

# Maximize student engagement with intelligent text messaging

# SignalVine

An effective communications platform that ensures students have the information they need, when they need it



## Intelligent Messaging Works

- \* 90%+ of students text
- \* 97% of text messages are read
- \* 4 - 10x increase in counselor capacity
- \* Low cost, high impact service model

85% of students reported that texts informed them about something they didn't know

## Numbers Don't Lie

Texting is the quickest way to get a response from students

Replies sent back within one hour of pre-programmed texting

95%



86% of students reported that texts prompted them to do something they hadn't done

## Features and Results



Personalized to Each Student



Two-Way and Interactive



Pre-Programmed Content



Inbox for Text



Case Management



Reporting Metrics



11% Increase in Matriculation (Harvard Research)



20% Increase in First Year Persistence (Harvard Research)



19% Increase in Appointments Kept (Youngstown State University)



70-90% Engagement Across Programs

Reported increase in efficiency and effectiveness of program operations

Advising - College Access - Financial Aid - Admissions - Persistence - Student Affairs - Parent Messaging

Questions? Email us at [hello@signalvine.com](mailto:hello@signalvine.com)