

15 Texting Templates for Student Success

Make every message count™ with current students with texts that have proven success at 750+ institutions.



● Start

New Students & Check-Ins

Housing & Parking

Reminders

Events

Why should you use SMS templates?

Crafting a message on-the-spot is time-consuming and less efficient. SMS templates allow you to plan and write your text messages ahead of time.

Texting templates also:

- > Promote using proven best practices
- > Ensure clear, engaging communication
- > Increase efficiency while communicating with students

What will you get out of this guide?

The ability to achieve a better response from your SMS texting.

These templates will help with:

- > Welcoming new students
- > Academic check-ins
- > Closer advisor-student relationships
- > Important registration, housing, and event notifications
- > Improving student retention

Considerations when using SMS templates

Flexible character limits

Some platforms restrict you to 160 characters, which can make it very difficult to communicate effectively. We provided templates that have proven to be highly effective. Some happen to be over 160 characters, so feel free to modify to fit your platform's requirements.

Use of emojis and MMS

When appropriate, you can add personality to your messages with emojis and multimedia messages.

Long codes vs. short codes

While your current platform might utilize short codes, experience shows that people are more apt to respond to and engage with an actual phone number (long code). Save short codes for emergency texts.

Merge fields

The variable fields provided in these templates are for example only. Be sure to update them accordingly for your use.

If you're already using Cadence but you're not sure how to use these templates, feel free to reach out to your Client Success Lead or our support team at: support@mongooseresearch.com.

Let's get started.

Not a current Cadence user? Explore the benefits and features of using Cadence for texting at:
> Mongoooseresearch.com/Cadence

Loved By:



New Students & Check-Ins

Gauging First Week

> Friday of First Week

Hi <FIRST NAME> this is <STAFF FIRST NAME> from the Office of Student Retention. How was your first week? Could you let us know with an emoji or GIF?

Faculty Evaluations

> End of Term

Hi <FIRST NAME> it's <STAFF FIRST NAME> from (Academic Advising/Academic Affairs). We want to make sure you have a great experience in the classroom at (School Name). Have you received any links or information to complete faculty evaluations? Do you have any questions or concerns?

Advising Appointment

> Advising/Registration Period

Hi <FIRST NAME> it's (Advisor Name) from (Major/Academic Advising). It's time to start preparing for the next semester. When can we meet to register you for classes?

Mid-Term Check-In

> Midterms

Hi <FIRST NAME> it's (Advisor Name) from (Major/Academic Advising). Wanted to wish you good luck on your midterms. Is there anything I can help with? You can reply "STOP" at any time to stop receiving these messages.

Housing & Parking

Housing Forms

> 2-4 Weeks Prior to Deadline

Hi <FIRST NAME> it's <STAFF FIRST NAME> from (Residence Life/Housing). We had you listed as living on campus for next semester, but we're missing some updates. Can you give me a call or text me back so we can review what we still need?

Housing Deposit

> 1-2 Weeks Prior to Deadline

Hi <FIRST NAME> it's <STAFF FIRST NAME> from (Residence Life/Housing). We need your housing deposit to secure your housing for (Semester/Term). Can you give me a call so we can process that information?

Parking Forms

> 2-4 Weeks Prior to Deadline

Hi <FIRST NAME> it's <STAFF FIRST NAME> from (Business Office/Bursar). We had you listed as living off-campus and in need of parking for next semester, but we're missing some updates. Can you give me a call or text me back so we can review what we still need? Reply "STOP" to this message if you'd no longer like to receive our texts.

* Fields located within (parenthesis) indicate location for customization.

Reminders

Financial Hold

> 1 Week Prior to Registration

Hi <FIRST NAME> it's <STAFF FIRST NAME> from **(Bursar's Office/ Academic Advising/Retention)**. Registration is coming up and you have a financial hold. We want to make sure you can secure classes for next semester. Can I help with any arrangements?

Grade Announcements

> End of Term

Hi <FIRST NAME> it's <STAFF FIRST NAME> from **(Academic Advising/Academic Affairs)**. Your grades are available. Have you received any links or information to access them? Do you have any questions or concerns? Please let me know.

Missing Requirements

> End of Term

Hi <FIRST NAME>! This is <STAFF FIRST NAME>, your academic advisor. I noticed that you did not **(Schedule Correct Course/Complete Degree Requirement)**. Do you need help with this? I'm here to help and want to make sure you graduate on time. Please let me know.

Registration Reminder

> 48 Hours Prior to Registration

Hi <FIRST NAME> it's <STAFF FIRST NAME> from **(Bursar's Office/ Academic Advising/Retention)**. Registration is coming up on **(Day/Date/Time)**. Did you have any questions? Do you have your registration link and information? **If you'd like to no longer receive these message, reply "STOP."**

We recommend following [compliance best practices](#) and reestablishing consent with students that may not have received texts from your office before.

Missing Registration

> End of Term

Hi <FIRST NAME>, it's <STAFF FIRST NAME>, your academic advisor at **(School Name)**. We want to make sure you stay on track to graduate on time. How can we help you complete your registration for **(Season) Term**?

* Fields located within **(parenthesis)** indicate location for customization.



Cadence and our wonderful texting team helped hundreds of students resolve their holds. In fact, when we started over 40% of our students had a Spring registration hold. By the time registration started, less than 20% had a hold.

Ellen Burkhart

*Director of First year Experience and Family Connections
University of Colorado, Colorado Springs*

Events

Life Skills/Workshop/Fair

> 2-4 Weeks Before Event

Hi <FIRST NAME> it's <STAFF FIRST NAME> from (Advising/Retention/Career Center/Alumni/Student Life). We have a (Workshop/Event) on (Day/Date/Time) at (Location). We'd love to host you and help you with (Topic). Would you like to confirm your attendance?

Networking/Mentoring

> 2-4 Weeks Before Event

Hi <FIRST NAME> it's <STAFF FIRST NAME> from (Advising/Retention/Career Center/Alumni). We have a (Networking/Mentoring Event) on (Day/Date/Time). There's so much to learn from (School Name) alums, and we'd love to host and connect you. Would you like to confirm your attendance?

Event Evaluation

> Within 48 Hours Post-Event

Hi <FIRST NAME> it's <STAFF FIRST NAME> from (Advising/Retention/Career Center/Alumni/Student Life). Thank you so much for attending (Workshop/Event)! We want to make sure our (Workshops/Events) are valuable. Using an emoji or GIF, could you tell us what your experience was like?

* Fields located within (parenthesis) indicate location for customization.



From text to chat, make every message count™. Mongoose believes that having the right communications between the right people at the right time helps students, alumni and staff reach their goals and aspirations. Colleges and universities enjoy as much as a 200% inquiry increase, a 98% student retention rate, and doubled donations with Cadence, the industry's first and only solution built by higher ed professionals for higher ed leaders. Cadence engagement solutions empower 750+ institutions to advance and inspire students' success by increasing enrollment, engagement, retention, and alumni gifts.

The **Cadence** platform exists to create successful outcomes for students and staff alike.

> **Learn more:** MongooseResearch.com/Cadence

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