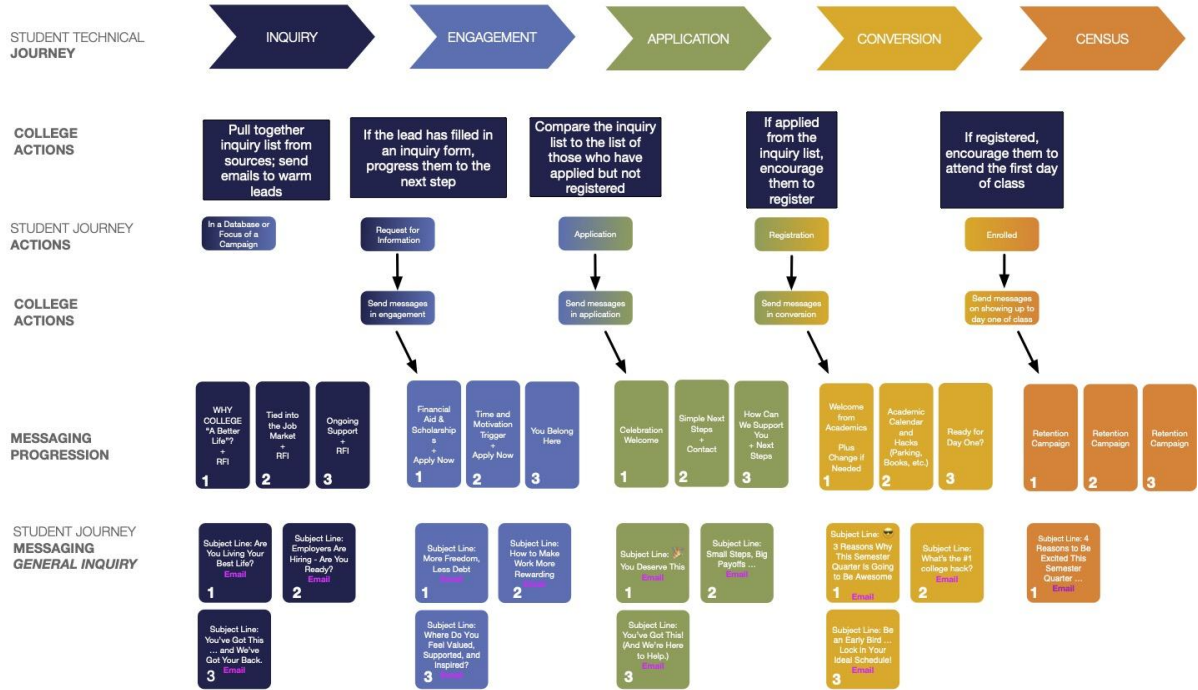


CRM Messaging – First Year Students

WASHINGTON COMMUNITY AND TECHNICAL COLLEGES




Student Enrollment Journey



Interest/Awareness

1. WHY COLLEGE "A Better Life?" +RFI

SUBJECT LINE: More choices, check 

[Image: happy students at graduation showing off their diplomas with the college's name.]

How You Can Open the Door to More

Everyone knows that a college degree can pave the way to better, high-paying careers... *but that's just the beginning.*

College grads also have more *choices*. And with a degree comes the unshakable confidence that you can achieve anything you put your mind to.

Are you ready to do more?

- At [NAME OF COLLEGE], you'll find counselors who can help you choose classes that lead to exciting careers.
- Instructors who are dedicated to helping you ace your courses.
- And unbeatable small-class sizes, where study buddies become lifelong friends.

Find out More!

Request more info today. [LINK to RFI]

[College Logo]

[College Tagline]

2. Tied into Job Market +RFI

SUBJECT LINE: Your new career is inside...

[Image: A group of students dressed professionally at a college job fair]

The Job Market Is Expanding — Are You Ready?

Now's the time to prepare for in-demand careers.

Over the past year, Washington added +175,000 jobs.* Excited to train for your new career?

Become cutting edge at [COLLEGE NAME]:

- Take classes directly with industry leaders for hands-on learning.
- Learn in-demand skills to become employable ASAP.
- Build valuable career certifications while you earn a degree.

Discover Your Choices

Request more info today! [LINK to RFI]

[College Logo]
[College Tagline]

[*https://esd.wa.gov/labormarketinfo/monthly-employment-report](https://esd.wa.gov/labormarketinfo/monthly-employment-report)

3. Ongoing Support +RFI

SUBJECT LINE: Your future, our priority

[Image: A first-year student smiling as they meet with an advisor]

Education Made for You

College is an exciting challenge, and at [COLLEGE NAME], you don't have to figure it out alone.

Need help dialing in your schedule? Your very own academic counselor can help you line up your courses with your interests. Need an extra boost to get that great grade? You'll find free tutoring in person or online. Whenever you need support, we're here to help, from application to graduation.

You've got a support team in your corner.

- Tutoring and mentoring in math, writing, and most subjects
- Supplemental classes to help you succeed in college
- Career services to help you set goals, write your resume, and land your dream job

Explore Your Future

Request more info today! [LINK to RFI]

[College Logo]
[College Tagline]

Unsure/Consideration

1. Financial Aid and Scholarship + Apply Now

SUBJECT LINE: A Crash Course in FREE College Cash 🎓💰

[Image: A student with a cap and gown displaying a handful of cash]

Affording college is easier than you think!

Did you know that *millions in federal financial aid goes unclaimed every year?** It's true!

Here's the good news: It's easy to get free money you don't have to pay back.

We're here to help you with anything you need. There's no cost to apply for financial aid, and you have choices. Plus, [COLLEGE NAME] offers a ton of scholarships!

Ready to claim your college cash? The first step is filling out your college application!

You CAN Afford College

Apply to [NAME OF COLLEGE] today! [LINK]

[College Logo]
[College Tagline]

Sources: <https://educationdata.org/financial-aid-statistics>

2. Time and Motivation Trigger + Apply Now

SUBJECT LINE: 3 good things are inside this email...

[Image: confident, happy students studying together and smiling]

Excited Yet?

A brand-new quarter is starting soon at [COLLEGE NAME].

That means new skills, new friends, and gaining rock-solid new confidence all the way around. [COLLEGE ACRONYM] is different because you'll find smaller class sizes, where connecting with classmates and caring instructors is easy – and they're all waiting for you, [FIRST NAME!]

Apply now, and you can look forward to these three good things:

1. Picture yourself studying with friends on our beautiful campus. And if you can't

- picture it, [book a college tour!](#) [LINK]
2. Unlike high school, you can follow your interests at college and choose your own classes. And if you need help choosing, our academic counselors are in your corner!
 3. College grads earn more money, have more career choices, and report greater happiness and job satisfaction. So don't put off your future!

Registration Closes Soon

Don't miss out – apply today! [LINK]

[College Logo]

[College Tagline]

3. You Belong Here

SUBJECT LINE: Where do YOU get to be YOU?

[Image: a group of friends hanging out on campus, smiling and laughing]

Be True to YOU

We believe you should do what *you* think is best, what you enjoy most, and what suits your personality.

It's the kind of "you-do-you" attitude you'll find on campus, where you can be who you want to be and find people who will accept you for who you are.

Here's why you belong at [COLLEGE ACRONYM]: Because you deserve an education that's made for you, where *you* can choose what you want to do. And if you need help figuring that out? Then we have a dedicated support team ready to help you pinpoint your passions, so you can work toward a future that makes you happy, satisfied, and fulfilled. It's the [NAME OF COLLEGE] way.

Ready to find YOUR way?

Apply today! [LINK]

[College Logo]

[College Tagline]

Action/Conversion

1. Celebration and Welcome

SUBJECT LINE: Let's start something awesome 🥳

[Image: An exciting shot of a college sporting event where the crowd is cheering with the mascot]

Welcome to the [MASCOT NAME] Family!

We know it took a lot of guts and determination to make it this far.

You wanted to do more, go farther, and your hard work has paid off. Soon, you'll learn new skills, meet new people, and do more than you ever thought possible.

So let's get started:

- Come by and scope out campus with this handy map [LINK]!
- Sports, clubs, and student government opportunities await you—check out [COLLEGE ACRONYM]'s fun student life.
- Need help with orientation? An assessment? Anything at all? Connect with your advisor [LINK], and we'll get you set for classes ASAP!
- Are you 100% prepared? Double-check your ctclink student portal [LINK] and see if you have any next steps.

Make Sure You're READY!

Check your ctclink student portal today! [LINK]

[College Logo]

[College Tagline]

2. Simple Next Steps + Contact

SUBJECT LINE: If you need it, we got it

[Image: A smiling advisor helping a student]

"What I love about [COLLEGE NAME] is that they offer amazing classes and have learning centers and student tutors if you need them."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

Hey [NAME], let's make this *official*.

Because you've already done all the hard work. Now, the fun part is about to begin — are you ready to choose your classes?

If you need anything, no problem. Let us know how we can support you.

- Want help deciding on which classes to take? It's easy to make an appointment with your advisor [LINK].
- If you run into a system snag, contact our technical support team [LINK].
- And if you have any questions, you can visit us, call, email, or even hit up our chatbot — just reach out [LINK].

Make Sure You're READY!

Check your ctclink student portal today! [LINK]

[College Logo]

[College Tagline]

3. How Can We Support You + Next Steps

SUBJECT LINE: The #1 secret to college success is inside...

[Image: A group of happy college students posing with the mascot]

"Talk to an advisor — they can help you pave the way to where you want to go and what you want to do with your career."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

Did you know that asking for help is an opportunity to *achieve your goals faster?*

It's true! That's why at [COLLEGE NAME], we make it easy to connect.

If you're stressed, confused, or uncertain...

Or you just want to make sure you're on the right track...

Your academic advisor can help you be relaxed, confident, and excited for your next quarter.

Get off to a great start and lock in your class schedule! And if you need anything at all, visit, call, email, text, or even chat with your academic counselor today [LINK].

Your Awesome Quarter Awaits

Check your ctclink portal [LINK] for to-dos today! [Replace with college-specific language.]

[College Logo]

[College Tagline]

Committing/Enroll

1. Welcome From Academics

SUBJECT LINE: What makes college amazing? Find out!

[Image: A group of friends studying together outside on campus and smiling]

“You’ve got to love the small class sizes.”

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student’s headshot.]

Welcome, [NAME], to your new home away from home.

That’s because [COLLEGE NAME] is more than just a beautiful campus with top-notch classes and flexible degree and certificate pathways.

At [COLLEGE ACRONYM], you’ll also find your [MASCOT NAME] family. Small class sizes mean you’ll have lots of one-on-one attention from your professors, and it’s easier to connect with your classmates. Lifelong mentorships and friendships are just around the corner — so make sure to dial in your class schedule today!

Let’s Make This Official

Register for your classes! [LINK]

[College Logo]

[College Tagline]

2. Academic Calendar and Hacks

SUBJECT LINE: 30 days has September [So make this a quarter to remember]

[Image: A confident student putting an X on the calendar to mark the first day of classes]

TFW You’re on Top of Your Game...

You don’t need a meditation app to ditch stress and feel happier and more relaxed. You just need a *calendar*.

Think about it: Staying on top of deadlines makes you the CEO of your life, and you can rest easy knowing everything is under control. Whether it’s the Google Calendar app or a leather-bound datebook, you’ll ace college with some simple planning.

Make your quarter stress-free by keeping track:

- Deadline to register for classes [DATE]

- First day of classes [DATE]

Visit the full calendar on our website [LINK] to jot down all your important dates, and easily subscribe to calendar updates to stay on track!

Are you ready to make this your best quarter?

Lock in Your Schedule

Register for your classes today! [LINK]

[College Logo]

[College Tagline]

3. Ready for Day One?

SUBJECT LINE: Get ready to reach your goals — here's how!

[Image: Excited students jumping up and down on campus with the mascot]

“At [COLLEGE NAME], I discovered new skills — and new confidence in myself to pursue my goals.”

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

First day of school jitters?

Don't worry —everybody gets them, including your instructors. It's true! But if there is anything we can do to help you feel more relaxed, just ask.

We're here to make your first day of classes fabulous. Hit up our chatbot [Link], email the student help desk [LINK], call academic counseling or make an in-person appointment [LINK], or just swing by campus, and we'll make it right. Don't let anything stand between you and your new quarter!

Reach Your Goals

Register for classes today! [LINK]

[College Logo]

[College Tagline]

Show Up/Attend

2. Retention

SUBJECT LINE: 🙌🥳🤖

[Image: Happy, smiling students being helped at the financial aid or admissions office]

We're All About Making Your Quarter

You want it? We got it.

If there is anything you need, please reach out! We want to make sure your quarter is 🍀😊👍 and never 😭!

Just say the word...

- Stuck? Make an appointment with an academic counselor [LINK], and we'll get you squared away in no time!
- If financial aid makes you stressed, don't worry – reach out [LINK].
- Need help adjusting your class schedule? Contact us [LINK].
- You can also ask our chatbot [LINK], call [LINK], or visit us on campus [LINK]

Or reply to this email with whatever you need, and we'll make sure you're 😎.

We've Got Your Back

Reach out [LINK]

[College Logo]

[College Tagline]