DRAFT - March 19, 2013
Communications Plan
Admitted, but not registered – freshmen and transfer
Fall 2013

April 15
Registration open
email – link to Admit site

April 29 – Email #1
Confirm Interest - choice within email to inform CRM

No answer

Goals
1) Get confirmation from students who have been admitted, but have not registered.
2) Get recruiter connected to student. And, get student connected to advisor.
3) Ask if they have any questions about financial aid, emphasizing the great value of their award offer.

No, not attending

AUTOMATIC RESPONSE
Email with url – link to Withdraw application form

Yes, attending and want to register*

AUTOMATIC RESPONSE - recruiter send to student

MANUAL EMAIL
recruiter send to department: cc: the student

RECRUITER FOLLOW UP
with student and advisors – 5 days

Maybe, still considering all options*

AUTOMATIC RESPONSE
Email - “Still Considering Options”

MANUAL E-MAIL
Recruiter connects with student to set up appointment

MAY 6 – PRINT
Confirm interest
Reply Card & Invite Promo*

Still no answer

May 16 - EMAIL #2
Confirmation

May 28 - EMAIL #3
Confirmation

* If at any time the student registers for classes, they are placed into the Fall 2013 Enrolled Campaign