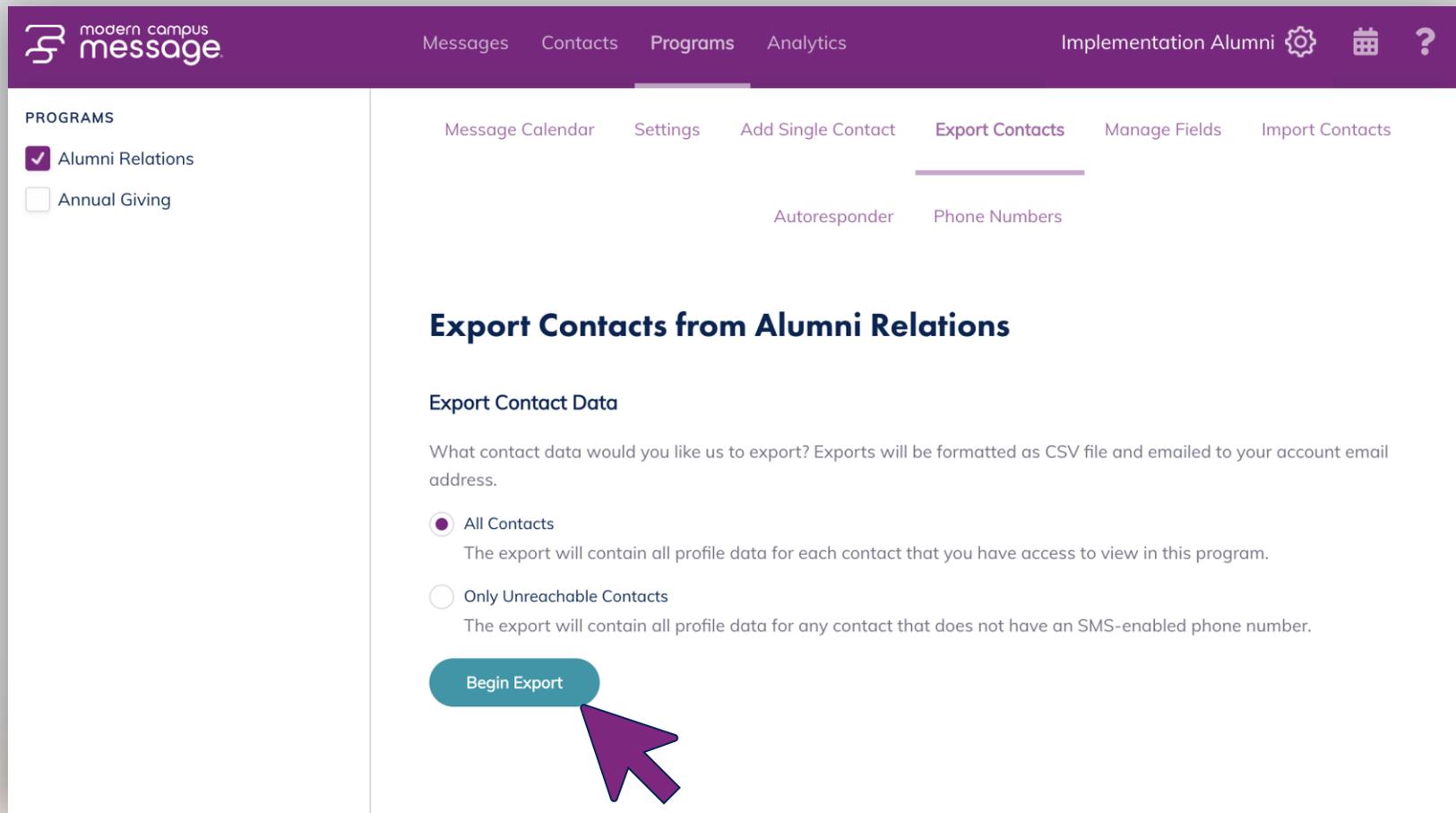
How do you want to handle errors?
How would you like to us to proceed if we encounter an error with a contact record?

- Skip the contact and continue the import
- Abort the file if it contains no errors

[Cancel](#) [Start Import](#)

Export Contacts

- 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 a help icon. The 'Programs' section on the left has 'Alumni Relations' checked and 'Annual Giving' unchecked. The main content area is titled 'Export Contacts' and includes sub-links for 'Message Calendar', 'Settings', 'Add Single Contact', 'Export Contacts', 'Manage Fields', and 'Import Contacts'. Below these are 'Autoreponder' and 'Phone Numbers'. The main heading is 'Export Contacts from Alumni Relations'. Under 'Export Contact Data', there is a question: '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 button options are shown: 'All Contacts' (selected) and 'Only Unreachable Contacts'. A teal 'Begin Export' button is at the bottom, with a purple mouse cursor 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

Autoreponder Phone Numbers

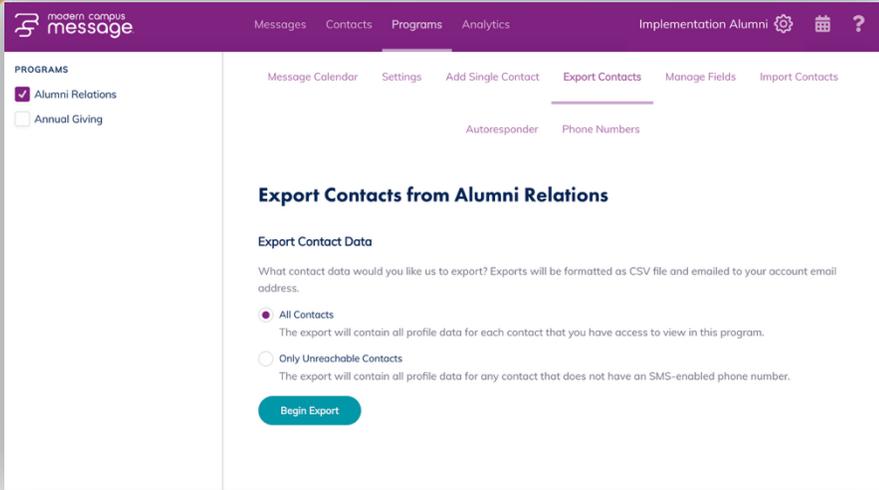
Export Contacts from Alumni Relations

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



[Modern Campus Message] Your requested export is ready!



○ Signal Vine <support@signalvine.com>

Today at 10:27 AM

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  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

Autoreponder 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	first_name	last_name	group_list	phone	timezone	current_city	prior_donor	major
2	Lila	Roberts	2015;Boston	15555551234	US/Eastern	Boston	TRUE	Communications
3	Kathryn	Caldwell	2017;NYC	15555551235	US/Eastern	Boston	TRUE	Anthropology
4	Gretchen	Carlson	2016;Philadelphia	15555551250	US/Eastern	Boston	FALSE	International Business
5	Sandy	Stevens	2006;Baltimore	15555551251	US/Eastern	Boston	FALSE	History
6	Pauline	Crawford	2016;Philadelphia	15555551299	US/Eastern	Philadelphia	FALSE	International Business
7	Maria	Vaughn	2017;NYC	15555551249	US/Eastern	Boston	FALSE	Anthropology
8	Willie	Boyd	2015;Boston	15555551269	US/Eastern	Boston	FALSE	Communications
9	Winifred	Lloyd	2016;Philadelphia	15555551285	US/Eastern	Philadelphia	FALSE	International Business
10	Yolanda	Curry	2006;Baltimore	15555551328	US/Eastern	Baltimore	FALSE	History
11	Darin	Abbott	2006;Baltimore;test;Group A 23	15555551244	US/Eastern	Boston	FALSE	Business
12	Tony	Rogers	2006;Baltimore	15555551272	US/Eastern	Baltimore	FALSE	History
13	Vincent	Lee	2015;Boston	15555551248	US/Eastern	Boston	FALSE	Communications
14	Sylvia	Ford	2006;Baltimore	15555551265	US/Eastern	Baltimore	TRUE	History
15	Israel	Perez	2006;Baltimore	15555551314	US/Eastern	Baltimore	FALSE	History

[Modern Campus Message] Your requested export is ready!

Signal Vine <support@signalvine.com> Today at 10:00 AM

To: kseale+2@moderncampus.com

To protect your privacy, some external images in this message have been hidden. [Download external images](#) [Go to full image](#)

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 15:27 UTC.

The Modern Campus Message Team
svsupport@moderncampus.com

Other Program Tabs

The screenshot shows the Modern Campus Message Center interface. The top navigation bar includes 'Messages', 'Contacts', 'Programs', and 'Analytics'. On the right, there are links for 'Implementation Alumni', a settings gear, a calendar icon, and a help icon. The left sidebar is titled 'PROGRAMS' and has two options: 'Alumni Relations' (checked) and 'Annual Giving' (unchecked). The main content area has a sub-navigation bar with 'Message Calendar', 'Settings', 'Add Single Contact', 'Export Contacts', 'Manage Fields' (active), 'Import Contacts', and 'Autoreponder'. Below this, there is a section for 'Phone Numbers' and a heading 'Manage Fields for Alumni Relations' with an 'Add Custom Field' button. A table lists the fields for 'Alumni Relations'.

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	●	●	✎

Personal Settings

Inbox preferences and notification settings

Locate Your Personal Settings

The screenshot displays the Modern Campus Message web application interface. The top navigation bar is purple and contains the following elements from left to right: the Modern Campus Message logo, navigation tabs for 'Messages', 'Contacts', 'Programs', and 'Analytics', and a user profile section for 'Implementation HE' with a gear icon, a calendar icon, and a help icon. A mouse cursor is pointing at the gear icon.

A dropdown menu is open over the gear icon, listing the following options: 'Kelsey Seale' (with email 'kseale+1@moderncampus.com'), 'ACCOUNTS' (with 'Implementation HE' listed below it), 'Settings', 'Terms of Service', 'Privacy Policy', and 'Logout'. A second mouse cursor is pointing at the 'Settings' option.

The main content area shows an email inbox with the following entries:

Checkmark	Name	Date
<input type="checkbox"/>	Glenn Stephens REGISTRAR blah blah	10/15/21
<input type="checkbox"/>	Rudy Bishop REGISTRAR I'm at work right now.	2/10/21
<input type="checkbox"/>	Kelly Hopkins	2/10/21

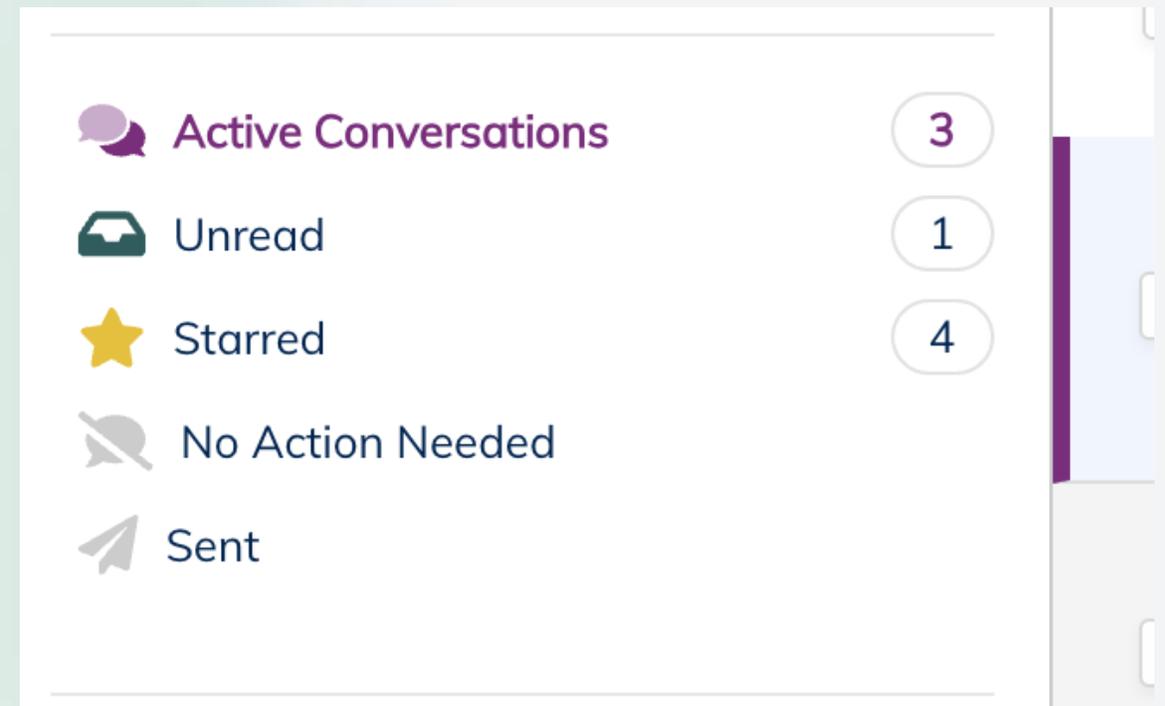
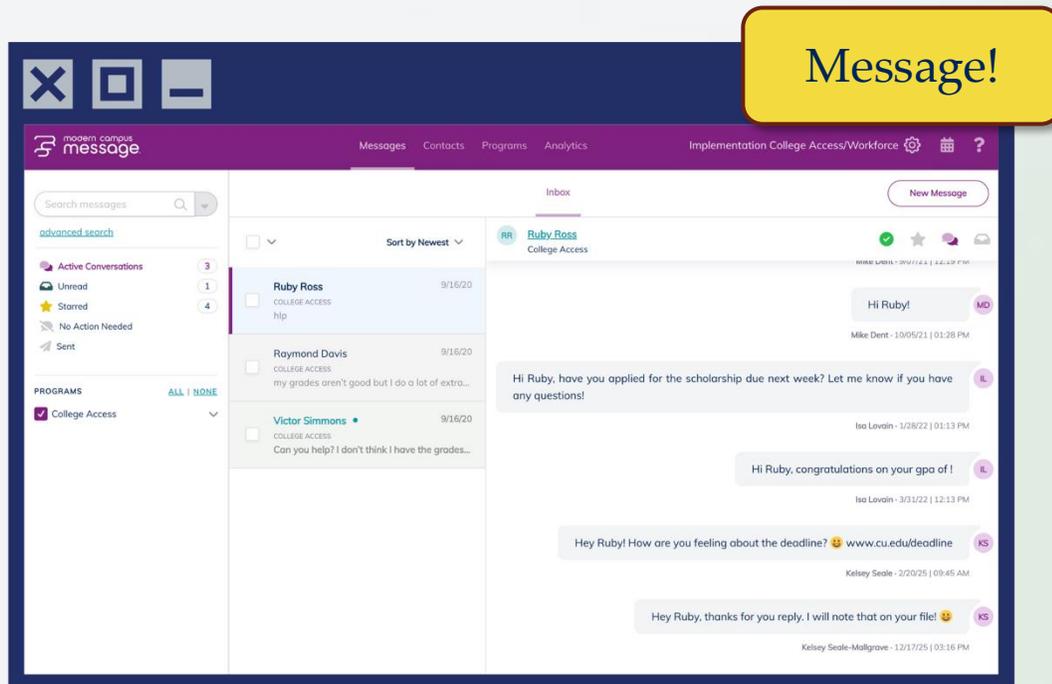
On the left side of the interface, there is a search bar with the text 'Search mes', a search icon, and a dropdown arrow. Below the search bar is a link for 'advanced search'. Underneath is a 'FOLDERS' section with the following items:

- All (111)
- Action Needed (10)
- No Action Needed (101)
- Sent

At the bottom left, there is a 'FLAG TYPE' section.

Personal Settings Highlight

- Enable Desktop Notifications
 - Increase message response rate
 - Stay on top of messages while working in other windows.
- Automatically mark conversations as "No Action Needed" when I respond.
 - Keeps inbox clear
 - Simplifies work flow



Notification Options

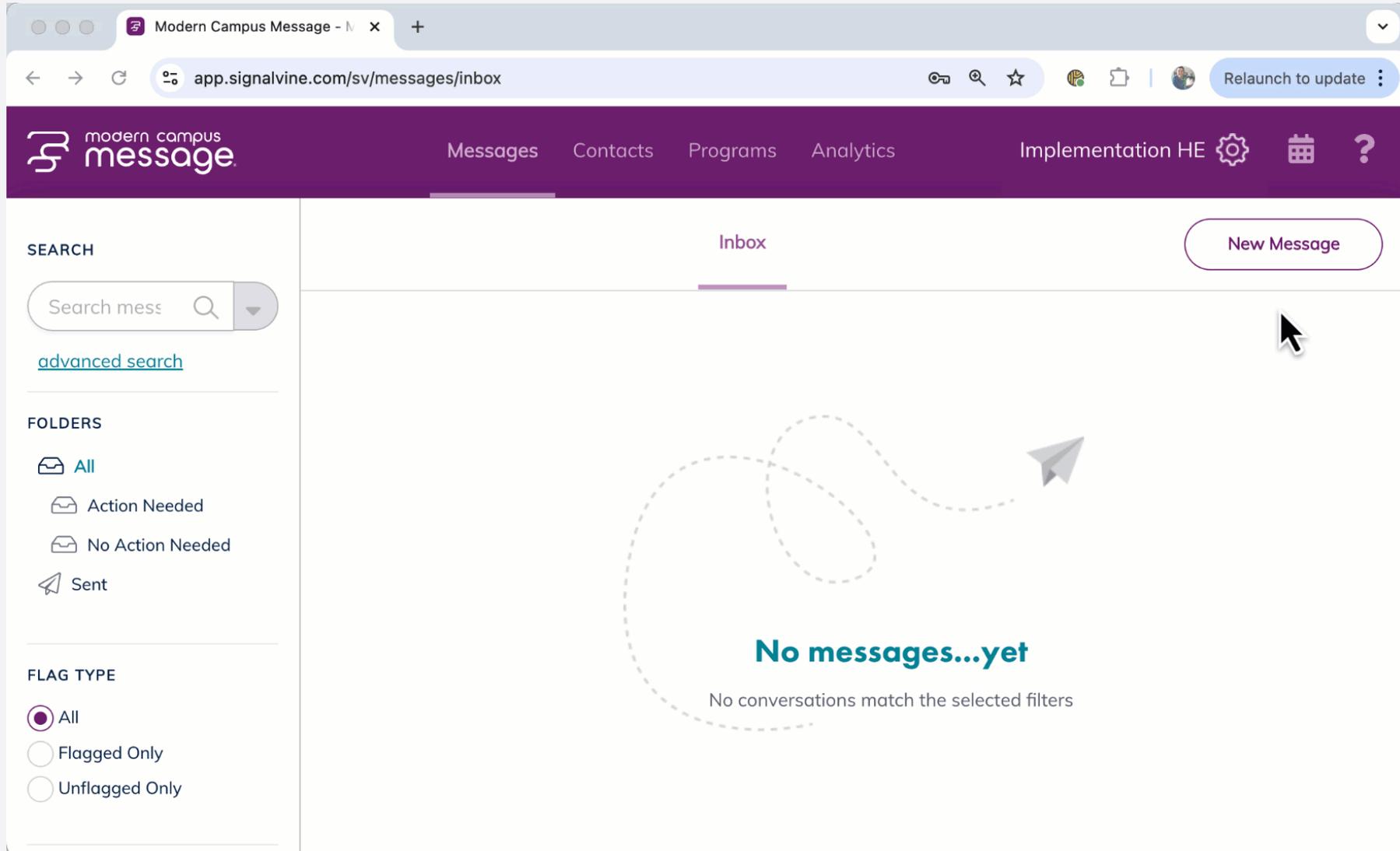
1. Desktop

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**

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

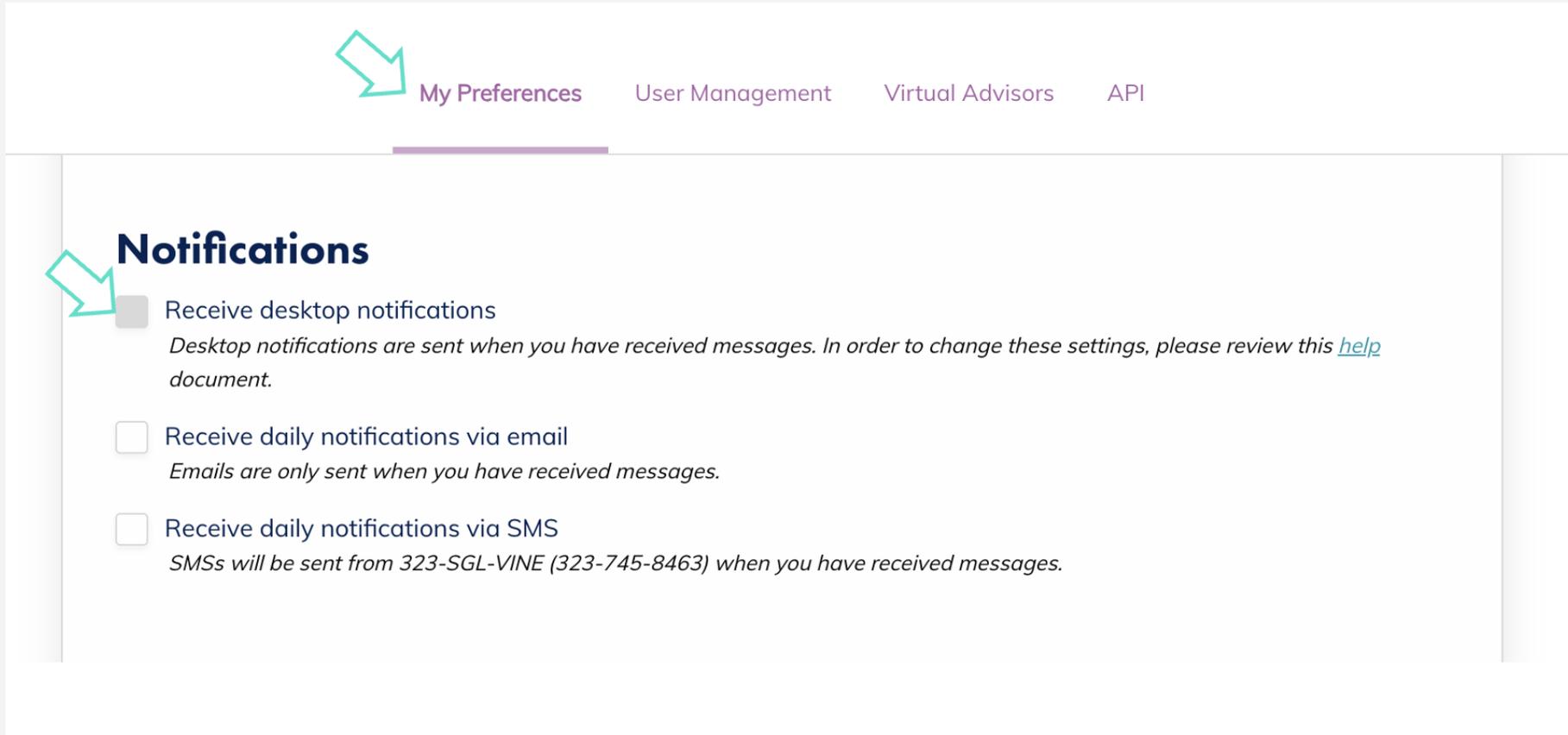
Enable Desktop Notifications



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

The screenshot displays the Modern Campus Message web application interface. At the top, there is a purple navigation bar with the 'modern campus message' logo on the left and navigation links for 'Messages', 'Contacts', 'Programs', and 'Analytics' in the center. On the right side of the navigation bar, there are icons for a calendar and a help/question mark. Below the navigation bar, the main content area is divided into a left sidebar and a central inbox area. The left sidebar contains a 'SEARCH' section with a search input field and a link to 'advanced search', and a 'FOLDERS' section listing 'All (52)', 'Action Needed (18)', and 'No Action Needed (34)'. The central inbox area shows a list of messages, with the first one from 'Felix Saunders' dated 9/16/20. A dropdown menu is open over the 'Implementation Alumni' account, showing options for 'Settings', 'Terms of Service', 'Privacy Policy', and 'Logout'. A green arrow points to the gear icon in the top right corner, and another green arrow points to the 'Settings' option in the dropdown menu.

2. Under the **My Preferences** tab scroll to **Notifications**.
3. Check the box next to **Receive desktop notifications**.



The screenshot shows a user interface with a navigation bar at the top containing the following tabs: **My Preferences**, User Management, Virtual Advisors, and API. A green arrow points to the **My Preferences** tab. Below the navigation bar, the **Notifications** section is visible, with a green arrow pointing to the **Receive desktop notifications** option. This option is currently checked. Below it are two unchecked options: **Receive daily notifications via email** and **Receive daily notifications via SMS**. Each option includes a brief description of how notifications are sent.

My Preferences User Management Virtual Advisors API

Notifications

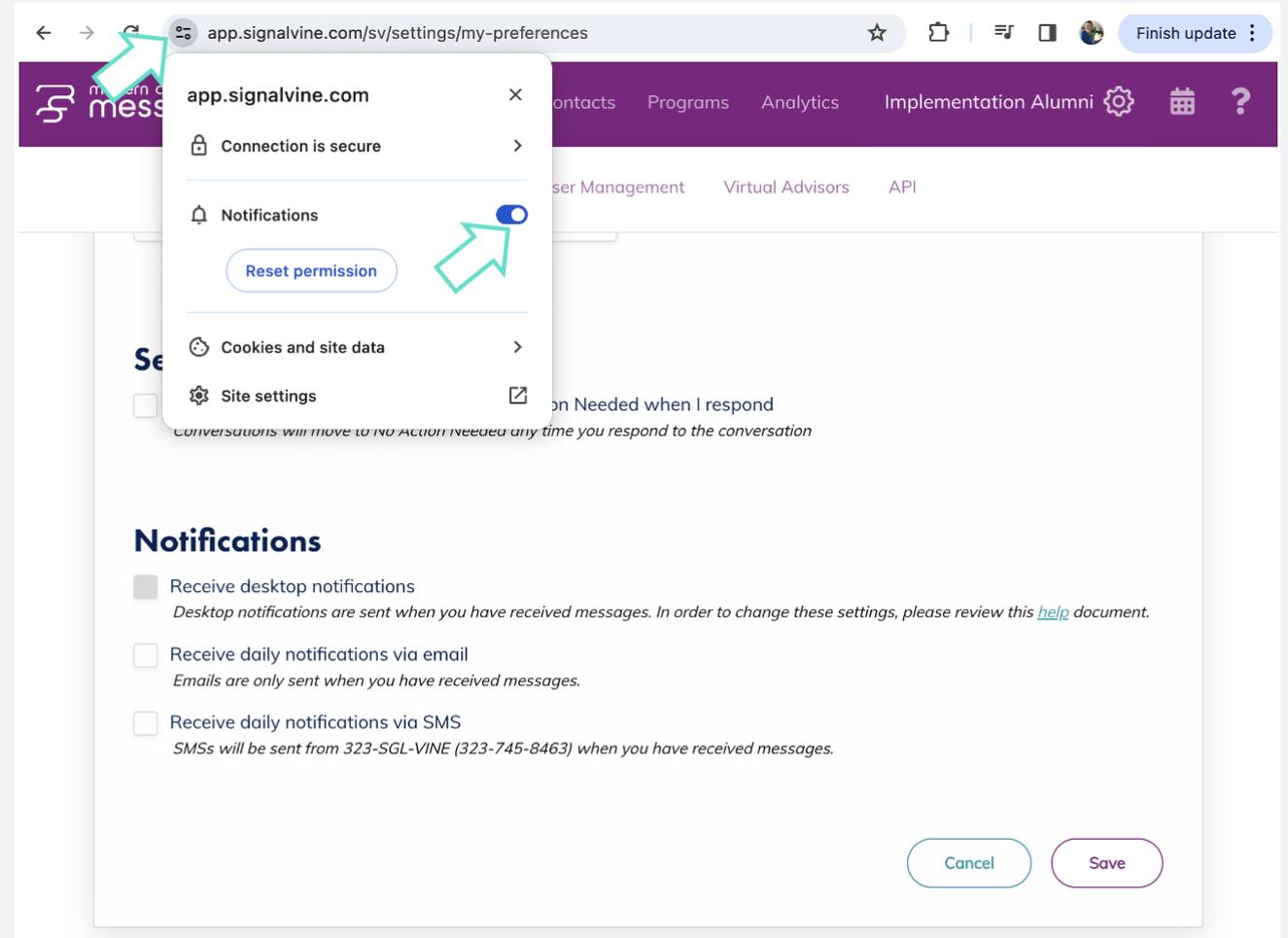
Receive desktop notifications
Desktop notifications are sent when you have received messages. In order to change these settings, please review this [help document](#).

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.

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.

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



Message Demo

- Go to settings
- Demo turning on automatic no action needed
- Demo turning on and off desktop notifications

Adding & Updating Users

Locate User Management

The screenshot displays the Modern Campus Message web application interface. The top navigation bar includes links for Messages, Contacts, Programs, Analytics, and Implementation HE. A settings gear icon is highlighted with a pink mouse cursor. A dropdown menu is open, showing the user's name 'Kelsey Seale' and email 'kseale+1@moderncampus.com'. Below this, the 'ACCOUNTS' section is visible, with 'Implementation HE' selected. Other menu items include 'Settings', 'Terms of Service', 'Privacy Policy', and 'Logout'. A second pink mouse cursor points to the 'Settings' option. The main content area shows an email inbox with messages from Glenn Stephens and Rudy Bishop. The left sidebar contains search and folder navigation options.

modern campus
message

Messages Contacts Programs Analytics Implementation HE

SEARCH

Search mes

[advanced search](#)

FOLDERS

- All (111)
- Action Needed (10)
- No Action Needed (101)
- Sent

FLAG TYPE

Inbox Exports

Sort by Newest

Glenn Stephens 10/15/21
REGISTRAR
blah blah

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

Kelly Hopkins • 2/10/21

Kelsey Seale
kseale+1@moderncampus.com

ACCOUNTS

- Implementation HE
- Settings
- Terms of Service
- Privacy Policy
- Logout

View Message

Invite a new user

modern campus message

Messages Contacts Programs Analytics Implementation HE

My Preferences **User Management** Virtual Advisors API

Manage Users

Invite New User

Active Users (10) Pending Invitations (1)

Search: Filter by first name, last name or email

FIRST NAME	LAST NAME	EMAIL	ROLES	ACTIONS
Isa	Counselor	ilovain+counselor@moderncamp...	Counselor: 2022 (Financial Aid) Counselor: 2021 (Financial Aid) Counselor: 2023 (Financial Aid) Counselor: Michael (Advising)	
Kelsey	Counselor	kseale+4@moderncampus.com	Counselor: 2006 (Admissions)	
Marcie	Huff	marciers@gmail.com	AccountAdmin	

Manage Users

Invite New User

- Account Admin
- Program Admin
- Counselors

Active Users (10) Pending Invitations (1)

Search:

Filter by first name, last name or email

FIRST NAME	LAST NAME	EMAIL	ROLES	ACTIONS
Isa	Counselor	ilovain+counselor@moderncamp...	Counselor: 2022 (Financial Aid) Counselor: 2021 (Financial Aid) Counselor: 2023 (Financial Aid) Counselor: Michael (Advising)	 
Kelsey	Counselor	kseale+4@moderncampus.com	Counselor: 2006 (Admissions)	 
Marcie	Huff	marciers@gmail.com	AccountAdmin	 

Single OR Bulk Invitation

Invite New User - Program Admin ✕

Configure a **Program Admin** role associated with specific program(s).

Invite a single user
 Invite multiple users (bulk)

Email

Select Program(s):

Programs

- Admissions
- Advising

Discard Cancel Invite

Invite in Bulk

Invite New Users - Program Admin ×

Use a file to invite multiple Program Admin users to different programs in the account.

Invite a single user
 Invite multiple users (bulk)

Upload a CSV file

The CSV must contain the fields:

- **email** (the user to invite)
- **programid** a semi-colon delimited list of program IDs that the administrator will administer. ?

Please select a CSV file to import (15MB)

Select File

Cancel Review

	A	B	C
1	programid	emails	group_list
2	b1facb78-1828-468a-a	kseale+20@moderncam	2006
3	b1facb78-1828-468a-a	kseale+20@moderncam	2007
4			
5			

Knowledge Base + Support

Knowledge Base



Submit a Help Ticket!

SUBMIT A REQUEST

SIGN IN

How can we help?

Q Search



FEATURED ARTICLES



PRODUCT IDEAS



COMMUNITY FORUMS

Resource Center

What will you put into
practice after this webinar?

Answer in the poll!

Q&A

Please put your questions into
the Zoom Q&A feature!

Thank You

See you next month!