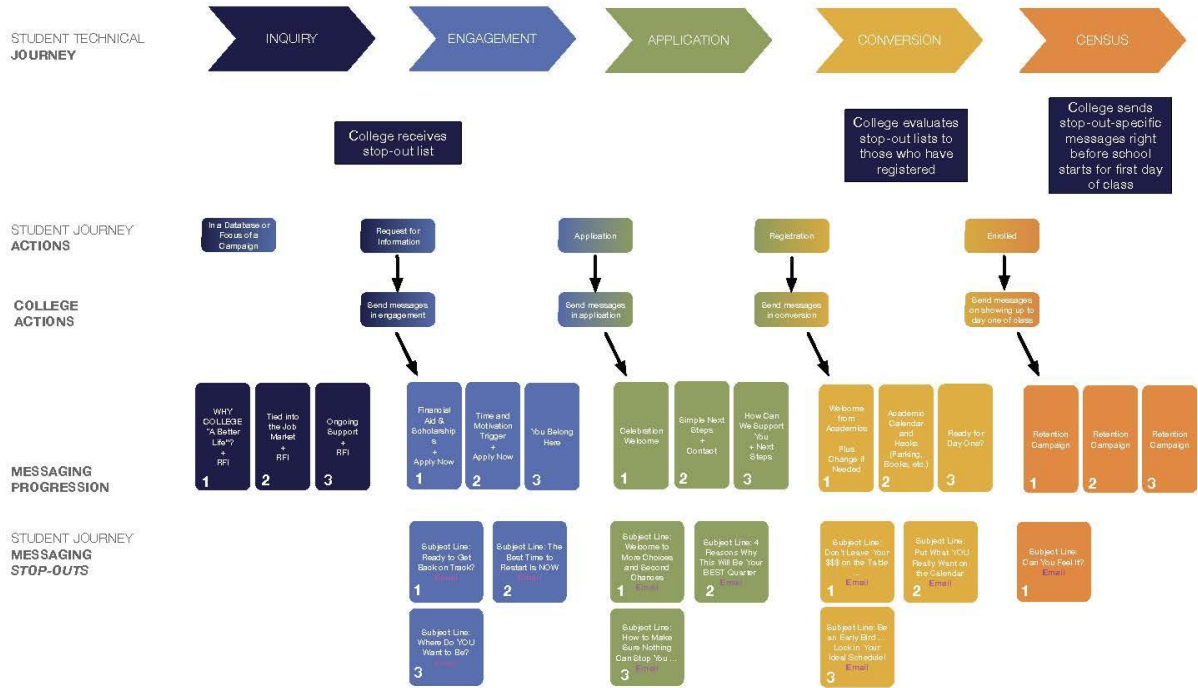


# CRM Messaging – Stop Outs

WASHINGTON COMMUNITY AND TECHNICAL COLLEGES



Student Enrollment Journey



## Unsure/Consideration

### 1. Financial Aid and Scholarship + Apply Now

SUBJECT LINE:

Ready to Get Back on Track?

*[Image: Tennis shoes or images of a runner]*

Work, family, obligations... We get it — life happens!

But don't let your setbacks stop you from achieving your goals. At [COLLEGE NAME], we make it easy to get back on track with tons of financial aid opportunities that can help you stress less and learn more.

In fact, many students are eligible for financial aid they don't have to pay back, which can help cover your tuition, books, and living expenses so you can focus on your studies.

Ready to discover your college cash? The first step is applying to [COLLEGE NAME].

**Kick-Start Your Comeback**

Apply today! [LINK]

[College Logo]

[College Tagline]

### 2. Time and Motivation Trigger + Apply Now

SUBJECT LINE: The Best Time to Restart is NOW

*[Image: A track and field student crossing the finish line with a big smile]*

**Renew, Refresh, and Restart Your Life**

The best time to go to college was yesterday. The second-best time is *right now*.

We get it — sometimes, life happens. But don't let all of your hard work slip away because it's never too late for a fresh start. Another quarter is starting soon, and we've saved you a seat. *But time is running out!*

College grads make more money and report higher job satisfaction, confidence, and happiness. We can help you get back on track. At [COLLEGE NAME], you'll find flexible schedules, online and on-campus courses, and a team of support experts who can help you reboot. Go at your own speed — even taking one class at a time will get you closer to the finish line.

Classes Start Soon  
Apply today! [LINK]

[College Logo]  
[College Tagline]

### 3. You Belong Here

SUBJECT LINE: Where do YOU want to be?

*[Image: a group of older students laughing and having fun while they study]*

You Belong at [COLLEGE NAME]

It's good to have goals. And while sometimes we have to take a break or deal with setbacks, the important thing is *never giving up*.

At [NAME OF COLLEGE], we know what it's like when life gets in the way, and we can help you get back on track. Because at [NAME OF COLLEGE], you'll find other students just like you, facing — and overcoming — the same kinds of challenges.

*The secret to success starts with all-star support:*

- Our caring academic counselors can help you figure out how much credit you already have and how much farther you need to go. *You might be closer to a degree than you think!*
- Peer mentors and tutors can help you go the extra mile to ace your classes.
- Career counselors can help you map the path to your dream job, along with free cover letter and resume help.

Come Back to Where YOU Belong  
Reapply to [COLLEGE ACRONYM] today! [LINK]

[College Logo]  
[College Tagline]

## Action/Conversion

### 1. Celebration and Welcome

SUBJECT LINE: Welcome to more choices and second chances

*[Image: A group of smiling students on campus]*

Welcome Back, [NAME]!

Are you ready to restart, refresh, and reinvent yourself?

You made the smart decision to come back to college, and we're excited – because a college degree opens the door to more career choices, higher paychecks, and increased satisfaction and happiness in life.

*So get ready for a great quarter – and make sure you're ready to roll!* If you're not sure which classes to take, an academic advisor can help [LINK]. Have a question about financial aid, assessments, or anything at all? You can visit, call, email, or even chat anytime [LINK]. And before the quarter starts, double-check your ctclink student portal and take care of any last to-dos. You've got this, [MASCOT NAME]!

**Make Sure You're READY!**

Check your ctclink student portal today. [LINK]

[College Logo]

[College Tagline]

### 2. Simple Next Steps + Contact

SUBJECT LINE: 4 Reasons Why This Will Be Your BEST Quarter

*[Image: Happy, diverse students of all ages outside on campus with the college mascot]*

You're Almost There!

[NAME], you've worked hard to get here, and now, nothing can stop you.

College is the place to advance your career, discover your talent, and boost your confidence. It's no secret that college grads command increased earning power, have more career choices, and report happier, more satisfying lives. So don't stop now – make sure you register for your classes! [LINK]

*Ready to launch? Here's why this will be your best quarter.*

1. You have a dedicated support team of academic advisors, tutors, and mentors all in your corner.
2. Smaller class sizes mean more one-on-one support from instructors who want you

- to ace the class.
3. [COLLEGE NAME] is known as the place where classmates become lifelong friends.
  4. Because you believe in yourself, and we believe in you — 100%.

#### Let's Do This!

Register for your classes today. [LINK]

[College Logo]

[College Tagline]

### 3. How Can We Support You + Next Steps

SUBJECT LINE: How to make sure nothing can stop you...

*[Image: A smiling student meeting with an academic counselor]*

You're Almost There...

Hey [NAME], are you ready to make your [MASCOT NAME] status official?

Welcome to the [COLLEGE NAME] team, where you have support experts in your corner whenever you need them. Want to make sure you're 100% for this coming quarter?

*Here's everything you need to know.*

- Any to-dos to take care of? Be sure to check your ctclink portal to make sure you're prepared [LINK]. [Replace with college-specific language.]
- Did you run into a snag with orientation? Financial aid? Anything? We can help [LINK].
- Most importantly, don't forget to lock in your ideal schedule *before* classes fill up. And if you need help registering, no problem! Connect with your advisor today! [LINK]!

You've Got This, [COLLEGE MASCOT]

Check your ctclink student portal today. [LINK]

[College Logo]

[College Tagline]

## Committing/Enroll

### 1. Welcome From Academics

SUBJECT LINE: Way to take control of your future 🍊

*[Image: Older students smiling as they receive help from a professor.]*

Congrats and Welcome!

[NAME], it's time to finish what you started and launch your future.

This is where dreams come true: dream jobs, your dream support team, and your vision of going farther than you ever imagined. Because at [NAME OF COLLEGE], teachers, staff, and counselors are in your corner and are excited to see you succeed.

*You've got this — and if you need help, we're here:*

- You have options for financial aid. If you're not eligible for the FAFSA, you can still apply for state aid through the WASFA and hundreds of [COLLEGE ACRONYM] scholarships. Find out more at Financial Aid [LINK].
- Not sure what classes to take? An academic advisor can help you make a plan for success [LINK].

The quarter starts soon, so lock in your schedule ASAP!

Your Future Starts Here

Register for classes today! [LINK]

[College Logo]

[College Tagline]

### 2. Academic Calendar and Hacks

SUBJECT LINE: Put what YOU really want on the calendar

*[Image: A photo of a calendar with "ME" written under today's date]*

"I'm going for what I really want at [COLLEGE NAME]."

[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.]

In today's job market, you've got power.

Now more than ever, students like you are restarting their careers and refreshing their lives at [COLLEGE NAME]. You've made the smart move to return to college, where you'll find more career choices and higher earning potential.

*Make space for yourself on the calendar, and keep track of these dates:*

- 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 to stay on track!

Put yourself first – and lock in your ideal schedule before the deadline.

This is YOUR Quarter

Register for your classes today! [LINK]

[College Logo]

[College Tagline]

## Show Up/Attend

### 2. Retention

SUBJECT LINE: Can you feel it?

*[Image: An older college student in cap and gown showing off their diploma with the college's name on it]*

"There is no such thing as too late, and there is no such thing as unachievable." – [COLLEGE ACRONYM] alum

[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.]

[NAME], can you sense the excitement in the air?

Students, instructors, staff – we're all looking forward to seeing you on campus soon! It's going to be a wonderful quarter, and if you need anything at all, we're 100% here for you.

*Nothing can stop you from achieving your goals:*

- 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 just reply to this email with whatever you need, and we'll make sure you're good to go.

**We're Only an Email, Call, or Visit Away!**

Reach out [LINK]

[College Logo]

[College Tagline]