Automated kudo messaging to students when their FAFSA is received. Automated messages are sent to students with no FAFSA on file as well encouraging them to complete an application.

Surveys are sent to faculty for special populations, such as Athletes, EOPS, Probation, and automated messaging occurs when items are raised through the survey. Pathway coaches have access to this information and Pathway Leaders and Advisors contact students from this information.

Several targeted messages are being sent by pathway, for example: students who are currently enrolled, are not close to graduation, and have not enrolled for upcoming terms.

Clear **focused messaging** to students

**Over 60+ filtering** criteria available

**Automated email** messaging available

Student **preferred contact** information at your fingertips

**SMS Text Messaging** Coming Summer 2020