



Text4College | Student Survey Planning

Text4College provides text messages to graduating high school seniors to walk them through the steps to enroll and persist in 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 will take a 10-minute survey to confirm they plan to attend college and consent to receive the texts. The survey contains questions about students' college plans and background. The survey will be available starting March 15 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

School counselor encouragement and oversight is essential to making sure students are aware of the survey and set aside the time to take it. We are asking counselors to gather their students remotely or in person. Counselors will be able to access real-time lists of which students have taken the survey or opted out of the survey.



Please review the following steps

There are three steps to administering the survey:

1. Schedule a time for students to complete the survey.
2. Let parents and guardians know about the survey.
3. Administer the survey and get the word out to students.

Counselors can use this planning tool to determine how to gather graduating seniors to complete the survey and get the word out to students and parents/guardians.



Review the three steps on the next page and then fill out [this short form](#) to let us know your plan, or if you prefer, email your liaison or text4collegeKY@air.org with your plan and any questions. Counselors may use this form to keep track of their plans.

Step 1 ●○○○

Schedule time for students to synchronously complete the survey. Students can complete the survey during homeroom, advisory, or a subject all seniors take. The survey takes 10 minutes and should be administered in late March or April 2021. **We provided scripts that you may read or email to students before they take the survey.** School staff should follow up with students who have not completed it. **Each week in April, 25 students who complete the survey will be randomly selected to win a \$25 gift card.**

- ☐ In what period(s) and with what staff will students complete the survey?
- _____
- _____
- ☐ Who will check in with students who can't complete the survey at the planned time?
- _____
- _____

Step 2 ○●○○

Let parents and guardians know about the survey. Students who are under 18 should share a flyer about the study with parents/guardians that contains information about the project and directions on how parents/guardians can opt their student out of participation. Counselors should distribute this to all students prior to administering the survey. **We provided a digital flyer you can post for this purpose.**

Step 3 ○○○●

Administer the survey and get the word out to students. Let students know how to take the survey with you or other staff by sending information using the following methods or other ways you know will get students' attention. **We provided language you can use for each of these steps.**

- Administer during advisory or a class period.
- Post the survey link and info as an assignment in your learning management system (Schoology, Google Classroom, etc.).
- Email the survey link and info to graduating seniors.
- Post to social media (e.g., Facebook, Instagram, TikTok, Twitter)
- Ask student government representatives to share the link on their student group chat.
- Send the survey link and attachment on the Remind app.
- Other: _____