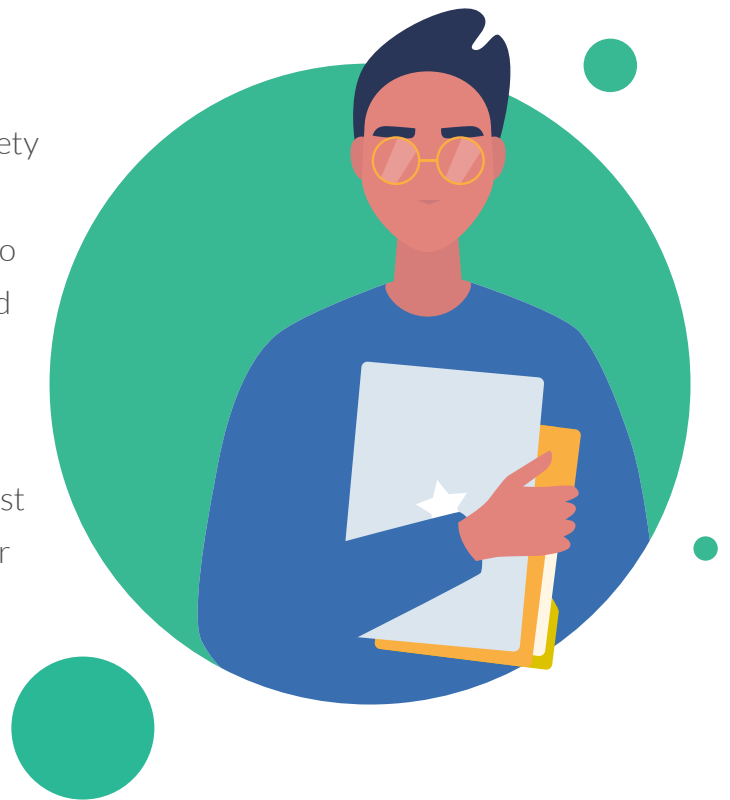# mongoose

Preparing Students for the Return to Campus -
Your Communication Strategy Checklist

Whether a student is coming to campus for the first time or returning for their senior year, make sure they have everything they need for a smooth transition - from move-in date reminders to available academic and support resources.

With any student communication plan, using a variety of channels to reach them is essential. You can't expect them to answer every phone call or email, so supplementing your efforts with text messages and a chatbot can make sure your important messages aren't missed.

Check these items off your communication to-do list in the weeks leading up to the start of the semester to ensure your students are feeling prepared and supported!

2-4 Weeks Before the Start of the Semester

Texting

Topics to Cover:

○ Move-in details

    Date/time, parking information

○ COVID vaccine reminder and any other health requirements for your campus

○ Introduce Student Services

    The transition from high school to college or from semester to semester can be overwhelming, but your team is here to help

○ Academic preparation

    Ask if students feel prepared academically and provide information about Academic Support Services
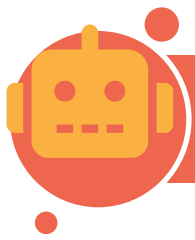
○ Welcome Week events/information

    Get students excited about coming to campus

Texting Templates:

Hi <FIRST NAME>, it's <STAFF NAME> from the Residence Life department at <COLLEGE NAME>! Move-in day is just 2 weeks away, so check your email for more information about your designated move-in time and where to park. Do you have any questions/concerns? See you on campus soon!

Hi <FIRST NAME>, it's <ADVISOR NAME> from the Academic Advising department! Just checking in to see how you're feeling about classes starting in a few weeks. Reply with a 👍 or 👎!

Hi <FIRST NAME>, it's <STAFF NAME> from <COLLEGE NAME>'s Student Health office! Don't forget that you must be fully vaccinated for COVID-19 before coming to campus, and you'll need to bring your vaccine card with you on move-in day. If you need anything, feel free to reply to this text!

Chatbot

Topics to Cover:

○ Financial Aid

💲 Scholarship and work study opportunities
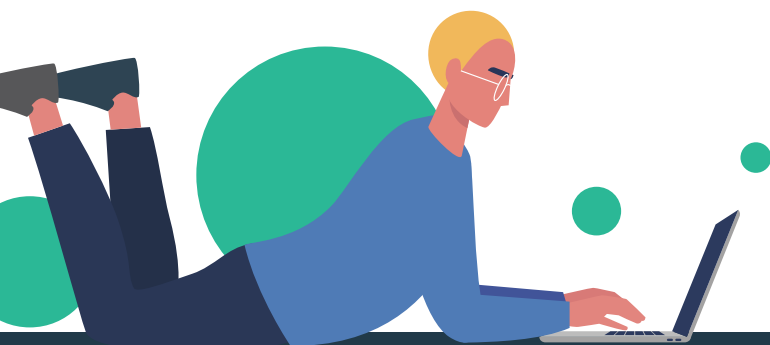
○ Student Success Resources

🤲 Academic support, mental health resources, easy access to a student's academic advisor
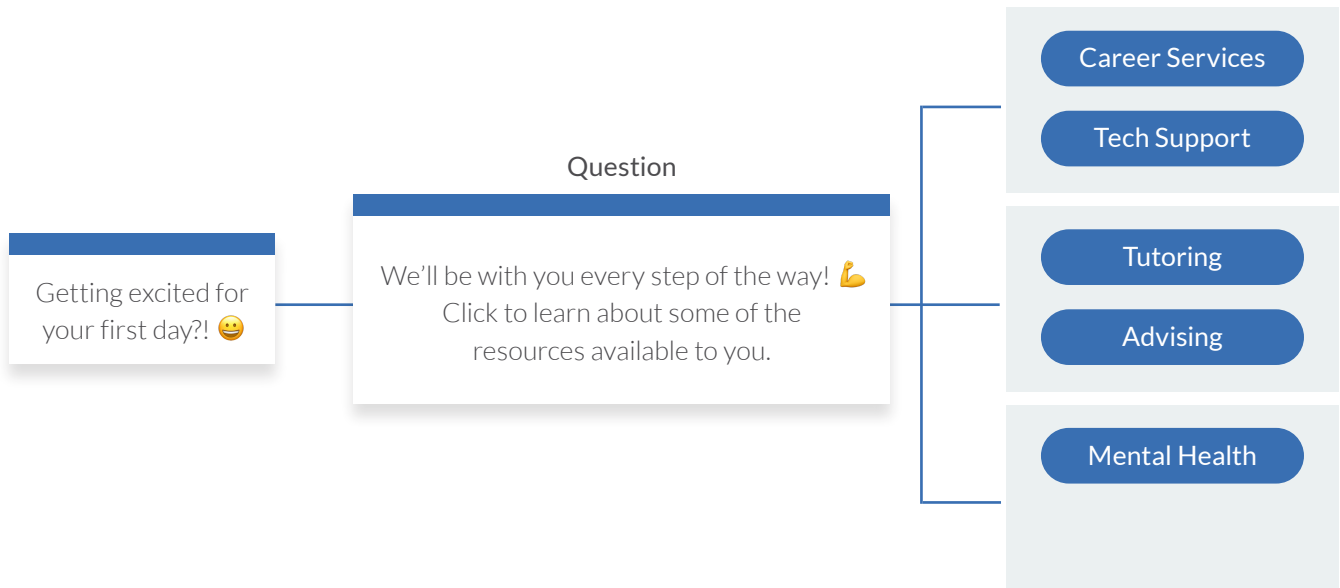
○ IT Resources

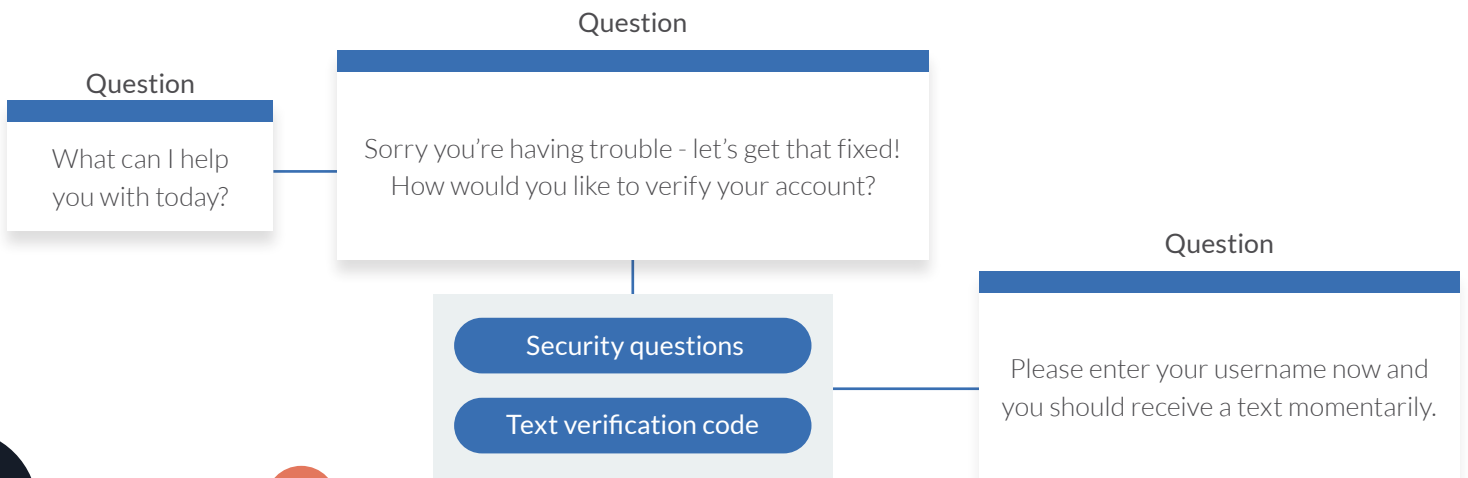✅ Student email address and portal login information, reset passwords

Chatbot Playbooks:

○ Student Success Resources 🙌

Question

Getting excited for your first day?! 😀

We'll be with you every step of the way! 💪 Click to learn about some of the resources available to you.

Career Services

Tech Support

Tutoring

Advising

Mental Health

○ Password Reset ✅

Question

What can I help you with today?

Question

Sorry you're having trouble - let's get that fixed! How would you like to verify your account?

Security questions

Text verification code

Question

Please enter your username now and you should receive a text momentarily.

Texting

Topics to Cover:

○ Move-in reminder

Ask if there's anything students need for a smooth move

○ General tips for starting off the semester strong
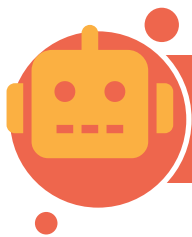
Study tips, academic support services, library resources and hours of operation

Texting Templates:

Hi <FIRST NAME>, it's <STAFF NAME> from Student Services! With the start of classes just 1 week away, I wanted to share with you a link to the library resources on campus so you can find the perfect study spot 🤓: <URL>!

Hi <FIRST NAME>, it's <STUDENT NAME> and I'm a rising junior at <COLLEGE NAME>! Move-in day can be a bit hectic, but don't stress. Myself and lots of other students will be at <DORM NAME> ready to help if you need anything. See you next week!

Chatbot

Topics to Cover:

○ **Gauge academic readiness**

🌡️ If a visitor identifies as a current student, ask how they're feeling about the transition. If they reply that they're feeling uneasy, connect them to support resources or offer up a meeting with their advisor.
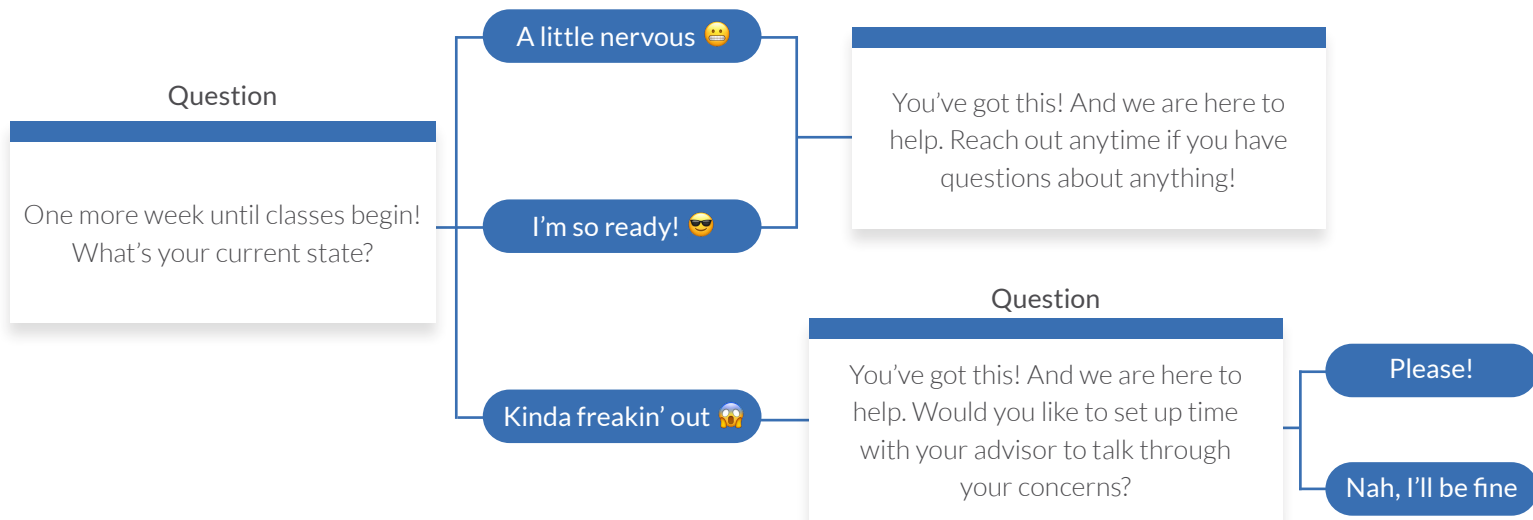
○ **On-campus activities/organizations**

Σ Provide information about student activities, getting involved in athletics or Greek life, and share Welcome Week events.

Chatbot Playbook:

○ **Schedule a meeting with an advisor** 📅

Question

One more week until classes begin! What's your current state?

A little nervous 😬

I'm so ready! 😎

Kinda freakin' out 😱

You've got this! And we are here to help. Reach out anytime if you have questions about anything!

Question

You've got this! And we are here to help. Would you like to set up time with your advisor to talk through your concerns?

Please!

Nah, I'll be fine

Texting

Topics to Cover:

○ General student check-in

How was your first week? Are classes going well?

○ Information about the class add/drop period

Keep students informed of upcoming deadlines, provide support to students feeling academically overwhelmed.
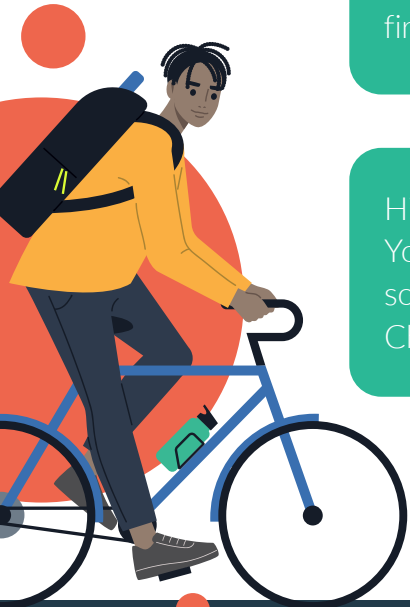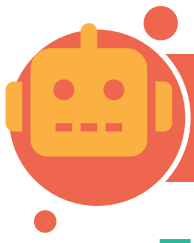
○ Tips to getting involved on campus

Clubs/organizations to join, upcoming sporting events, pep rallies, activities in a residence hall, etc.

Texting Templates:

Hi <FIRST NAME>, it's <ADVISOR NAME>! Just checking in to see how your first week of classes went! Anything I can do to better support you?

Hi <FIRST NAME>, it's <STAFF NAME> from the Recreation Department! You expressed an interest in playing intramural sports, so I wanted to share some info about how you can get involved. 🏀
Check your email for all the details!

Chatbot

Topics to Cover:

○ Schedule a meeting with an academic advisor

Begin planning for next semester's class registration, check in to see how students are handling their workload, major/minor declaration, etc.

○ Upcoming events on campus

Attend sporting events, homecoming, volunteer opportunities, etc.

○ Class registration and add/drop information

Deadline awareness, academic requirements to stay on track for graduation.

Chatbot Playbooks:

○ Add/Drop Deadline

Question

Friendly reminder: the drop/add deadline is 7 days after classes start! Would you like more information about putting in a request?

Yes, please

Nope, all set

You've got it! Let me see if someone is available to answer your questions right now ⚡

○ Volunteer Opportunity 🖐️

Question

Did you know that Spartan Service Weekend is in **4** weeks⁉️ I can help get you registered right now.

Let's do it!

No, thanks

Enter your full name.

All responses

Now enter your email address.

Set up a quick chat

with our higher ed communication experts to see how texting or chatbots can work for your school!