



GUK PLAYBOOK PROFILE

Priority Service Cohort Texting Campaign

What

GUK has established powerful partnerships to mobilize and expand resources that improve college aspirations, readiness, and success. In order to assist with developing a college-going culture that builds capacity within each of the 4 Pillars, GUK will employ a text campaign based on the FACES of College Readiness research that is purposeful and efficient. This text campaign will help encourage, update, and remind students and their families of important academic and social information during the calendar school year, and the summertime.

Why

The goal of the GUK texting campaign is to assist with the following:

- To provide important reminders and information in the postsecondary transition process.
- To assist with GUK's advising and coaching efforts, with an emphasis on social and emotional support.
- To build relationships with GUK students and families.
- To collect data that may assist with future GUK efforts

How

For high school seniors and their families, designated GUK staff will text targeted messaging using a text map. The messaging will provide information and guidance to resources and information needed for postsecondary transition. The texts and responses will answer questions, encourage resilience, academic progress, and persistence to graduation. GUK will offer text-based advising for parents with parallel messaging, as well as resources and workshops to help families better guide their student(s) through the transition to postsecondary education.

The research

Harvard research says, "...we find that in several of our intervention sites, the text message intervention had a positive impact on whether students enrolled in college. College enrollment rates were 4 – 7 percentage points higher among students who received the text messages in these groups relative to their counterparts who did not receive messages." (Castleman, B.L. & Page, L.C., 2013).

When

- **Senior Students (Priority Services Cohort and their families):** General academic year as designated by respective secondary school, and GUK Executive Director directives
- **Families of Seventh and Eighth Grade Students (Full Service Cohort):** General academic year as designated by GUK Executive Director directives
- **Postsecondary Students (Priority Service Cohort students who have graduated) :** Summer for summer melt, and general college academic year for freshman year only
- **Exploratory Students:** Summer

Where

Within their workstation, assigned constituents will use Signal Vine cloud software to respond to students from their laptops or school desktop computers. Phones should not be used.

Who

The following GUK staff will text students:

DPMs	CCCs	RPCs
<ul style="list-style-type: none"> • Text Seniors during academic year from their respective school (August-May) • Text Exploratory graduates during the summer (June-August) 	<ul style="list-style-type: none"> • Text Families of seventh and eighth grade students within their respective schools during the academic year. 	<ul style="list-style-type: none"> • Text postsecondary students during the summer melt campaign following graduation, and families during first academic year of postsecondary.

Implementation timeline

When	What	GUK staff responsibilities
Summer	Choose Software, Text Map created, Training Implemented	<ul style="list-style-type: none"> • Software will be chosen by whichever text platform the ED deems appropriate, after consulting with Statewide Text Initiative Coordinator • Text map will be created by State Text Coordinator and sent out for feedback through PDT and PAT • Training will be provided by Statewide Text Coordinator, and/or software company, according to the company's contract with GUK.

<p>Fall, Winter, Spring.</p>	<p>Map loaded on to software, Texting begins.</p>	<ul style="list-style-type: none"> • DPMs will administer the Senior Student Survey, and Media Release forms will be distributed to the families to Senior Students (Priority Service Cohort) and 7th and 8th graders (Full Service Cohort). Communication data collected from the survey and forms is submitted to software and sorted accordingly. • Map will be loaded into the software. • Designated GUK team members will respond to pre-populated text messages. • When the text campaign begins, DPMs, CCCs, and RPCs will respond to text messages within the confines of the policies and parameters set by the text campaign coordinator and approved by the Executive Director.
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Parameters and Policy

- GUK staff may only use GUK laptop or designated school desktop (to log in to Signal Vine to send and receive messages).
- All GUK personnel may only respond to or send text messages on Monday-Friday from 2:00 PM-4:30 PM. (Postsecondary students 8:00 AM-4:30 PM.) Any messages sent outside of the designated days and times, must be approved in writing by the Executive Director or the Director of Project Services and Evaluation.
- **Special COVID-19 Instructions Regarding Text Hours:** The current COVID-19 pandemic has created a new normal in which individuals are spending much more time at home. Therefore, until further notice, students and families may receive text responses any time between 8:00 AM to 4:30 PM, Monday through Friday.
- Anyone who receives a message that may indicate someone harming themselves, someone else, an unlawful action, or anything else that may be deemed dangerous, must immediately report the message to the appropriate emergency contact, as well as the Executive Director and/or the Director of Project Services and Evaluation.
- If anyone receives a message containing insulting or profane language, please refrain from responding to the individual, and report the incident to the text campaign project lead or the Director of Project Services and Evaluation.
- Emojis and Gifs used must be rated G. If it's inappropriate for a small child in single digit ages, do not use it.

How to Send Text Message

Reference *Step-By-Step Guide* in the training materials folder, located inside the Texting teams channel.

Best Practices in Texting

- Use a friendly, personable, delightful tone in messages.
- Proofread all messages before sending! Proofread all messages before sending! Proofread all messages before sending!
- Be creative! Research has proven that using emojis, particularly smiley faces, makes the recipient like the sender more. The smiley face activates the same parts of the brain as seeing a smile on an actual human face.
- Craft messages that will encourage a response.
- When possible, try to add supplemental materials/links from a credible, neutral source to your response.
- Try not to engage in negative behavior/ignore messages with insulting language.
- We must try, at least in the initial message, to stay within 160 characters.
- Identify yourself when able.

How we will measure success

Texting will assist with the overall success of the grant, but there are smaller data points in which GUK may also measure success.

- Percentage of students and families who respond to the first text
- Percentage of students and families who are still responding after the 5th text
- FAFSA completion rate amongst postsecondary students
- Number of college applications completed
- Percentage of students who don't "melt away" in the summer, and land firmly on a college campus for their freshman year of studies
- Data points gathered will depend upon the number the software chosen for texting
- Any other data points requested by GUK leadership