



The Council on Postsecondary Education (CPE), Kentucky public universities and the Department of Education are encouraging districts to help promote college-going by reaching out to students and families directly through Infinite Campus messaging services.

Districts and schools are a trusted source of information. Messages can be sent through the Campus Portal and email with standard messaging; texting is available if the district has purchased Campus Messenger. A scripted message is included in the messaging instructions below. The message promotes a [Get Ready for College webpage](#) with links to all Kentucky public universities application sites.

This new CPE webpage should make it easier for students to get started with applications for the schools of their choice. This easy and convenient messaging in Infinite Campus is to encourage students to take the next step on their educational journey by applying early to one or more schools and completing the FAFSA to fully explore options and maximize the financial aid award available.

Messaging will specifically target seniors and juniors designated as early graduates based on cumulative GPA at the end of the last school year. Messages can be sent to two groups:

- A GPA of 2.5 or higher, which meets minimum requirements for all Kentucky universities; and
- A GPA below 2.5 which qualifies for Kentucky Community and Technical College System enrollment and may qualify for other public universities.

We know that the state's public-school counselors already do a great job helping to promote college going. This is one more way to reach out to students and families. With college-going down, we ask that you support this effort locally and designate someone to work with the local Infinite Campus contact to ensure this message goes out.

It is easy to get started; detailed instructions are provided in this document. The [KDE data services team](#) is also available to help if there are questions.

We thank schools and districts in advance for their support!

## Get Ready for College Initiative

November is College Application Month in Kentucky; help promote college going in your high schools through this new Campus messaging initiative! Help raise awareness to students and families that they meet minimum GPA requirements and should apply early. Campus messenger makes communicating easy; plan now to message students in November.

### Step 1: Start Planning

Decide locally who will be responsible for promoting college going through Campus messenger notifications and when the message should be sent out.

- Decide locally if message will be sent by district or each high school will send to their own students.
- Establish date for sending out messages to students and households.
- Follow instructions below on how to set up the message. Additional resources are available:
  - [Appendix A](#) includes messaging script that should be used in the body of the message.
  - [Appendix B](#) includes Infinite Campus resources and instructions on creating hyperlinks.
  - [Appendix C](#) includes details on Tool Rights for Campus Messenger. Ensure the appropriate individuals have permissions to set up and send communications out through messenger.

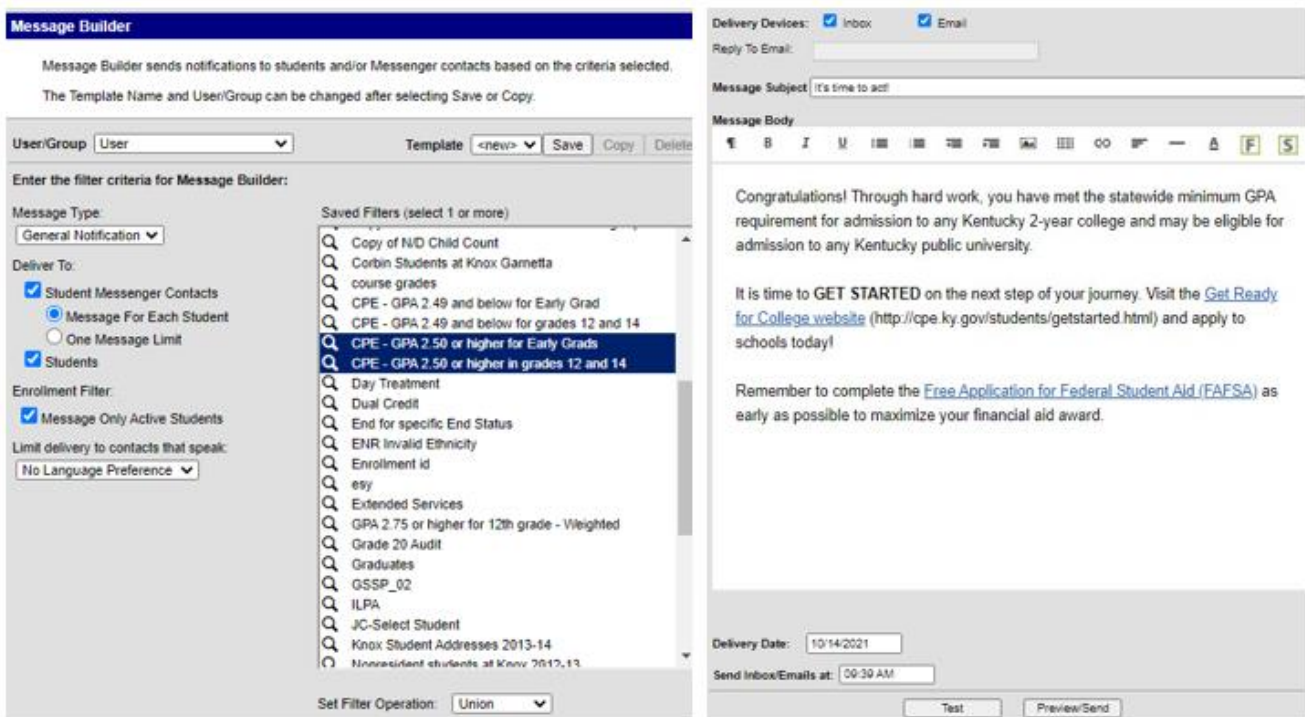
[Campus Messenger](#) allows you to communicate with students and guardians via the Portal inbox and email. Portal Inbox and email is a built-in feature and available to all Infinite Campus districts. Districts that have purchased the premium Campus Messenger product can also communicate via text.

Note: There are two separate notifications to send through Campus Messenger, (1) GPA under 2.5 and (2) GPA of 2.5 or higher. State published ad hocs are available to use.

### Step 2: Set up message

- Message Builder Path: Communication > Messenger > Message Builder
- Message Type = General Notification
- Select Delivery Options:
  - Deliver message to student and household. Mark student messenger contacts:
    - Mark the **Message for Each Student** radio button to deliver one message for each student in a household for whom that message applies.
    - Mark the **One Message Limit** radio button to deliver one message to the household, even when there is more than one student in that household for whom that message applies.
  - Mark **Students**. To ensure the message is sent to students too.
- Select Enrollment Filter **to** Message Only Active Students  
Note: When this checkbox is marked, Messenger sends the message to students who meet the following criteria: (1) Student has an active enrollment in the current calendar; (2) Student has NO end date on their enrollment, or the end date is in the future (after today).
- Limit delivery to contacts that speak: allows the message to be filtered to any household language based on the value in the Language Preference field pertaining to messenger on the Demographics tab.
- Select state published ad-hoc filters for messaging, *select more than one ad hoc by using the shift or control key.*

- CPE – GPA 2.49 and below for Early Grads
- CPE – GPA 2.49 and below in grades 12 and 14
- CPE – GPA 2.5 or higher for Early Grad
- CPE – GPA 2.5 or higher in grades 12 and 14
- Choose Delivery Devices:
  - Inbox - The Inbox option is automatically selected. This option places a note in the parent's inbox that a new message is available. Infinite Campus strongly recommends leaving this option marked to ensure delivery to a Portal Account when no other delivery devices are marked for messages.
  - Email - The Email option sends an email to the guardian's email address on record (entered in Census > People > Demographics).
- Reply To Email: indicate the email address that is automatically included in the message body for message recipients to reference. You can use [noreply@districtname.kyschools.us](mailto:noreply@districtname.kyschools.us) or the person who should be contacted for further information.
- Message Subject: It's time to act!
- Create Message Body: [Appendix A](#) includes messaging script that should be used in the body of each of the messages. Note: This field contains the text that will be sent in the notification. The message body uses a WYSIWYG editor. For more information about using the options available with the editor, see the [WYSIWYG Editors](#) article.
- Delivery Date: Enter the date on which the message should be sent.
- Send Inbox/Emails at: Enter the time the message will be delivered to the inbox/email.



### Step 3: Share the Message

Schedule/send the message in November; each district/school can choose what date in November works best. Refer back to decision made in Step 1.

## Appendix A: Notification Messaging

There are two messages, they are similar but applicable based on GPA. The appropriate message should be used with the corresponding ad-hoc filters in the communication.

### 1. **Minimum Admission Message GPA under 2.50**

Notifies students participating in the Early Graduation program and students in grade 12 and 14 that met the minimum GPA requirement for admission to any Kentucky 2-year college and may be eligible for admission to any Kentucky public university.

- Corresponding State Published Ad Hoc
  - CPE – GPA 2.49 and below for Early Grads
  - CPE – GPA 2.49 and below in grades 12 and 14

#### ***Copy and Paste for the Get Ready for College Message below in the message body (GPA under 2.5):***

Congratulations! Through hard work, you have met the statewide minimum GPA requirement for admission to any Kentucky 2-year college and may be eligible for admission to any Kentucky public university.

It is time to **GET STARTED** on the next step of your journey. Visit the [Get Ready for College website](http://cpe.ky.gov/students/getstarted.html) (<http://cpe.ky.gov/students/getstarted.html>) and apply to schools today!

Remember to complete the [Free Application for Federal Student Aid \(FAFSA\)](#) as early as possible to maximize your financial aid award.

### 2. **Minimum Admission Message GPA 2.5 or above**

Notifies students in grade 12 and 14 that they have met or exceeded the statewide minimum GPA requirement for admission to any public college or university in Kentucky.

- Corresponding State Published Ad Hoc
  - CPE – GPA 2.50 or higher for Early Grads
  - CPE – GPA 2.50 or higher in grades 12 and 14

#### ***Copy and Paste for the Get Ready for College Message below in the message body (GPA 2.5 or above)***

Congratulations! Through hard work, you have met or exceeded the statewide minimum GPA requirement for admission to any public college or university in Kentucky.

It is time to **GET STARTED** on the next step of your journey. Visit the [Get Ready for College website](http://cpe.ky.gov/students/getstarted.html) (<http://cpe.ky.gov/students/getstarted.html>) and apply to schools today!

Remember to complete the [Free Application for Federal Student Aid \(FAFSA\)](#) as early as possible to maximize your financial aid award.

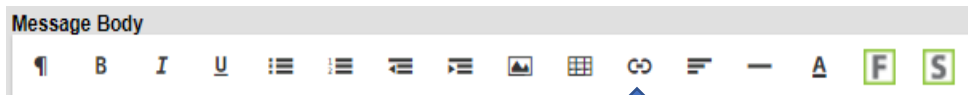
## Appendix B: Creating the Notifications:

### Other Campus Resources

- [Messenger Setup](#)
- [Message Builder](#)
- [Messenger 2.0 Beta](#)

### Inserting a Hyperlink into Message Body

1. Highlight the URL
2. Copy the URL
3. Click Link on the WYSIWYG



4. Select Insert Link
5. Paste the URL in both the URL and Text boxes
6. Click on Insert
  - a. Example Below

**Insert Link** ×

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URL

Text

## Appendix C: Tool Rights for Campus Messenger

- Infinite Campus administrators must assign tool rights to the appropriate individuals before Messenger can be used.

The screenshot shows the 'Tool Rights' configuration page. At the top, there are tabs for 'User Group', 'Tool Rights', 'Calendar Rights', and 'Membership Summary'. Below the tabs is a 'Save' button. The main area is titled 'Campus Tools' and contains a table of permissions for various tools. The table has four columns: R (Read), W (Write), A (Admin), and D (Delete). The 'Messenger' folder is expanded, showing several sub-tools. The 'Message Builder' tool has all four permissions checked (indicated by blue checkmarks in the R, W, A, and D columns).

	R	W	A	D	Tool Name
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	account
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	*Tableau Visualizations
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Messenger
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Message Builder
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Message Builder Scheduler
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Emergency Messenger
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Staff Messenger
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sent Message Log
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mailgun Message Log
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Recipient Log

**Path:** Messenger / Message Builder