**Pathways Directions and Best Practices for Text Messaging Students for Outreach**

*The text messaging functionality in Pathways should be used sparingly and only for student outreach that is important to the campus and/or advising outreach mission.*

Pathways text messages need to be “short and sweet” – the platform only allows 160 characters.

**Pathways text messaging policy:** <https://www.pathways.pitt.edu/about/policies/pathways-text-messaging-policy>

**Sample text messages for student outreach:**

Hi, April from Pitt in the Office of the Provost here! Just checking that you have what you need and are engaged in all your classes. Text back if can help :)

Hi, April from Pitt in the Office of the Provost here! I got a message from your prof that you haven't been engaged in your class. Text back if can help :)

Hi, April from Pitt in the Office of the Provost here! I noticed you are not enrolled in the fall 2020 semester yet. How can I help?

**Sample text message responses (after student replies):**

Thanks for LMK. Have you reached out to your profs about your situation? Would it be helpful if I sent them a message?

Keep up the great work this semester! Thanks for LMK.

Here is a resource that might help you: <URL>

I’m so sorry to hear you are struggling. Can I put you in contact with someone who can help? What else can I do?

**Directions:**

* Create a watchlist under the “Lists & Searches” tab
* Upload a list of students to the list via Batch (use directions provided by Pathways)
* In the “Lists & Searches” tab, click on the watch list you created and added students to
* Click on ALL (upper left-hand corner); NOTE: if your list is more than 100 students, you will need to do the following process one page at a time, or 100 students at a time
* Under the “Actions” drop down tab (upper left-hand corner), click on “Send Message”
  + This opens a new window, which sends a message to up to 100 people
* Click on the Send Text Box (the window is defaulted to E-mail; you will need to open the text feature)
* Write your message in the field and click Send Message

**Outreach and follow-up:**

* Either from the original batch list upload OR you can export the results of your watchlist from the “Actions” drop down tab, create a spreadsheet of the students
* Use either Google sheets or Box for collaboration
* Add users to the Folder / File for collaboration
* Add a column in the spreadsheet for comments (use separate columns for people or add initials when adding comments)
* When you get information back about the student (from text messages, instructor emails, advising appts), add information into the spreadsheet
* Depending upon the goal of the spreadsheet and outreach, you can also use functions such as countif & sum to populate information from your spreadsheet
* It is important to also meet with the collaborators to discuss student concerns and ensure the logic of the spreadsheet is being utilized consistently