Parent/Guardian Communication Tools

This document contains tools that counselors or other staff may use to let parents/guardians of high school seniors know about the survey.

The Text4College survey will be live from March 15th – April 30th, 2021. 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 each week the survey is open. This will boost survey responses and help us identify students who are eligible to receive the text message assistance.

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[**Section 1**](#_Section_1:_Verbal)**:** Counselors can use this language to send directly to parents/guardians via email, learning management systems, etc. to inform parents/guardians about the survey. Please attach or link the [English](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_ef942fbcd0a74825bb8aa5cfa582bfe6.pdf) and [Spanish](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_646c8d65ce8b482694c129049c190e97.pdf) parent/guardian digital flyers in the communication.

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

*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 between March 15-April 30, 2021. The survey can be accessed at* <https://form.jotform.com/airformportal/Text4College>

*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)**:** Counselors or other staff can use the below captions and graphic for social media posts directed at parents/guardians to encourage student participation.

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

Remind your child to take the Text4College survey at <https://form.jotform.com/airformportal/Text4College> by April 30th for the chance to receive text reminders about key college enrollment tasks!

**Caption with no character limit:**

Is your graduating senior student thinking about enrolling in college in fall 2021? If they take Text4College’s 10-minute survey, accessible at <https://form.jotform.com/airformportal/Text4College> or [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 free 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 the survey between March 15 – April 30, 2021 and view the flyer here in [English](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_ef942fbcd0a74825bb8aa5cfa582bfe6.pdf) or [Spanish](https://d3ee7d32-f1e4-4f5f-abae-884a54bc0f3a.filesusr.com/ugd/6156fb_646c8d65ce8b482694c129049c190e97.pdf) for more information.

**Graphic:**

