

SMART EDUCATION: THE FUTURE OF  
LEARNING

## Overview

Students often disconnect during summer months, missing key steps needed for fall enrollment. SimplyCast's Summer Melt Retention use case helps schools maintain meaningful contact with students by sending reminders, answering common questions, and offering supportive touchpoints that keep them engaged and confident.



## Challenges

- Students may be unsure what steps to complete next
- Lack of regular communication causes delays or drop-off
- Questions go unanswered, leading to confusion or hesitation
- Without check-ins, staff can't see which students need help



## Solution Uses

- Guide Incoming Students
- Re-Engage Returning Students
- Check Students Readiness
- Follow Up Automatically



## Capabilities

- Consistent Summer Communication
- Simple Student Check-Ins
- Progress Nudges
- Targeted Outreach
- Supportive Messaging Tone



## Key Modules

- SMS Alerts
- Email Reminders
- Digital Check-In Forms
- Automated Flows
- Contact Segmentation



## Benefits

- Keeps Students Connected
- Reduces Student Uncertainty
- Improves Communication Consistency
- Boosts Student Preparedness

Find out more:

[WWW.SIMPLYCAST.COM/SMART-EDUCATION/](http://WWW.SIMPLYCAST.COM/SMART-EDUCATION/)

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