CFWV 2018 Texting Schedule

**Data fields:**

Profile:

*Provided:* Phone, First Name, Last Name, High School, County, Email address, Opt-in method

*Collected during the course of the program:* College choice, FAFSA completion status, Enrollment status (checkbox), texting service rating (May), texting service comments (May)

College > Student to receive additional messages from the college; college choice abbreviation; college web portal link; financial aid office phone number; dorm packing list; college choice bookstore link; student support phone number; enrolled in a college?; tutoring center link

College choice options: Bluefield State College, Concord University, Fairmont State University, Marshall University, Pierpont Community and Technical College, Potomac State College, Shepherd University, Southern West Virginia Community and Technical College, West Virginia Northern Community College, West Virginia State University

College choice abbreviations: BSC, CU, FSU, GSC, MU, Pierpont, PSC, SU, SWVCTC, WVNCC, WVSU

FAFSA status > Student to receive different message schedule re: FAFSA completion; answer choices: “yes” or “no”

**Synonyms:**

yes = y, yes, yeah, yep, ya, yea, yes, “yes,” yay

no = n, no, nope, nah, no, “no,” nahh, nahhh

help = help, hlp, help, “help”

BSC = Bluefield, Bluefield State, Bluefield State College, BS

CU = Concord, Concord University, Concord Univ, Concord U

FSU = Fairmont, Fairmont State, FS, Fairmont State University, Fairmont U, Fairmont State U, Fairmont State Univ, Fairmont U

GSC – Glenville, Glenville State, GS, Glenville State College

MU = Marshall, Marshall University, Marshall U, Marshall Univ

Pierpont – Pierpont Community and Technical College, PCTC, Pierpont CTC

PSC = Potomac State, Potomac State College, Pot State, Potomac, Potomac State College of WVU, WVU at Potomac State

Northern = NWVCC, NWV, NCC, NWVCTC

SU = Shepherd, Shepherd University, Shepherd U, Shepherd Univ, Shep

Southern = SWVCTC, SWV, SCTC, S CTC, S WV CTC, SWV CTC

WVSU = West Virginia State, West Virginia State University, WVS, WV State, WV State University, WV State Univ, WV State U, State, West Virginia State U, West Virginia State Univ

**Max auto-response:** 1

**Area Code:** 304

**Time Zone:** EST/EDT

Auto Enroller:

Please turn off the auto-enroller.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Msg. # | Send Date and Time | Condition/Filter  \*\* | Content | Save Response |
| 1 | September 25, 2017 at 3 p.m. |  | **Part 1:** (1/3) Hi [first name]! This msg is CFWV. We work for the State of WV and provide free college planning help.  **Part 2:** (2/3) To help you get ready for college, we’ll send you a few texts a month. You can text us anytime for help, so you might want to save our number.  **Part 3:** (3/3) To cancel msgs, reply “cancel.” Want to make sure this is legit? Call 304-558-0655. Standard text rates apply. |  |
| 2 | October 2 at 3 p.m. |  | The FAFSA is the key to getting $1000s in federal and WV financial aid. And you can fill it out now! Have you heard of the FAFSA before? Text YES or NO  **Response to yes:** Great! There are hundreds of free FAFSA workshops scheduled across the state. Find one near you! <http://bit.ly/2dGxAGH>  **Response to no:** No worries! We can get you up to speed. Watch this short video <http://bit.ly/2dqlCUB> . Then text us if you have ?s |  |
| 3 | October 30 at 3 p.m. |  | Did you know WV 4-year colleges require either the ACT or SAT? The deadline to register for the Dec ACT test is THIS FRIDAY - [www.act.org](http://www.act.org) |  |
| 4 | November 6 at 3 p.m. |  | **Part 1:** It’s College Application Week in WV! Take the App Week Challenge! Make it a goal to apply to at least 4 education programs by this Fri.  **Part 2:** Tell us on Twitter, FB, or Instagram & mention @CFWV. We want to share your college plans! |  |
| 5 | November 8 at 3 p.m. |  | **Part 1:** (1/2) Experts recommend that you apply to at least 4 colleges or training programs to give yourself options & compare financial aid offers.  **Part 2:** (2/2) Have you applied to at least 4 colleges, training programs, and/or military programs yet? Text YES or NO  **Response to yes:** Awesome! Help us celebrate College App Week & inspire others by sharing your choices on social media using the hashtag #WhyIChose  **Response to no:** This is a great week to make your selections and apply! Visit WV’s free college planning website to get started - http://bit.ly/1U3JFb3 |  |
| 6 | November 13 at 3 p.m. |  | Wow! Another successful College App Week in WV! Did you apply to college or a training or military program last week? Let us know online: #IAppliedWV |  |
| 7 | November 15 at 3 p.m. |  | Hi [First name]! Have you submitted your FAFSA yet? Text YES or NO  **Response to yes:** You rock! Watch this video to see what comes next: <http://bit.ly/2dCa0yj> And start searching for scholarships at cfwv.com  **Response to no:** What’s holding you back? Watch this short video to learn more about how YOU can get grants and scholarships for college. <http://bit.ly/2dpmqvt> | Capture whether or not a student has completed the FAFSA |
| 8 | December 5 at 3:00 pm |  | Hi [first name]! We can provide u w/ info 4 the college you’re attending if u let us know where you’re going. Have u chosen a college yet? Text YES or NO  **Response to “yes”:** Awesome! Where are you going?  **Response to BSC, CU, FSU, MU, Northern, Pierpont, Potomac, SU, Southern, or WVSU Part 1: :** That’s so great! We’ll add you to [college choice]’s list so you can receive msgs from them.  **Part 2:** If you have questions about getting ready, text us. A CFWV or [college\_choice] rep will answer!  **Response to other:** Cool! Right now, extra msgs aren’t available from that school. But we’ll keep sending u msgs from CFWV to help you get ready!  **Response to “no”** No worries. Text us when you decide! Need any help making a decision? | Save yes/no to college\_choice\_response  Save BSC, FSU, CU, MU, Northern, Pierpont, PSC, SU, Southern, WVSU to college\_choice  **Also** move students to specific groups based on college\_choice:  **BSC**-Bluefield State  **FSU**-Fairmont State  **CU**-Concord University **MU**-Marshall University  **Northern**-Northern  **SU**-Shepherd University **Southern**-Southern WV CTC  **WVSU**-WV State |
| 9 | December 12 at 3 p.m. |  | If you want to receive the PROMISE Scholarship, remember to file the FAFSA AND complete the PROMISE app. Questions? Call 877-987-7664. <http://bit.ly/1j9qCp3> |  |
| 10 | January 2, 2018 at 3 p.m. |  | Nervous about going to college? Check out these 10 ways to calm your nerves, as told by current college students/college graduates: <http://bit.ly/2vV76gy> |  |
| 11 | January 5 at 3:30 p.m. |  | Need to take the ACT? The next test date is February 10. Register by January 12 to avoid late fees: [www.act.org](http://www.act.org) |  |
| 12 | January 17 at 3:30 p.m. |  | It’s COMPLETELY normal to feel nervous about going to college. Check out how these first-generation college students emotionally handled the transition – and succeeded: <http://bit.ly/2g1kOZM> |  |
| 13 | February 20 at 4:00 p.m. |  | DYK? CFWV delivers scholarship opportunities right in your inbox for FREE! Sign up here (select to receive Financial Aid Updates for Students): <http://bit.ly/1dsbdQO> |  |
| 14 | March 29 at 3:00 p.m. | FAFSA status = no or blank | Hi [first name]! Did you file your FAFSA yet? Text YES or NO  **Response to “yes”:**  Awesome! Watch this short video on what comes next… <http://bit.ly/2dCa0yj> [embed *After the FAFSA* video but also include link in case the video doesn’t come through]  **Response to “no”:**  It’s time to get it done! The deadline to submit the FAFSA & be considered for $1000s in WV grant money is Apr 15! Here’s a video to help <http://bit.ly/2nmRA5Q> [embed *Filling out the FAFSA* video but also include link in case the video doesn’t come through] | Save to FAFSA completion status: yes or no |
| 15 | April 5 at 3 p.m. | FAFSA status = no or blank | (1/2) Hi [first name]! Just checking in to see if you’ve filed your FAFSA yet. Text YES or NO…  (2/2) … and if you need financial aid help, text us or call the free WV financial aid hotline at 877-987-7664, hours 8 a.m. to 5 p.m.  **Response to yes:**  Awesome! Watch this short video on what comes next… <http://bit.ly/2dCa0yj> [embed *After the FAFSA* video but also include link in case the video doesn’t come through]  **Response to no:**  Ok - definitely get that in as soon as possible! The deadline to submit & be considered for WV grant money is ten days away! Get started at <http://www.fafsa.gov> | Save to FAFSA completion status: yes or no |
| 16 | April 11 at 3 p.m. | FAFSA status = no or blank | (1/2) Hi [first name]! Checking in again to see if you have filed your FAFSA… text YES or NO. The April 15 priority deadline is Sunday…  (2/2) … and if you need financial aid help, text us or call the free WV financial aid hotline at 877-987-7664, hours 8 a.m. to 5 p.m.  **Response to yes:**  Awesome! Watch this short video on what comes next… <http://bit.ly/2dCa0yj> [embed *After the FAFSA* video but also include link in case the video doesn’t come through]  **Response to no:**  Ok - definitely get that in as soon as possible! You don’t want to miss out on possible free money for college. Get started at <http://www.fafsa.gov> | Save to FAFSA completion status: yes or no |
| 17 | April 20 at 3:30 p.m. | FAFSA status = no or blank | Hi [first name] - were you able to get your FAFSA in before the April 15 deadline for the WV grant? Text YES or NO  **Response to yes:** Way to go! It may take several weeks to find out if you qualified. In the meantime, let us know if you have any questions.  **Response to no:** Bummer. But you still might be able to qualify for federal financial aid! Apply at fafsa.gov and let us know if we can help. |  |
| 18 | April 24 at 3:30 p.m. | College choice = blank or “no” | Hi [first name]! We can provide info for the college you’re attending if you let us know which one. Have you chosen a college? Text YES or NO  **Response to “yes”:** Awesome! Where are you going?  **Response to BSC, CU, FSU, MU, Northern, SU, Southern, or WVSU or synonyms**  (1/2)That’s great! We’ll add you to [college choice]’s list so you can receive msgs from them.  (2/2)If you have questions about getting ready, text us. A CFWV or [college\_choice] rep will answer!  **Response to other:**  (1/2) We only offer college-specific msgs for Bluefield State, Concord, Fairmont, Marshall…  (2/2) … Northern, Shepherd, Southern and WV State. Are you going to one of those?  **Response to “yes”:** Awesome! Which one? (Send us just the name of the school – no extra words)  **Response to BSC, CU, FSU, MU, Northern, SU, Southern, WVSU or synonyms:**  (1/2)That’s great! We’ll add you to [college choice]’s  list so you can receive msgs from them.  (2/2)If you have questions about getting ready, text us. A CFWV or [college\_choice] rep will answer!  **Response to “no”:**  Got it! Even though we don’t offer msgs for your school, we’ll keep sending u msgs from CFWV to help you get ready!  **Response to “no”** Ok… the time to decide is fast approaching! Need any help making a decision? | College choice; move to appropriate group |
| 19 | May 2 at 3:30 p.m. |  | Hi! Have you registered for college classes yet? Text YES or NO  **Response to “yes”:** (1/2) Awesome! On average, you have to complete 15 credit hours per semester to finish college on time?  (2/2) So if you’re not signed up for 15 credits, you might want to consider adding another class.  **Response to “no”:** (1/2) Ok – if you haven’t already, be sure to make an appointment to speak with an advisor to register for classes.  (2/2) And remember, on average, you have to complete 15 credit hours per semester to finish college on time. | Mark as registered, if yes |
| 20 | May 14 at 3:00 p.m. |  | (1/2) Need help understanding your financial aid award letter or finding $$ for college?  (2/2) If you’re thinking about loans to help pay for college, check out this video for tips on borrowing <http://bit.ly/1Q9IuAg> [embed *Responsible Borrowing* video but also include link in case the video doesn’t come through] |  |
| 21 | June 8 at 10:00 a.m. |  | Are you staying on top of msgs your college is sending this summer? Make sure you’re checking your email regularly. |  |
| 22 | July 2 at 10:00 a.m. |  | College is just weeks away! Do you have any questions? |  |
| 23 | July 12 at 10 a.m. |  | (1/2) Coming up a little short on money for college? Low-interest federal student loans may be an option. Here’s what u need to know - <http://bit.ly/1Q9IuAg> [embed *Responsible Borrowing* video but also include link in case the video doesn’t come through]  (2/2) Need more info? Call the financial aid office at [college financial aid office phone number] |  |
| 24 | July 19 at 10 a.m. |  | (1/2) Wondering what to bring your first day of college? Typical school supplies like paper, pencils/pens, folders, etc. are good to bring the first day.  (2/2) Your professors will let you know if you’ll need specific supplies! |  |
| 25 | July 30 at 10 a.m. |  | Hi [first name]! All set for freshman year? |  |
| 26 | August 6 at 10 a.m. | College choice = any college partner | Do you need help ordering your college textbooks? Get a list of your required books here: [college choice bookstore link] |  |
| -- | August 6 at 10 a.m. | College choice = other or blank | Do you need help ordering your college textbooks? You can usually find a list of books you’ll need on your college’s online bookstore. |  |
| 27 | August 24 at 10 a.m. |  | Hi [first name]. Did you end up enrolling in college? Text YES or NO.  **Response to “yes”:** Awesome! Where are you going?  **Response to BSC, CU, FSU, MU, Northern, SU, Southern, or WVSU or synonyms**  That’s great! We’ll add you to [college choice]’s list so you can receive msgs from them.  **Response to other:**  (1/2) We only offer college-specific msgs for Bluefield State, Concord, Fairmont, Marshall…  (2/2) … Northern, Shepherd, Southern and WV State. Are you going to one of those?  **Response to “yes”:** Awesome! Which one? (Send us just the name of the school – no extra words)  **Response to BSC, CU, FSU, MU, Northern, SU, Southern, WVSU or synonyms:**  That’s great! We’ll add you to [college choice]’s  list so you can receive msgs from them.  **Response to “no”:**  Got it! Even though we don’t offer msgs for your school, we’ll keep sending u msgs from CFWV to help you get ready!  **Response to “no”:** Oh, okay. Do you have any plans for life after high school, like the military or trade school? | College choice; move to appropriate group |
| 28 | September 18 at 10 a.m. |  | (1/2) Stressed? Homesick? Overwhelmed? Hey – it happens! Remember, struggle is how we grow <https://youtu.be/JC82Il2cjqA> [embed *You can learn anything* video but also include link in case the video doesn’t come through]  (2/2) If you need help adjusting to life on campus, consider visiting the counseling office or tutoring center. We all need support from time to time! |  |
| 29 | October 2 at 10 a.m. |  | (1/2) [First name], the 2019 FAFSA app launched yesterday! You can file your FAFSA for next year at fafsa.gov NOW  (2/2) You need to fill it out for every year you attend college. Let us know if you need help. |  |
| 30 | October 5 at 10 a.m. | Students attending a college partner | Stressed about midterm grades? Consider signing up for free tutoring! [link to tutoring center] |  |
| -- | October 5 at 10 a.m. | Students attending a non partner (“other”) or who have not provided a college choice response | Stressed about midterm grades? Ask your prof. if your college offers free tutoring or check out Khan Academy online (it’s free!)  <http://bit.ly/1cbWZj2> |  |
| 31 | October 23 at 10 a.m. |  | [First name], have you met with your advisor to register for next semester's classes? Remember to take "15 to finish"! |  |
| 32 | November 27 at 10 a.m. | Students attending a college partner | Congrats! You’re almost thru 1st semester! Feeling the pressure? Set up an appt w a tutor or writing coach (it’s free!) [link to tutoring center] |  |
| -- | November 27 at 10 a.m. | Students attending a non partner (“other”) or who have not provided a college choice response | Cramming for the end of the semester? Ask your professors if your college offers free tutoring or check out Khan Academy online (it’s free!) http://bit.ly/1cbWZj2 |  |
| 33 | January 3, 2019 at 10 a.m. |  | Winter break is a great time to fill out the FAFSA if you haven’t already. Get started at fafsa.gov. |  |
| 34 | January 8 at 10 a.m. |  | Hi [first name]! Just checking in… are you heading back to [college choice abbreviation] for spring semester? Text back YES or NO  **Response to “yes”:** Awesome! Good luck this spring! Need help with anything?  **Response to “no”:** Ok - we need to update our records then. Are you still enrolled in college? Text YES or NO  **Response to “yes”:** Great! Where are you going?  System should automatically recognize a partner school selection based on the synonyms provided in this document. **Response to a partner school selection**: Awesome! We’re excited that you’re at [school abbreviation]. We’ll add you to their list so you get important msgs from them.  **Response to a non partner school**: Ok - thanks for letting us know! Text us at anytime if you need help with anything.  **Response to “no”:** Ok - anything we can help with? We’d be happy to discuss college options or provide college or career planning info. | Update school selection in profile  Update “enrolled” status in profile |
| 35 | January 30 at 10 a.m. | Students at a partner college AND Enrolled students; enrolled status blank(exclude not enrolled) | Classes going ok? Remember you can set up an appt w/ a tutor or writing coach (it’s free!) [link to tutoring center] |  |
| -- | January 30 at 10 a.m. | Students attending a non partner (“other”) or who have not provided a college choice response AND enrolled students/enrollment status is blank | Classes going ok? Remember your college probably offers free tutors or writing coaches. Or you can use Khan Academy online (it’s free!) http://bit.ly/1cbWZj2 |  |
| 36 | February 6 at 10 a.m. | Enrolled students; enrolled status blank (exclude not enrolled) | If you haven’t filled out your FAFSA yet, be sure to submit it before Apr 15. That’s the deadline for the WV Higher Ed grant - <http://bit.ly/1GUgsq9> |  |
| 37 | March 26 at 10 a.m. | Students listed as NOT enrolled (exclude enrolled and blank) | Thinking about college or a career/tech program next year? You may be eligible for financial aid! Apply at fafsa.gov |  |
| -- | March 26 at 10 a.m. | Enrolled students; enrolled status blank (exclude not enrolled) | Hi! Have you registered for classes for next year yet? Text YES or NO  **Response to “yes”:** (1/2) Awesome! Did you know that, on average, you have to complete 15 credit hours per semester to finish college on time?  (2/2) So if you’re not signed up for 15 credits, you might want to consider adding another class.  **Response to “no”:** (1/2) Ok – if you haven’t already, be sure to make an appointment to speak with an advisor to register for classes.  (2/2) And remember, on average, you have to complete 15 credit hours per semester to finish college on time. |  |
| 38 | April 9 at 10 a.m. | Enrolled students; enrolled status blank (exclude not enrolled) | If you haven’t filed your FAFSA for next year yet, do it in the next week (by April 15) so you can be considered for the WV Higher Ed Grant! Fafsa.gov |  |
| 39 | May 15 at 10 a.m. | Enrolled students; enrolled status blank (exclude not enrolled) | Did you take out a student loan to pay for college this year? Watch this short video to know what to expect down the road - <http://bit.ly/2mrnsXH> [embed *Repayment: What to Expect* video but also include link in case the video doesn’t come through] |  |
| 40 | June 12 at 10 a.m. | Enrolled students; enrolled status blank (exclude not enrolled) | Have you received your financial aid award letter for next year? If you need help understanding it or finding $$ for college, call the fin aid office at [college fin aid office number] |  |
| 41 | June 14 at 10 a.m. |  | (1/2) Alright - these are your last txt msgs from CFWV… although your college might continue texting you from this number  (2/2) Did u find these msgs helpful? Txt back 1-5, w “5” being incredibly helpful & “1” being not helpful at all. Good luck in all you do!  **If a student responds:** Thanks for the feedback! Feel free to send any additional comments our way to help make this service better. |  |