



Subject: **Innovative SMS chatbot to support [School District Name] Students**

Dear [Media Outlet],

We believe that right now, more than ever, our students need more support in new ways that resonate with them most. This is why we, at [School District Name], are thrilled to introduce an innovative chatbot available over text message to revolutionize the way [School District Name] families navigate the path from high school to career.

The chatbot, Cali, has been designed in collaboration with the California Student Aid Commission and is a first-of-its-kind text messaging service, sends encouraging messages to students to understand their unique preferences, plan next steps, and stay on track - and that's not all. Cali uses human-verified Artificial Intelligence (AI) to respond to high school students 24/7 and answer questions about FAFSA and CADAA completion, certificate programs, college admissions, scholarships, and more. Our goal is to help more high schoolers prepare for their futures with support tailored to their desired path (skills, degrees, etc.) right at their fingertips. This service is designed to be a game-changer for our community.

I thought you might want to share this with the community for a few reasons:

1. We Need Your Help

This service is available to [School District Name] high school seniors at no cost. Yet, **high school students will not benefit from this if they do not sign up!** We need to educate parents about the availability of this resource for their children and encourage them to opt-in to receive messages and guidance from Cali.

2. Innovation in Education

Cali is a prime example of merging responsible AI technology with

education, making a significant strides forward in how we can support students, parents, and our community. We at [School District Name] believe this is an opportunity to leverage technology in a way that benefits everyone.

3. Supporting our Counselors

This initiative tackles a widespread issue in our educational system - the ratio of students to counselors. Cali will help to ensure that each student has the opportunity to receive personalized, timely guidance, paving the way for our counselors to provide enhanced support for those who need it most.

4. Proven Success

This technology has been used effectively by state and national organizations like College Advising Corps, Education Forward Arizona, and Get Schooled, dramatically increasing the number of high school students who complete the FAFSA or state aid, and enroll in programs after high school to prepare for their careers.

We welcome you to share this information with your audience, and invite you to get in touch should you wish to delve further into this topic. We truly believe that this ambitious new tool can significantly bolster our students' success in their journey to a better future, helping them realize their full potential.

Thank you for considering this news story. We look forward to continuing to share new ways we support our students on their postsecondary journeys.

Best,

[Your Name]

[Your Title]

[Your Email]

[Your Phone Number]