

During the summer months, many students lose momentum, miss deadlines, or become unsure about next steps – resulting in summer melt. SimplyCast’s Summer Melt Retention use case enables institutions to maintain consistent communication with accepted and returning students using automated messaging, digital forms, and adaptive follow-ups.

This ensures students get timely support while your staff gains a streamlined, low-effort workflow that keeps enrollment on track.

Automated Student Journeys

Guide students through every required step with fully automated summer communication flows

Smart Mobile Check-Ins

Use quick digital forms to collect student updates, concerns, and confirmations in seconds

Adaptive Message Paths

Follow-ups adjust automatically depending on whether a student responds or completes a task

Personalized Touchpoints

Deliver relevant, student-specific reminders and information throughout the summer

Streamlined Team Workflow

Reduce repetitive manual outreach and free staff to focus on meaningful student support

SMART EDUCATION: THE FUTURE OF LEARNING