

Lake Land College's Texting Guidelines:

Before sending a message, it is imperative to identify WHO will receive the message, WHY you are sending this message, and WHICH PLATFORM you should use to do so.

NAVIGATE

Navigate is to be used when communicating with CURRENTLY REGISTERED/ENROLLED students.

If you are wanting to communicate a campus-wide message, please contact the communication coordinator, Peighton Hinote.

For questions and/or training regarding individual messages in Navigate, please contact Navigate Lead Jennifer Melton.

MONGOOSE CADENCE

Cadence is to be used when communicating with PROSPECTIVE STUDENTS. These students could potentially have an application on file but have not registered or followed up in any capacity.

The PROSPECTIVE STUDENTS group also include students that have filled out contact cards at any event (IMPORTANT FOR THEM TO OPT-IN.)

For assistance coordinating messages through Cadence and/or training on this platform, please contact the communication coordinator, Peighton Hinote.

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Lake Land College's Texting Template:

There are a few differences in how you would communicate in each platform. These are outlined below:

Greeting - In Cadence, you can follow your greeting with "<FIRST NAME>" The system will automatically insert the individual student's first name in this space.

Introduction - Introduce yourself by name and title so the student is immediately aware of who you are and how you are connected to Lake Land.

Message - Text messages are a casual form of communication. Provide as much pertinent information as possible while being concise. Emojis can be used but should be within the context of the message and easily understood. In Cadence, avoid sending links in your initial message, as some carriers will block the entire message from being received. Instead, send the link in a follow-up message. If you want to send a link but are unsure of how, contact the communication coordinator to set up an automation.

Closing - Keep it positive! End with "Thank you" or "Have a great day!" Consider relating your closing to current events (i.e., acknowledging finals are soon by wishing them "good luck" or noting break is coming up by wishing them "Happy Holidays!")

NOTE: You will see a message following your initial text advising the prospective student that they can opt-out at any time. This message is to comply with TCPA Guidelines and sends automatically via Cadence automations.

WHEN TO SEND:

The underlying goals of all text campaigns should be to encourage student engagement, improve student retention, advise on student success, and enhance the overall student experience.

SAMPLE

Hi, Jake! It's Michael Beavers, Technology Instructor at Lake Land College. We have opened a new welding course for next semester, WEL048 WELDING BASICS. Register in your HUB or call 123-456-7890 with any questions. Thanks, and good luck on finals!

Lake Land College's Texting Guidelines:

When crafting a text message of any kind, it is important to follow the steps listed below.

1. Introduce Yourself

Students will not recognize the number texting them, so it is important we identify who we are and what our role is at Lake Land.

Ex. "Hi, <First Name>! This is Mariah with Adult Ed at Lake Land College. I see you marked interest in..."

2. Write Your Message Based on Response Requirements

Sometimes you need a response from a student, while other times you simply need to convey important information in a timely manner. Whether you are wanting a response or not will change how you craft your message.

If you want a response - End your text with a relevant question so it's clear that you are wanting a reply.

If you do NOT want a response - Make sure the text contains ALL the necessary information.

3. Give Students an Action Step

Provide students with a CLEAR call to action so they are not having to make any guesses on what it is you are wanting them to do.

Ex. "Hi, <First Name>! It's Financial Aid at Lake Land College with a reminder to submit your FAFSA application for FA27 before Friday, November 20. Thanks!"

4. Be Positive and Natural (But Still Professional)

Texting is a common medium and therefore seen as more casual. Keep the conversation positive (or at least neutral) and use natural language while still establishing authority. If the message is more serious or at all negative, consider an in-person meeting, phone call, or letter. When crafting your message, be concise but still use your own language. If the student assumes they are speaking with a robot, they are less likely to engage. Emojis can be a great tool but should be used sparingly and appropriately. Links are often flagged by providers and never reach the intended recipient -- consider setting an automation where the follow-up includes the link, no matter their response. Not sure? Call or email Peighton!