

Communication Center — pick who, pick a template, press Send

Texts go out right away from the school's texting line; emails from info@alliswellhca.com.

1 What this page is for

WHAT THIS PAGE IS FOR

Sending the same message to a group of people — or one person — without leaving the dashboard, with the name, program and start date filled in per person.

AUDIENCE

Choose a type, then a target: **One person, By stage, By program, By cohort, Graduates, All open leads**. The count shows first; press **Show recipients** to list names.

COMPOSE

Channel (Text or Email), a template or a blank message, subject (email only), the message. Merge tags fill in per person when sent: `{{first_name}}`, `{{program}}`, `{{start_date}}`.

THE TWELVE TEMPLATES

Requested info confirmation, Application encouragement, Abandoned application follow-up, Deposit request, Enrollment confirmation, Missing documents, Class approaching, Payment due, Payment missed, Clinical instructions, Completion congratulations, Certification follow-up. Pick one and edit the words freely.

WHAT HAPPENS ON SEND

- Each message is saved to the Outbox as *queued*.
- Texts are sent at once from (940) 312-5305 to the phone on each person's record. People with no valid phone or who opted out are skipped and the Outbox says so.
- Emails are sent at once from info@alliswellhca.com to the email on each record, in a simple branded layout. People with no email address are skipped.

- The result line reports sent / failed / skipped.
- Every text appears on the person's profile under Texts and follow-ups.

Texts are real and immediate. Check the count and the message before pressing Send.

2 The number cards

The cards across the top of the page, left to right.

CARD	WHAT IT COUNTS
Recipients	How many people the audience contains (count only; names on request).
Channel	Text or Email, as chosen.

3 Audience

Type, target, the count, and **Show recipients** for the names. Parked people are excluded from stage and program audiences.

4 Compose

Channel, template, subject (email only), message, and the button: **Send text now** or **Send email now**.

5 Outbox

Every message queued from this page, newest first: when, to whom, channel, template, status (queued / sent / failed / skipped — with the reason).

6 Step by step

Text everyone in a class about the start date

1. Audience: **By cohort**, choose the class.
2. Channel: Text. Template: **Class approaching**.
3. Read the message; the start date fills in per person.
4. Press **Send text now**. Read the result line.

Text one person

1. Audience: **One person**, choose the name (or press **Text** on their profile, which lands here with them selected).
2. Write the message and send.

7 If something looks wrong

It says "saved but not sent".

The texting service could not be reached or is not configured on the server. The messages wait in the Outbox; contact Mission Metrics.

Someone was skipped.

No valid phone on the record, or they opted out (text consent = No).

Emails are not going out.

The result line says why. "Not connected" means the email key is missing on the server (Mission Metrics); "skipped" means the person has no email address on the record.