

EMAIL CAMPAIGN PACKET FOR FALL 2009

Department Name _____

Graduate Director _____

Master's, Doctoral or Both _____

*For our records, please answer the following questions as thoroughly as possible.
We will use your answers when we consider the success of your campaign.*

What is your programs enrollment capacity? _____

How many students do you want to admit for the upcoming class? _____

What is the primary goal of this email campaign?

Increasing Applicant Pool Size,

Increasing Applicant Pool Quality,

or Both

—FOR THE GRADUATE SCHOOL USE ONLY—

How many applications arrived for this incoming class? _____

How many students were admitted for this incoming class? _____

Is the department pleased with the size of the applicant pool?

Explain:

Is the department pleased with the quality of the applicant pool?

Explain:

Please fill out this page as a way to develop the message your email campaign will deliver.

Why should/do students select your program?

Why should/do students select your program and not similar programs at different universities?

What is/are the most prominent outcome(s) for former students that hold your degrees?

What does your program look for in a successful applicant?

What does your program offer its students to encourage their success?

Please answer the following questions about your recruitment strategy. We will use these responses to identify the type of students to recruit, where to find them, and how to speak to them.

Do you wish to actively recruit students from the North Dakota/Minnesota region?

If so, why do you wish to do so?

Do you wish to actively recruit students from the broader, Midwest region?

If so, why do you wish to do so?

Do you wish to actively recruit students from the entire nation?

If so, why do you wish to do so?

Do you wish to actively recruit international student?

If so, please identify specific areas of international recruitment.

If so, why do you wish to do so?

In the following pages, I have reproduced the notes from my presentation. You are free to personalize the emails if there is information you feel prospective students will need. When I considered your busy schedules, I thought you would appreciate the following notes so that you can create these emails more quickly.

After you submit a completed campaign packet, I will review it and confer with you on any suggested changes I have. After a meeting to discuss this, I will implement and monitor your campaign for you.

Notes for First Email

Highlights of Your Program

1. Thank the student for their interest.
2. Introduce your program's qualities.
3. Introduce your faculties' interests.
4. Introduce your facilities.
5. Tell them how you can support students.
6. Introduce your application deadline.
7. Encourage students to visit My GradSpace.

Notes for Second Email

What Can Students do with Your Degree?

1. Thank the student for their interest.
2. Remind students of the application deadline.
3. Tell students a success story of an alumnus.
4. Tell students typical post-degree placement.
5. Tell students typical career opportunities with your degree.
6. Remind students to visit My GradSpace.

Notes for Third Email

Who Should Apply?

1. Thank the student for their interest.

2. Remind students of an application deadline.
3. Remind students of your admission requirements.
4. Remind students of the needed application materials.
5. Tell students when they might hear of their admission decision.
6. Remind students to visit My GradSpace.

Notes for Fourth Email

Encourage Application

1. Thank the student for their interest
2. Remind students of the application deadline
3. Remind students of needed application materials
4. Remind students to visit My GradSpace

Please attach your emails, in the sequence you want them to be sent to prospective students, to this packet and return it by September 23 to:

The Graduate School
Attention: Evan Nelson
Twamley Hall Room 414
264 Centennial Drive Stop 8178

Or access this packet as from www.graduateschool.und.edu. Look under Forms for Faculty and Staff for the document titled Email Campaign Packet. You can print off the completed .pdf and send it in, or just save your new .pdf and email Evan at EvanNelson@mail.und.edu