

Promotional Email Signature Template

Templates to Direct Mail Recipients to Navigate Platform

Purpose of the Tool: Every email sent across campus is an easy, low-cost opportunity to promote Navigate and build a culture of student success at the college. In 2016, the typical office worker sent an average of 33 emails and received 90 emails every day. For staff, regular reminders can translate into reminders to students during in-person conversations. For students, email reminders serve as short, unobtrusive prompts to log in to Navigate.

Intended Audience: Institutional email signatures may be controlled by a central IT coordinator on your campus—check with your college IT office for more details. If email signatures are individually customizable, consider sharing templates via email or an internal staff portal.

Sample EAB Signature

| | |
|---|---|
| Meacie Fairfax Senior Analyst, EAB Strategic Research EAB 202-568-7758 office 202-266-5700 fax mfairfax@eab.com www.eab.com | -----Name and title |
| Fill your inbox with insight Let our team keep you updated on the latest enrollment trends so you can spend more time focusing on what matters—finding the best-fit students for your incoming class. Sign up for EAB's Enrollment Blog. | -----Contact information -----Promotion call-out |

Sample Navigate Promotion Call-outs

Primarily Staff-Facing Roles

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Vanguard's Navigate platform has revolutionized student support in and out of the classroom

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Navigate creates a guided pathway to get students to graduation quickly and easily

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We've made changes to make enrollment easier than ever for students and advisors

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Whether you're new or returning to VCC, Navigate helps you register in no time

[Log into Navigate today](#)