



[Begin Automated Message]

Hello, this is [Principal's Name] at [School Name].

Today, I want to share with you an exciting new resource to support our seniors on their journeys to college and career.

Provided by [School District Name], Cali is an artificially intelligent chatbot that communicates with students over text message to give them an additional layer of support in completing the Free Application for Federal Student Aid (FAFSA) or the CA Dream Act Application, which are required to obtain financial support for many higher ed or certification programs after high school.

Best news is that this service is free! But you must sign-up to receive messages from Cali.

What does Cali do exactly? Cali sends encouraging messages to students to understand their plans, remind them required steps and deadlines, and help them stay on track - and that's not all. Cali uses responsible artificial intelligence to respond to students and answer their questions about completing the FAFSA or CADAA, information about certificate programs, college admissions, financial support, and more.

The real advantage is that Cali is designed to empathetically remind students of key milestones along their desired journeys, offering personalized support and resources along the way. Cali is multilingual, too, connecting students with timely information in their preferred language.

Our objective with Cali is simple: help more seniors navigate their unique paths to rewarding careers.

To sign-up, parents can text [HS #Command] to [Phone Number] and follow the instructions. That's [HS #Command] to [Phone Number] any time to get

started. You can also chat with Cali online to learn more and opt-in on our website at [\[URL where chatbot is installed\]](#).

We at [\[High School Name\]](#) are thrilled by this new service and how it can help our students stay on track and realize their goals after high school. Opt-in as soon as possible to give your student a big advantage in planning for their future.

Should you have any questions, please feel free to reach out to [\[Suggestion: our guidance counselors\]](#) who [\[is/are\]](#) informed about this new service.

Thank you for your time, and for supporting our goal of helping students take steps toward a brighter future.

[End Automated Message]