15

Examples of Group Accounts for Teams Using Cadence

mongoose

Overview of Group Accounts

Group accounts are department-specific, shared accounts that multiple Cadence users can access. They are intended for a team-based approach to texting.

> Each group account can both send *and* receive messages

> Multiple users can have access to the same group account

> They allow you to reach larger numbers of contacts more efficiently than individual accounts

What you will get out of this guide?

You'll have a better understanding of why creating a group account might make sense for your team as well as:

> See potential use cases for departments throughout the full student lifecycle and beyond

> View sample text messages for potential use cases

> Be better equipped to talk to your team about the benefits of using group accounts

Alumni Events

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Engage active and young alumni by texting chapter events and social activities.

> Foster a greater sense of community and connect alumni to networking opportunities and affinity groups by sharing exciting alumni events.

· ·

SAMPLE TEXT MESSAGE

Hi <Preferred First Name>, this is <STAFF FIRST NAME> from <SCHOOL NAME> <DEPARTMENT>. I wanted to let you know about <Event> at <Location> on <Date>. Would you be interested in learning more?

"Ask a Student"

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Link up prospective students with current students!

> Build trust and cultivate relationships early on in the process by sharing authentic student experiences.

> Prepare student workers or ambassadors on potential topics that might be discussed such as campus dining options, social life, resources, and dorm life.

· ·

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>! This is <STUDENT WORKER NAME>, I'm a senior at <SCHOOL NAME>. Thank you for your interest in our academic programs. Feel free to text me at this number if you have any questions about college or campus life!

Call Center

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Link your call center representatives to prospective students that have inquired about the institution.

> Create a call-to-action by texting students a direct link to your website.

> Phoners can use texting as a means to schedule a time to speak with an admissions representative over the phone (or face to face).

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>. This is <STAFF FIRST NAME> with <SCHOOL NAME> and I noticed that you recently inquired with us. Just want to let you know that classes start soon! You can apply at <LINK>. Do you have any questions I can help with?

Campus Visits

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Create a personal experience for students and families by texting campus visit confirmations.

> Get creative and grant tour guides access in managing the incoming questions that may arise upon confirmation.

> Prospective students love to hear from current students.

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>, we're so excited to have you on campus tomorrow! Here's a map for your visit to <SCHOOL NAME>. If you're using a GPS, plug in the address: <SCHOOL ADDRESS>. Visitor parking is available just outside of the <BUILDING NAME> complex.

Events

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Confirm event attendance.

> Engage students and families by texting event-specific information and updates.

> Post a texting number around campus for students to ask questions they may not feel comfortable asking face-to-face.

- -

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>, this is <SCHOOL NAME>. We're so excited to have you on campus for our Scholars Weekend this Friday, November 30th! Are you still planning to join us? Please respond YES to confirm or NO to cancel.

Financial Aid

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Create a hub for commonly asked FAFSA questions for families and students.

> Send text updates and reminders regarding student loan information, FAFSA verification, scholarships and missing documents.

> Send reminders about upcoming events hosted by the Financial Aid Office (workshops or info sessions).

. . . .

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>, this is the <SCHOOL NAME> Financial Aid Office. Join us Saturday, December 15th @ 10am for an info session where staff can help you complete your FAFSA. We will be serving hot cocoa & cookies! <cookie emoji>

General Admissions

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Take a team approach in managing general questions and inquiries regarding the admissions process.

> Typically, a Group Account number is posted on the admissions website with visible texting hours.

> Ensure your "voice" is consistent across messages and that staff follow content guidelines.

• •

SAMPLE TEXT MESSAGE

Hey <FIRST NAME>! It's the <SCHOOL NAME> Admissions Team reminding you about next steps. Looks like you need to register for orientation. You can do so by visiting <LINK>. Let us know if you have any questions!

Graduate Admissions

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Create a dedicated Graduate Group Account to address the needs and lifestyle of this target market.

> Send reminders about upcoming events.

> Use texting as a supplement or follow-up from an intro phone call/ email to see how you can serve their needs.

> Working adults and returning students tend to have packed schedules and are not likely to pick up the phone during the day.

· ·

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>! This is <STAFF FIRST NAME> from Graduate Admissions at <SCHOOL NAME>. Congrats on being accepted into the <PROGRAM NAME> program! You can access the portal to review updates and pay your deposit at <LINK>. Let us know if you have any questions!

I.T. Help

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

❯ Empower staff to be efficient and resourceful in meeting the technical needs of the students.

❯ Example: troubleshooting student portal issues or lack of access to internet/email resources.

. . . .

SAMPLE TEXT MESSAGE

> Hi <FIRST NAME>! Your <SCHOOL NAME> email has been set up at <LINK>. Text back if you have any questions! -IT Support

New Student Orientation

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Build up the hype and excitement of New Student Orientation by texting a virtual itinerary of what to expect.

> Use the Group Account as a way to manage follow-up questions and collect event feedback.

SAMPLE TEXT MESSAGE

Hello <FIRST NAME>! <SCHOOL NAME> Orientation Team here. Please arrive tomorrow at <TIME> at the <EVENT LOCATION> for check-in. Our staff will be in bright yellow polos to help you navigate to the check-in location. If you need a parking pass, we will provide you with one when you arrive.

Online Admissions

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

❯ Meet the needs of the busy, working professional seeking flexibility.

❯ Send messages confirming next steps, course transfer confirmations, scholarships and financial aid assistance.

· ·

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>! Are you still interested in completing your application for the online MBA program at <SCHOOL NAME>? Please let the team know so we can get you an app waiver. Thank you, -<SCHOOL NAME> Admissions

Registrar

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Contact students about course registration and academic holds.

> Manage enrollment verification reminders, graduation announcements, class scheduling, and transfer credits from one central location.

SAMPLE TEXT MESSAGE

> Hi <FIRST NAME>, this is <SCHOOL NAME> with a friendly reminder that classes begin on <DATE> and there is still a balance in your account. In order to confirm your registration and to avoid being dropped from classes, please contact the <OFFICE> before <DEADLINE> at <PHONE NUMBER>.

Residence Life

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

> Communicate hall closings, housing contract information, and move-in days reminders.

> Group Accounts that are housing-specific can be managed by RA assistants to communicate important updates.

· ·

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>! It's one month until move-in day at <SCHOOL NAME>. Halls are filling up quickly. If you will not be living on campus next year, text back "CANCEL" to avoid housing charges! -<SCHOOL NAME> Res Life Team

Student Accounts

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

❯ Communicate critical information about overdue payments, billing information, student release forms, refunds, withdrawal reminders, etc.

• •

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>, your payment plan for <SCHOOL NAME> is now overdue. You have until <DEADLINE> to make a payment or your classes will be dropped. Visit the Student Planning Office today or call <PHONE NUMBER>. -The Students Accounts Staff

Student Ambassadors

POTENTIAL PURPOSES OF THIS TYPE OF GROUP ACCOUNT:

❯ Incorporate student ambassadors into the recruiting process to pique student engagement.

❯ Convert lukewarm apps and leads by having a current student connect with a prospective student (ideally someone who has similar interests/major).

SAMPLE TEXT MESSAGE

Hi <FIRST NAME>, congrats on your admission to <SCHOOL NAME>! I'm <AMBASSADOR NAME>, a junior business major at <SCHOOL NAME>. Welcome to the <MASCOT> family! <insert emoji> Feel free to text me back if you have any questions!

Mongoose publishes content including industry insights, webinars, case studies, and best practices focused on one goal: helping colleges and universities continuously improve the ways they communicate with constituents.

Learn more: mongooseresearch.com

We also developed Cadence, higher education's preferred texting platform. Our software helps over 400 campuses create instant, meaningful connections with alumni - and in doing so, achieve remarkable outcomes.

Learn more: mongooseresearch.com/cadence