



Text4College | Student Survey Planning

Text4College is a series of text messages that graduating high school seniors receive to walk them through each step they must take to get enrolled, and stay enrolled, in community college. The texts help students successfully complete their application, participate in orientation and advising, keep on top of course placement and registration tasks and deadlines, figure out financial aid and tuition payment, and more. In each text, students get direct links and information tailored to their intended college. Text4College also allows students to text with a live help desk staff if they have questions or concerns. Visit www.text4college.com to learn more and [sign up your school here](#) by confirming your contact information for survey communication.



How can students participate?

Students need to take a short 10-minute survey to confirm they plan to attend one of the 12 participating community colleges in Alabama, consent to receive the texts if they are selected, provide their phone number and email, and allow access to some of their educational data so that the Text4College team can better understand whether and for whom Text4College improves college enrollment and success. The survey will be available on www.text4college.com and texts for selected students will start in mid-May 2021.



How counselors can plan to facilitate student access to the survey

We have found that school counselor encouragement and oversight is essential to making sure students are aware of the survey and set aside the time to take it. The survey will be available online at any time **between March 15 and April 30, 2021**. We are asking counselors to gather their students remotely or in person, depending on your learning situation at that point. Counselors will be able to access real-time lists of which students have either completed the survey or declined to take it.



Please review the following steps

and use this planning tool to determine how you will gather your school's graduating seniors to complete the survey and get the word out to students and parents/guardians.

By **Monday, March 1, 2021**, [click here](#) to let us know your plan, or if you prefer, email your liaison or text4college@air.org with your plan and any questions. Based on counselor plans, we can develop additional communication supports that would be helpful before the survey is opened.



Step 1

Schedule time for students to synchronously complete the survey in small groups or 1 to 1 with school staff during advisory periods. Plan to ask students to complete the survey during advisory periods or whenever it works for staff and students during the school day in late March/April 2021. The important part is that you set aside 10 minutes for students to complete the survey with you or another staff member and follow up with students who have not completed it; we know that's the best way to ensure students have the opportunity to do it. **Each week, students who have completed the survey will be randomly selected to win prizes from \$25 to \$250 in value.** Winners will be contacted using the email address they provided through the survey, and their counselors will be notified as well.

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In what period(s) and with what staff will students complete the survey?

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Who will check in with students who can't complete the survey at the planned time?

Step 2

Let the school community know about the survey.

Choose from the list below of ideas gathered from counselors, or create your own way to advertise the survey. As early as March 1, 2021, post about it on social media so parents/guardians can encourage their students to complete the survey. This will also allow time for parents/guardians to ask the Text4College team any questions and contact us directly to opt students under age 18 out of participation if they prefer. **We will distribute a digital flyer you can post for this purpose.**

- Post to the school's Facebook page.
- Create an Instagram post or story with the link to the survey.
- Make a TikTok video with survey info if you reach students and families through the app.
- Send a tweet from the school's Twitter account with the survey link.
- Use the Remind app directly with parents.
- Email the survey info to parents.
- Other: _____

Step 3

Get the word out to students. Choose from the list below of some of the ideas gathered from counselors, or create other ways to get students' attention, and let them know how to take the survey with you or other staff. **We will distribute platform-ready language and graphics soon.**

- Post the survey link and info as an assignment in your learning management system (Schoology, Google Classroom, etc.).
- Ask student government representatives to share the link on their student group chat.
- Send the survey link and attachment on the Remind app.
- Email the survey link and info to graduating seniors.
- Other: _____