MiSchEnroll

Effective Communication Strategies

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Meet the Hosts

Alexis Robin
Sr. Professional Services Specialist
Presenter

Ian Cary
Customer Experience Manager
Q&A

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Logistics

Slides, recording, and related resources will be shared in the follow up email tomorrow

Live Q&A throughout:
- Ask webinar related questions by clicking **Q&A**
- Send site-specific questions to **schoolmint.zendesk.com**

Two Surveys at the end

Agenda

- Content/Letters
- Bulk Email
- Workflow Notifications
- Communication Logs
- Strategies to improve messaging

Why Strategic Communication Matters

Clear, timely communication builds trust with families and improves engagement at every step of the enrollment journey

Families are navigating complex processes Clarity = Equity	**Communication isn't just information — it's experience**	**Proactive outreach reduces inbound support requests**

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Content / Letters

Content & Letters in Enroll

You can find this editable content by going to **Settings > Content/Letters.**

The Content/Letters Settings area allows for customization of the majority of the content in the system. Templates for email and text messages (both system-generated and custom-created templates) can be edited here, as well as most of the text content found across the admin and guardian sides of the system.
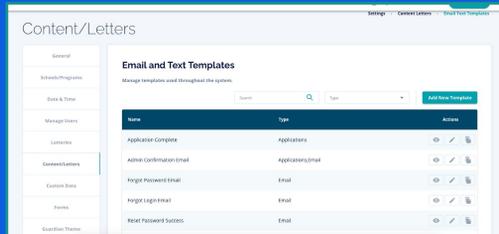
Manage Notifications, letters and content snippets templates used throughout the system.

Email and Text Templates 〉

Manage System/Platform Content 〉

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Email & Text Templates

You can review both default and custom email and text templates by going to **Settings > Content/Letters > Email and Text Templates.**
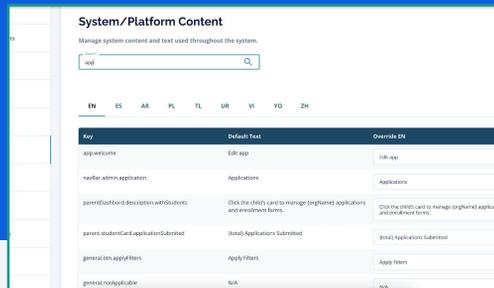

Click Here:
Email Notification Guide

You can edit email and text templates that are loaded by default into the settings. The content found in this area will be communication items that are sent to the parent via email or text.

You are also able to create new, custom email and text templates for use in individual school/program settings or for use as a template when sending bulk emails.

System / Platform Content

You can review default platform content by going to **Settings > Content/Letters > Manage System/Platform Content**.

Platform content will include every piece of text found within the platform. You can search for this content by its key or by the string of text that is showing in the system. You can then override the text that is there, including overriding translations based on the translation languages. The ability to override system content, in general, allows you to tailor the verbiage to meet your district or school's specific needs!

Automated Emails

Schools will contain Registration & Re-Registration complete emails, while Programs will contain your Application Complete, Application Status Change, Lottery Consolidated (or Lottery Offered & Lottery Wait List), Lottery Accepted, Lottery Declined, and Lottery Reminder notifications.

Workflow Notifications
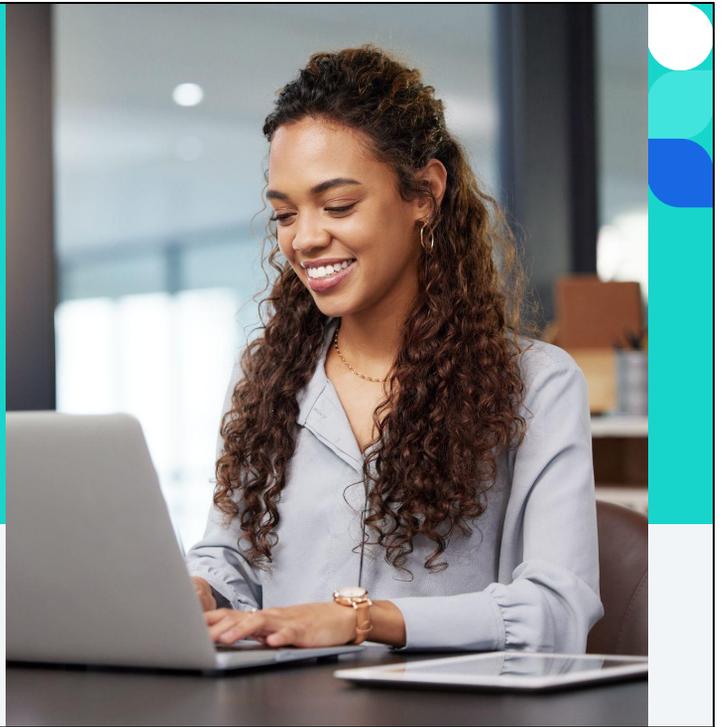
Admin & Guardian Automated Notifications

Settings > Workflow Notifications

Create your own custom notifications for admins when students meet certain criteria that you set!

Try out our Workflow Notifications!

Click Here to Learn More

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Include Quick Links for Admins

Give your admin team one-click access from within an email to a student's profile, application, or registration record.

Insert/Edit Link ✕

URL
{$application->admin_link}

Text to display
Application

Title

★ **Student Profile**: {$student->admin_link}
★ **Application**: {$application->admin_link}
★ **Registration**: {$registration->admin_link}

Enter Email Subject Line *
Proof of Residency Has Been Uploaded

Proof of Residency has been uploaded to the application below. Please review and mark the application as eligible.

Application

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Bulk Emails

Bulk Email in Students, Applications, and Registrations

This bulk tool allows admins to save time by sending an email for multiple students at once instead of on an individual basis.

Example Bulk Emails

★ Deliverables or data is missing

★ Reminders for important dates

★ General reach out

★ One off prompts

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Bulk Actions ▼ | 9 / 9 Selected

Send Email/Text Message

Update Application Status

Download Forms/ Attachments

Resend Recommendation Requests

Export

☑ 1 🚩 561786

☑ 1 🚩 561788

Bulk Communication ×

Email and/or Text Message
This page allows you to bulk send email and text messages to selected students and parents.

Email Recipients Reply To
test@replyto.com

Select a template or a one time message:

Choose Message Template ▼

Or
◉ One Time Message

Language & Translations

EN

Add Field Variable

Enter in a Text Message *
This is an example text!
89 characters remaining in your text message

Enter Email Subject Line *
Eye Catching Subject

↶ ↷ Paragraph ∨ A ∨ B I U ☰ ☰ ☰ ☷ ∨ ☷ ∨ ☶ ☶ ⊞∨ ⋯

Details about what you want to send to guardians

Don't forget you can use dynamic variables like {$student->fname} {$student->lname}

Mindsets that Work

Start with Empathy

- Assume families are busy, stressed, and unfamiliar with your process
- Eliminate insider language and school jargon
- Anticipate questions before they're asked
- Be clear about what they need to do and what happens next

How would you improve this message?

We want to make registration easy for you! Please log into your parent dashboard and complete your child's registration by Monday to ensure everything is ready for the new school year. Need help? Here's a link to your dashboard, and contact info incase you get stuck.

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Too often, school communication is written from an internal lens — what we need parents to know. But flip that around. If I were a busy parent reading this on my phone while making dinner, would it be clear? Would I know what to do? This small shift improves everything — engagement, clarity, even trust.

Say Less, Mean More

Avoid overwhelming families with too many or too-long messages

One message = one action

Use consistent, simple language across email, text, and letters

Prioritize the subject line and first sentence

Subject: Complete Your Registration by Friday

Hi Families,

Please complete your child's registration form by this Friday to secure their spot for the new school year. Need help? Contact the front office at [phone/email].

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Families don't read like we hope — they scan. So make your message scannable. Stick to one ask per message, and lead with it. We often think more information is helpful — but clarity is the real gift. A short message that gets a response beats a long one that gets ignored.

Sending a message isn't the finish line. Communication is a two-way street — and closing the loop builds confidence. Use tools like the communications log to track what's sent. Follow up on the things that matter. And when things go right — like a family completing registration — acknowledge it! That's what turns communication into connection.

Let's Reflect

Make Every Message Count

| Use tools in your platform to simplify processes | Edit for clarity and action | Focus on what families need to know and do | Communicate with empathy and purpose |

Small changes in how you communicate can lead to big changes in family engagement.

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To wrap up, remember that every message you send is a chance to build clarity, trust, and connection with families. These small shifts — leading with empathy, keeping it simple, and focusing on one action — make a huge difference. You don't have to overhaul your entire system. Just start with the next message you send — and make it count

Q&A

Survey

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Zendesk

Help Articles

Webinar Recordings and Slide Decks

Issues, Bugs, and General Q&As

Community

Customer Forum

Feature Requests

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