PILOT SUMMARY

• Before, during and after Spring 2021 Commencement, OSUAA executed a SMS pilot as a way for new alumni to stay connected

• SMS promotional period (with incentive for providing SMS consent): April 28 – June 18, 2021
Get comfortable with texting as a means of communicating with new alumni

Learn how to segment appropriately between email and SMS

Understand performance of SMS as a channel in this use case and identify areas for opportunity

Develop plan to expand SMS program to remainder of alumni audience
SMS EXPERIENCE FOR NEW GRADS

1. New grad texts “OSUGRAD” to 51555
2. New grad clicks link to fill out form
3. New grad completes form – success!
SMS EXPERIENCE DURING COMMENCEMENT

1. New grad texts "OSUGRAD" to 51555

2. New grad receives text after ceremony

3. New grad clicks link to fill out form

4. New grad completes form – success!
SMS TEXTING PILOT

FINAL FLOW

April 25, 2021

Ohio State app notifications: download the Alumni app

May 2, 2021

Molly shares SMS short code + keyword during speech, mentioning incentive

May 9, 2021

SMS to OSUAA: New graduate texts OSUGRAD to 51555

May 10, 2021

SMS auto reply from OSUAA: Be on the lookout after commencement

May 17, 2021

Email Welcome 1: Congratulations Stay in touch

May 18, 2021

Email Welcome 2: Membership information / choose your interest(s)

May 20, 2021

Email Welcome 3: Update your info

May 25, 2021

Email Welcome 4: College welcome

May 31, 2021

Update info?

September 2021

Email Update your info follow-up

Future updates can be sent via email or SMS, based on consent, channel engagement and best channel for the message:
- Event invitations/volunteer opportunities
- Solicitations
- Content to read, watch, listen to

Scavenger Hunt

SMS versions:
1. SMS for no delay
2. SMS for delay + delay message
3. SMS for pro gram wind

New grad clicks to landing page: How do you want to stay connected?
- Name & address, call, SMS consent, survey
- New graduate receives incentive for submitting form and consenting to SMS

Engagement Center phone calls:
- New grad tells OSUGRAD to 51555

Targeting 1k SMS opt-ins
Since this is a pilot, we will track results and plan to set goals/optimize for next round
HOW THE SHORT CODE WAS PROMOTED

- Scavenger Hunt
- Graduation program
- Big screen prior to graduation ceremony
- Molly’s graduation speech
- Welcome Email 1
- Engagement Center calls
RESULTS OVERVIEW

12,345
Spring 2021 Graduates

1,130 (9.2%) Texted short code

1,109 (9%) Completed form

682 (61%) texted during the commencement “delay” period, 5/9 from 7am-7pm

100% of form completions came from those texting the short code (none from clicking the link in Welcome Email 1)

Most form completions occurred between May 9 – May 13
ENGAGEMENT CENTER RESULTS

The Engagement Center spoke to 1,415 new graduates between April 28 and June 10, 2021. One of the items they mentioned was that they could text OSUGRAD to 51555.

New grads that spoke to an Engagement Center Specialist were 47% more likely to sign up for text messaging than those that did not.

Takeaway: While it’s possible that those that answer a call from the Engagement Center are more engaged to begin with, it does seem worthwhile for texting to be mentioned on these outreach calls.
## A/B TEST: EMAIL AND SMS SPLIT

Half of those that completed the form received a text message about their top item and the other half received an email about all items they were interested in (same as click-based email)

<table>
<thead>
<tr>
<th></th>
<th>Email</th>
<th>SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sent</td>
<td>526</td>
<td>518</td>
</tr>
<tr>
<td>Opened (%)</td>
<td>98%</td>
<td>51%</td>
</tr>
<tr>
<td>Clicked (%)</td>
<td>18%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Hypothesis confirmed**: new grads that signed up for texts engaged with SMS content at a higher rate than email content.
## A/B TEST: SMS-SPECIFIC RESULTS

<table>
<thead>
<tr>
<th>Interest</th>
<th>Sent</th>
<th>Clicks</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Interest</td>
<td>198</td>
<td>42</td>
<td>21%</td>
</tr>
<tr>
<td>Event Interest</td>
<td>80</td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td>Club/Society Interest</td>
<td>123</td>
<td>30</td>
<td>24%</td>
</tr>
<tr>
<td>Community Interest</td>
<td>54</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>Tours Interest</td>
<td>50</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>Virtual Event Interest</td>
<td>21</td>
<td>1</td>
<td>5%</td>
</tr>
</tbody>
</table>
SMS TEXTING PILOT

KEY INSIGHTS & NEXT STEPS

- Be cautious about having a keyword that may end up with a space between two words: OSUGRAD (506) vs. OSU (624)
- New grads provided SMS consent and preference information: let's use it!
  - Send a follow-up text message to non-openers of a recently sent email (as long as they provided consent)
  - For an upcoming message, split your audience by SMS opt ins and everyone else (email) -- recommend starting with something that has a single CTA
  - Use preferences to nurture audiences with relevant content – but be aware that preferences change over time
- Explore ways to gain new SMS opt ins