Parent/Guardian Communication Tools

This document contains tools that you, or another member of your school’s faculty or administration may use to let parents/guardians of high school seniors know about the survey.

The Text4College survey is live from March 15th – May 15th. Please send out the parent/guardian digital flyer prior to administering the survey to students. Post the social media for parents/guardians prior to survey administration and/or as a reminder about the survey to boost survey responses and help us identify students who are eligible to receive the text messages.

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[**Section 1**](#_Section_1:_Verbal)**:** You can use this language to send directly to parents/guardians via email, learning management system, etc. to inform parents/guardians about the survey. Please attach the [English](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_31c9f6bbecf64cfaba546ec00957ffc9.pdf), [Hmong](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_4268c7a55b534926a7b19b877ba0a4ce.pdf), [Spanish](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_467b78ff2308499e8988214528498f81.pdf), and/or [Somali](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_dbca6678246b4599850abf78d9c1582a.pdf) parent/guardian digital flyers to the communication.

***Subject:*** *Encourage your student to take the Text4College survey*

***Attachment:*** *Parent Handout (*[*English*](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_31c9f6bbecf64cfaba546ec00957ffc9.pdf)*,* [*Hmong*](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_4268c7a55b534926a7b19b877ba0a4ce.pdf)*,* [*Spanish*](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_467b78ff2308499e8988214528498f81.pdf)*, and/or* [*Somali*](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_dbca6678246b4599850abf78d9c1582a.pdf)*)*

*Dear Parents/Guardians-*

*Our high school is participating in a project called Text4College. This project provides free text messages and help desk support to eligible senior students to help them navigate the process of enrolling in and persisting in college. To enroll, students need to complete a 10-minute survey at* [*www.text4college.com*](http://www.text4college.com) *between March 15-May 15, 2021. To learn more about the project, see information in the attached flyer. The flyer will tell you more about the goals of the project and how to opt your student out of the project if you do not wish your student to participate. If you DO wish your student to participate, no action is needed.*

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[**Section 2**](#_Section_2:_Written)**:** You can use the below captions and graphic for social media posts directed at parents/guardians to encourage student participation.

**Caption with a 140-character limit (e.g. Remind):**

[Insert school name] is participating in Text4College. Learn more at [www.text4college.com](http://www.text4college.com). *[attach flyer]*

Remind your child to take the Text4College survey at [www.text4college.com](http://www.text4college.com) by May 15th, 2021 for the chance to receive text about college! *[attach flyer]*

[Download and attach to the messages: https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb\_31c9f6bbecf64cfaba546ec00957ffc9.pdf]

**Caption with a 280-character limit (e.g. Twitter):**

[Insert school name] is participating in Text4College. Learn more at [www.text4college.com](http://www.text4college.com) or download the flyer: <https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_31c9f6bbecf64cfaba546ec00957ffc9.pdf>.

Remind your child to take the Text4College survey at [www.text4college.com](http://www.text4college.com) by May 15th, 2021 for the chance to receive text reminders about key college enrollment tasks! Take a look at the flyer for more information: https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb\_31c9f6bbecf64cfaba546ec00957ffc9.pdf.

**Caption with no character limit:**

Is your child planning to enroll at college in fall 2021? If they take Text4College’s 10-minute survey, accessible at [www.text4college.com](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.text4college.com%2F&data=04%7C01%7Cebaumann%40air.org%7C770381b1e4c146d52a8208d8e4004270%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637510037052274494%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=XESmQS7H4B5kjdQKl1GT7XfXkyGR3ZILDFQ2uzwjYUc%3D&reserved=0), they could be eligible to receive help with the entire enrollment process, including applying to college, figuring out financial aid and tuition payment, registering for classes, and more. Ask your child to take this survey between March 15 – May 15, 2021 and view the [flyer](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_31c9f6bbecf64cfaba546ec00957ffc9.pdf) here for more information.

**Graphic:**

