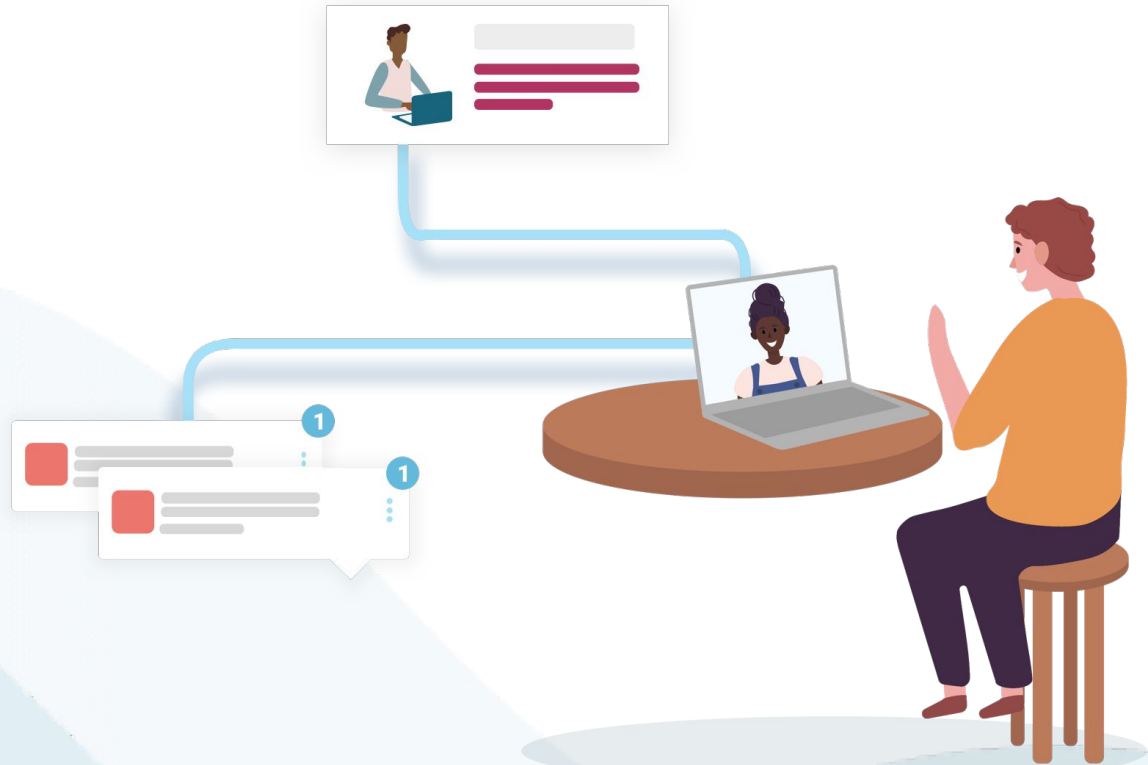


Student Messaging Playbook



8

Seconds:

The average attention span
of Gen Z students

Dear Elizabeth,

I am delighted to inform you that the Committee on Admissions has admitted you to the Class of 2021. Please accept our congratulations for your outstanding achievements.

In recent years, nearly twenty thousand students have applied for the sixteen hundred and fifty places in the freshman class. Faced with many more talented and highly qualified candidates that it has room to admit, the Admissions Committee has taken great care to choose individuals who present extraordinary academic, extracurricular and personal strengths. In making each admissions decision, the Committee keeps in mind that the excellence of Noname University depends most of all on the talent and promise of the people assembled here, particularly our students. In voting to offer you admission, the Committee has demonstrated its firm belief that you can make important contributions during your college years and beyond.

By early March, you will receive an invitation to visit Noname University from Friday, April 29, to Sunday, May 1. Our faculty and students have arranged a special welcome for you and we think the experience will be interesting and useful in making your final college choice. Of course, we would also be happy to have you visit at some other time and we hope you will make a special effort to do so if you will be unable to join us in April.

Especially if you cannot come to Collegeville during the next several months, please do not hesitate to contact us if we can be of help in any way. You will find our application booklet and our website (<http://www.admissions.college.noname.edu/>) good sources of information about college life and we will be sending you a course catalog in the spring to help familiarise you with our academic opportunities. We are enclosing a statement about choosing a college that might be helpful.

(continued)

**Could you read this
in 8 seconds?**

It's Time To Rethink How You Engage With Students

Students of today are used to being bombarded with a constant stream of information and quickly filter content based on what's meaningful to them. In order to capture their attention with your messaging, it's essential to:

- ❑ **Make It Short**
- ❑ **Show Your Best**
- ❑ **Make A Connection**

Make It Short

Brevity is key when crafting your content

❑ **Less is More**

The less content in your message, the more likely students will read and retain the information. Think in terms of social media length posts.

❑ **Timely & Actionable**

Instead of long, comprehensive messages, opt for more frequent, short, easily digestible ones with need-to-know-now information. Studies show that people are more likely to engage when the content is relevant in the moment.

Dear Elizabeth,

It's not too late to register for Noname's Virtual Open House, October 5th-7th!

Open Houses provide an in-depth look at what life is like at Noname College. By attending one of our open house programs you can expect to:

- Learn about Noname's academic programs
- Hear how students stay involved and engaged on campus through Student Life activities
- Explore campus in a virtual environment
- Understand the application process
- Talk with current students
- Receive tips on applying

Open House Week is a 3-night program consisting of 1.5 hours of live programming each night. For a detailed schedule of topics covered, visit our website. Please know that by registering you are not required to attend each night.

View the tentative schedule, frequently asked questions, and RSVP by visiting our website.

We can't wait to show you why there's no place like Noname!

Questions? Contact Susan Helper, Open House Coordinator, at susan@noname.edu.

We hope to see you virtually this Fall!

Hillary Helper
Admissions Counselor
555-555-555

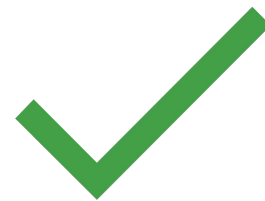
P.S. Can't join us for Open House Week October 5th-7th? We are offering two more Open House Weeks this Fall later in October and November. RSVP today on our website!



Wondering why our students love Scoir University?

Watch the TikTok version of our Uptown campus. With over 200 live oaks, fun food trucks, and historic buildings from as early as 1834, Scoir University's campus is a thriving place to learn and grow.

[Follow us on TikTok](#)



Show Your Best

Lead with your most compelling content

❑ Seeing is Believing

Drive students to where they can see real life images of what the campus is like with links to virtual tours and social media accounts.

❑ Be Link Aware

Consider the number of calls to action in your message, and try limiting them to one or two so that you see strong click through rates. And, make sure to use the button feature for your most important Call to Action.

❑ Repurpose Your Content

Lean into existing messaging or content that resonates most with your audience based on what's performing well across other channels..

Start Thinking Outside the Classroom.

Experiential learning promotes a continuous cycle of learning, maximizing the impact of every step in your journey.

LEARN MORE

Fueled by Experience

Experience is at the heart of a Noname education. Our signature co-op program powers the unique integration of classroom instruction with professional work experiences across the globe, helping you thrive in a rapidly evolving world. Research and global opportunities, like semesters abroad and summer programs, will further enrich your education.

Leverage Every Experience

Self-Authored Integrated Learning is a digital platform that helps you track your personal and professional growth and understand what you learned in the course of each experience. You can then apply that information throughout your lifetime. In addition, SAIL empowers you to consider where you are in terms of your skill sets and strategically map out where you want to go in the future.

Results That Speak Volumes

Our immersive learning experiences help you explore your passions. That's why 97% of our graduates are employed or in graduate school within nine months, and 89% work full time in a field related to their studies.

96% of 2019 graduates would recommend a co-op-based education to their friends.

100+ years of experiential learning at Noname

Connect With Us



Thanks for the follow!

We're excited to help you learn more about the exciting academic opportunities available across our nine undergraduate school and colleges, our vibrant community, and what it takes to be a Scoir Squirrel!

At Scoir University, you can expect to:

- **Enjoy the academic flexibility to explore the topics that interest you.** It's common for Squirrels to double-major or combine minors across all of our nine undergraduate schools and colleges.
- **Put classroom knowledge into practice** in labs, studios, and in our city. SU courses are small (55 percent have fewer than 20 students) and
- **Learn alongside students from all over the world.** 15 percent of undergraduate students come from outside the United States and 51 percent from states other than Florida.

Starting this year, the University will meet 100 percent of demonstrated financial need for all admitted students. [Sign up](#) to learn more, get reminders on important dates and deadlines, and gain access to special events!

[Request Information](#)



Make A Connection

Focus on relationship building

❑ **Keep It Conversational**

Avoid only sending transactional communications. Share meaningful information students want to know about your campus community and invite students to share more about themselves. Remove higher ed jargon and use conversational language.

❑ **Personalization Matters**

Students are used to having personalized digital experiences from brands like Amazon and Spotify and tune out when content isn't customized. Tailor messages based on student interests so they feel valued.

❑ **Keep A Regular Cadence**

As you're building any relationship, regular touchpoints are essential. Message too frequently and you'll come across as spam and message too infrequently and students will feel forgotten.

Dear Marques,

Thank you for your interest in Noname University. We are excited to get to know you during this process. Please know we are here to help guide you through the application process. We currently have over 80 undergraduate programs, including majors, minors, and certifications! We are accepting applications for the Fall 2021 term at this time. Many of our programs offer rolling admissions and it is not too late to Apply!

To make this process a bit easier for you, we are providing you with the following application fee waiver code: FREEBIE. Please enter "FREEBIE" where it says "For Official Use Only," located at the end of the application.

Please note if applying to the B.A. Speech Language Pathology or B.A. Athletic Training, our fee waiver code will not work on the centralized application systems. Please see below to apply to one of these programs:

B.A. Speech Language Pathology students must apply through the CSDCAS service.

B.S. Athletic Training students must apply through the ATCAS service.

Kind Regards,

Noname University Admissions
ugadmissions@noname.edu
Noname University

[Ready to Apply?](#)



We can't wait to meet you!

We know the admissions process can be exciting, confusing, and everything in between. That's why we are here to work with you during each step of the admissions process and answer any questions you may have.

Connect with your counselor today!

[Meet Your Counselor!](#)



Content

Considerations

Keep It Student Centered

Think about what *students* want to know

❑ Life on Campus

Focus on the unique features of your campus life that students care about most. Have a 24 hour breakfast cafe or an annual Spring Fling celebration? Share that with prospective students!

❑ Student-to-Student Engagement

If you have a student ambassador program, consider asking ambassadors to write brief messages sharing what they love about the school or what a day in the life of a student is like.

Content Topic Ideas

Give students a window into your campus community and keep important reminders top of mind

Campus/Student Life

- ❑ Authentic student stories
- ❑ Invites to live stream or in-person sporting events, musical concerts, and community events
- ❑ Share social media posts that are trending
- ❑ Highlight DEI initiatives

Timely Reminders

- ❑ Admissions Events
- ❑ Application Deadlines
- ❑ Deposit Deadlines

Academics

- ❑ Share recorded lectures from popular courses based on major of interest
- ❑ Highlight newsworthy faculty or student research
- ❑ Elevate success stories and alumni outcomes

Informational

- ❑ Tips for applying for financial aid
- ❑ Finding the right college

Subject Line Ideas

The subject line often determines whether or not a student will open your message. Here are 6 approaches to compelling subjects.

Questioning	Have you seen our latest TikTok?
Conversational	Let's chat about your dream school
Mysterious	What you really want to know about Scoir University
Guiding	How to Apply for Scholarships
Action-Oriented	Schedule some time with your admissions counselor
Catchy	Oops..you forgot to sign up for the info session

Lastly

Don't overthink it.

SCAIR