

# Welcome Email Template

## Template for Digital Admissions Communication

**Purpose of the Tool:** In addition to a printed and mailed admissions letter, your college admissions office should also send an immediate email informing students of their acceptance to your community college so they can start utilizing Navigate at the beginning of their path with your college.

**Intended Audience:** Share this template with the Director of Admissions at your college, or the person responsible for creating admissions communications. The email is intended for newly admitted students to the college.

Dear Laura,

*Congratulations! Your application to Vanguard Community College has been accepted. We can't wait to see you in our classes, engaging in coursework, and reaching your academic goals.*

*Your next step is easy: log into [Navigate](#) to see your personalized checklist for enrollment—you'll need this to be ready for the first day of class.*

*Log in with your **ID #5260928** and explore.*

*Again, congratulations on your first step towards accomplishing your goals. We look forward to guiding you the rest of the way.*

*Vanguard Office of Admissions*

**Congratulatory welcome** with clear explanation of college acceptance

**Clear call to action** directing students to log into Navigate

**Encouraging close** to connect the content of the email to the recipient

## Student Communication Best Practices

1

Capture applicant's attention with name

2

Embed links to facilitate quick action

3

Use informal language to improve readability

4

Keep email short (~4-6 sentences)