

SignalVine Texting Platform

Students that received texts about the college enrollment process were 7.1- 11.3% more likely to matriculate than students who did not receive texts

85% of students reported that the texts informed them about something they hadn't realized they needed to do

Helps reinforce vision of themselves as college material

10-15% of students nationwide who have been accepted to college fail to enroll in the year following high school

Summer Melt

Students overwhelmed by multitude of steps

Loss of support after graduation

Not aware of tasks required to begin college

Unplanned expenses

Signal Vine

Thecasesolutions.com

Why is the transition from high school to college so difficult for students?

Winter of Senior Year

Texts begin about FAFSA & scholarships
Texts come from MT GUAR LP
- Students can request & get into on one help
- Include video/demos links
- Personalized

18 Month Cycle

Spring and Transition

College specific texts
- dorm deposits
- registration
- health records
- transcripts
- class registration

Texts come from MT GU and campus representatives and MT GU

7th Year Services

Students receive campus specific texts and encouraging texts/reminders from GU

Student support services/TRO
- activities
- tutoring
- tuition payment plans
- meal services
- writing labs

Retain ability to communicate text with campus partner & MT GU

Communication Barriers

Irrelevance of email

Comfort level

Frequent change of residence

Timely communication

Retention

Hesitant to ask for help

Don't know resources available

Lacking sense of belonging

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7th Year Services

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-Student support services/TRIO
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-housing
-tuition payment plans
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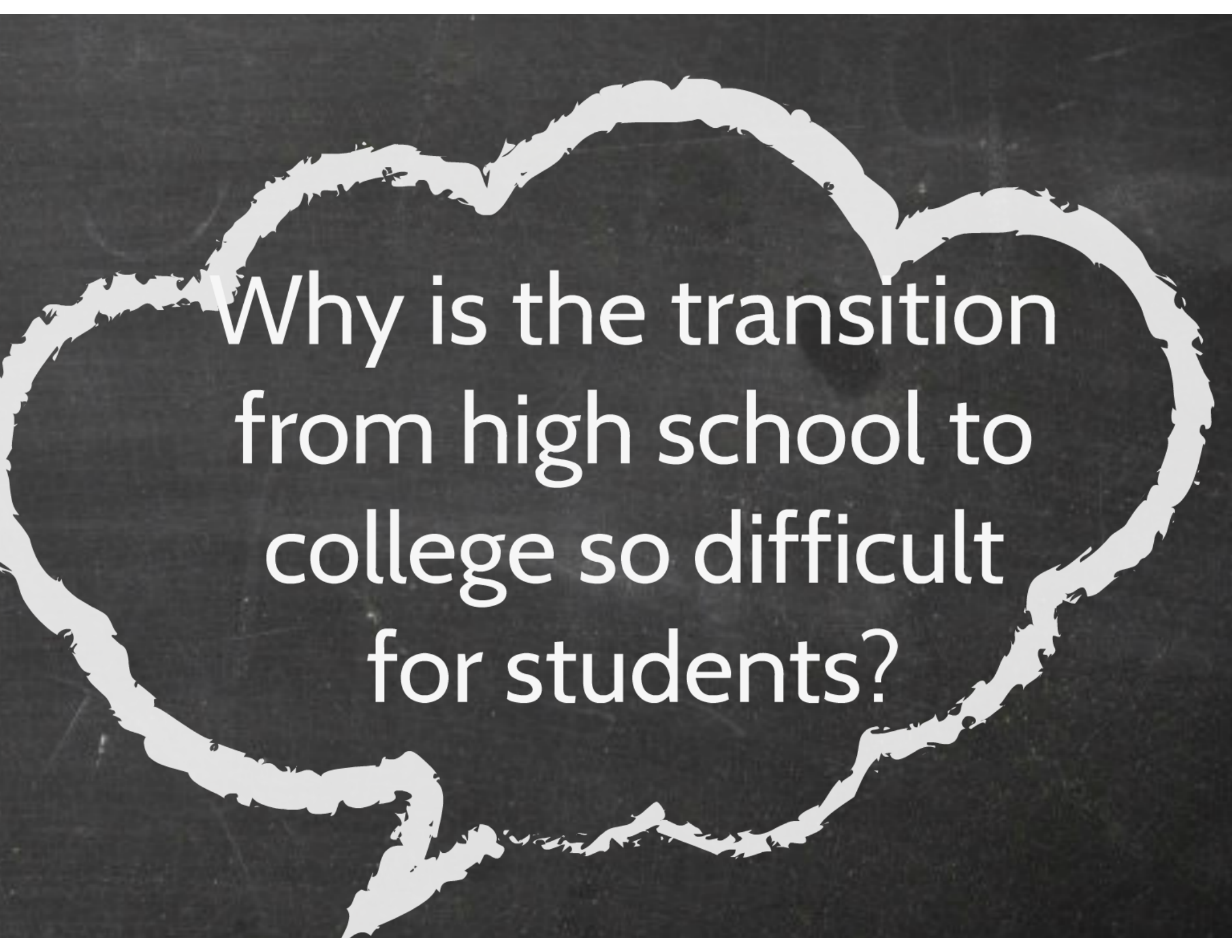
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