High quality content and marketing are inextricably linked in the eyes of experts, but good content for COE Forum members often requires input from stakeholders outside of the marketing team and even across the university. This tool includes templates for the following scenarios, with the aim of helping marketing staff gather content from the best possible contributors:

- 1. Request to faculty for their time: A sample email that asks a faculty member to contribute content directly to the marketing team
- 2. Request to faculty/administrators for their opinion: Email language to ask faculty members for input on which students, alumni, or fellow instructors would make good contributors
- 3. Contributor nomination criteria and forms to attach to the above-mentioned email (step 2), helping organize the process of collecting instructor input on which students, alumni, and fellow instructors should contribute content
- **4. Request to nominated contributors:** Guidelines and sample text for approaching those people nominated through step 3 with the request for their time and expertise

Use these templates to formalize and organize your process of collecting content created outside of the marketing team.

Sample Email for Soliciting Content from Faculty

Perhaps the most obvious way for subject matter experts and marketing staff to highlight their respective strengths is by asking faculty members to volunteer some of their favorite or most recent academic work and allowing marketing staff to adapt it for the website.

The email drafted below can be adapted to solicit this type of SME content. Consider using this email along with Tool #10's tips around crafting requests with a sensitivity to the amount of time required to complete the task. These email messages could be generated on an as-needed basis or included in a series with an email generated every week or two.

Dear FACULTY MEMBER'S NAME,

As you know, we on the marketing staff are constantly looking for ways to add valuable content to our website and make the search process more efficient and informative for our prospective students. Among the most meaningful content our prospects consume and continue to demand are the industry or academic insight pieces only our subject matter experts (like yourself) are qualified to produce.

I understand that you are extremely busy, but wanted to take a quick minute to ask for any recent publications (formal or informal; academic or professional) you have produced. We would love to adapt some of that material for the website. You would, of course, have final sign-off over the adaptation.

If anything comes to mind, please respond with attachments or links. In case this email falls off your radar, if I don't hear back from you within a few days, I'll give you a call and hopefully we can get something underway over the phone. Thank you for contributing!

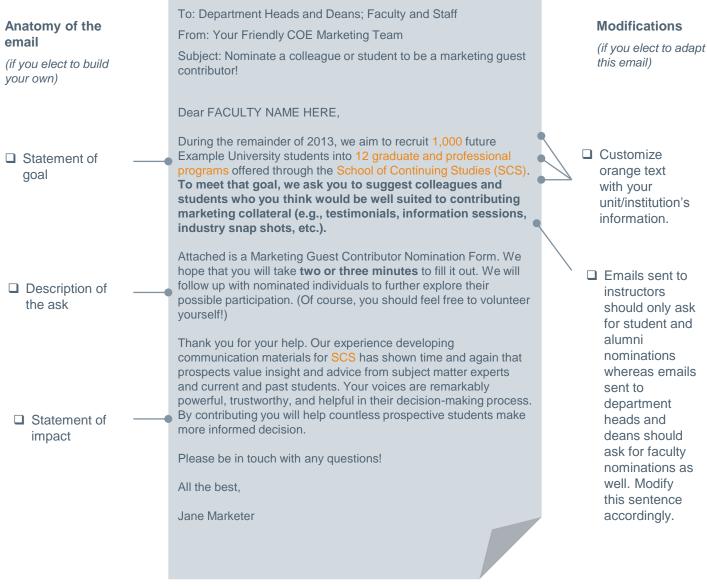
All the best, Jane Marketer

Non-marketing stakeholders add a valuable voice to the marketing and recruiting process, yet surfacing contacts and generating content can be a difficult task. The marketing team has the expertise needed to recruit contributors, but they aren't always well positioned among faculty, students, and alumni to do so effectively. Faculty members, deans, and department heads, on the other hand, can identify contributors, but are usually unaware of the various marketing needs and opportunities (e.g., testimonials, answering prospects' questions, writing a course or discipline feature, participating in videos, hosting info sessions, etc.).

Use the sample email template below to solicit nominations from faculty, deans, department heads, and staff for content contributors from the ranks of students, alumni, and faculty and staff colleagues. Next, include a guest contributor nomination form with the email template. Finally, we offer a follow-up email template to connect with those who were nominated to contribute.

Sample Email for Soliciting Nominations

The following email can be used or adapted when reaching out to faculty members, department heads, deans, and staff for nominations. The forms included on the pages following this email should also be included as attachments.



Nomination Form to Send to Faculty Members, Department Heads, and Deans for Student Nominees

Marketing Guest Contributor Nomination/Volunteer Form

Hello! Thank you for taking a moment out of your day to help your marketing and recruiting team better help prospective students! Please fill out this form and email it to ______ at your earliest convenience. While you might want to give any colleagues and students you nominate a heads up, you don't need to worry about conveying all the details—we will follow-up with any nominees and take care of that.

Student Nominees



Attributes of a Strong Student Candidate

- ✓ Is doing well in the course
- ✓ Is moderately to highly engaged (based on participation in discussions, inquisitiveness, etc.)
- ✓ Volunteers for extra responsibility, if applicable (e.g., to be team leader, to fill out a course review, to mentor other students)
- Has commented on connection between classwork and professional life
- Has developed a professional relationship with you by going to office hours, asking questions, etc.

Some Fine Print:

- We will wait to ask students for their participation until after the course is over to avoid any perception of a conflict of interest
- Unless you note otherwise, we will mention in our follow-up that you nominated the student to be a guest contributor.

Nominees		
Name:		
Class of yours they took:		
Email:		
Comments/Notes:		
Name:		
Class of yours they took:		
Email:		
Comments/Notes:		
Name:		
Class of yours they took:		
Email:		
Comments/Notes:		
Name:		
Class of yours they took:		
Email:		
Comments/Notes:		

Nomination Form to Send to Faculty Members, Department Heads, and Deans for Alumni Nominees

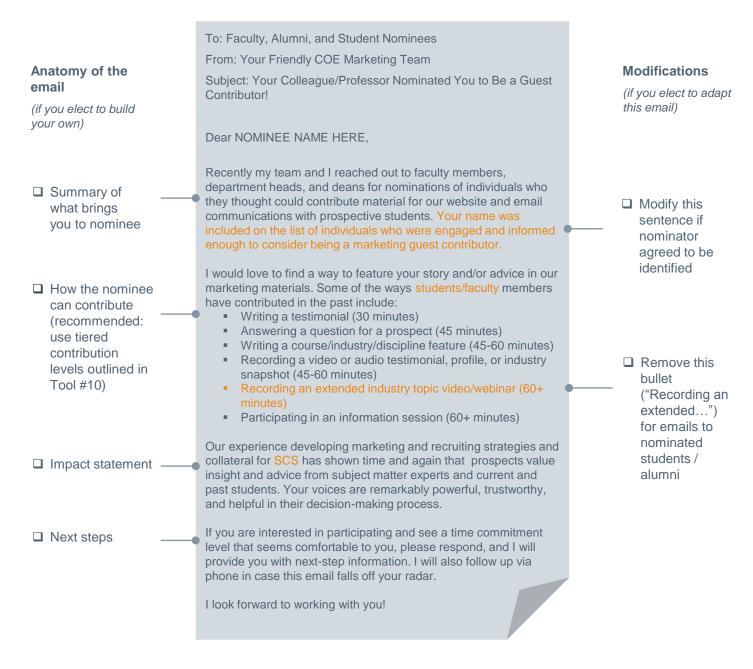
Marketing Guest Contributor Nomination/Volunteer Form				
Hello! Thank you for taking a moment out of your day to help your marketing and recruiting team better help prospective students! Please fill out this form and email it to at your earliest convenience. While you might want to give any colleagues and students you nominate a heads up, you don't need to worry about conveying all the details—we will follow-up with any nominees and take care of that.				
Alumni Nominees				
	Nominees			
	Name:			
	Class of yours they took:			
	Email:			
	Comments/Notes:			
Attributes of a Strong Alumnus Candidate				
✓ Did well in the course	Name:			
√ Was highly engaged (e.g.,	Class of yours they took:			
participated in discussions, completed all/most assignments, attended	Email:			
all/most classes)	Comments/Notes:			
✓ Saw and commented on the				
connection between class and job				
√ Has maintained a professional	Name:			
relationship with you by swinging by for brief chats and/or sending	Class of yours they took:			
periodical emails	Email:			
√ Is employed or seeking employment	Comments/Notes:			
in a field or by an employer or interest				
Some Fine Print:	Name:			
 Unless you note otherwise, we will 	Class of yours they took:			
mention in our follow-up that you	Email:			
nominated the student to be a guest	Comments/Notes:			
contributor.				

Nomination Form to Send to Department Heads and Deans

Marketing Guest Contributor Nomination/Volunteer Form				
Hello! Thank you for taking a moment out of your day to help your marketing and recruiting team better help prospective students! Please fill out this form and email it to at your earliest convenience. While you might want to give any colleagues and students you nominate a heads up, you don't need to worry about conveying all the details—we will follow-up with any nominees and take care of that.				
Faculty Nominees				
		Nominees		
		Name:		
		Email:		
		Comments/Notes:		
	Attributes of a Strong Faculty Candidate	Name:		
	 Is vocal (usually in a positive manner) at faculty meetings 	Email: Comments/Notes:		
	 Is highly accessible and responsive to students 			
	✓ Has taken on additional responsibility			
	(e.g., lead task force, joined	Name:		
	committee, mentoring colleagues etc.) voluntarily	Name:		
	✓ Gets largely positive reviews and	Email:		
	evaluations from students and colleagues	Comments/Notes:		
	Some Fine Print:	Name:		
	 Unless you note otherwise, we will mention in our follow-up that you nominated the student to be a guest contributor. 	Email:		
n		Comments/Notes:		

Sample Follow Up Email to Nominees

The following email can be used or adapted to reach out to faculty members, students, and alumni that were nominated by a colleague or professor.



Implementation Note: Before, in addition to, or even after soliciting faculty members for student and alumni guest contributor nominations, consider filtering for students/alumni that show other indicators of willingness to participate. For students, these characteristics might include participation in student organizations, being a repeat purchaser, or receiving a scholarship. For alumni, some characteristics include: joining the alumni association, donating to the unit or institution, and volunteering at alumni events. Though filtering for such criteria likely involves collecting data from colleagues in the Alumni Association or Student Affairs, doing so will guarantee a more robust list of potential contributors.