

Tool #15: Cold Lead E-mail Preference Template

For many adult students, especially those considering a full degree and balancing complicated personal responsibilities, the decision cycle around pursuing continuing education is a long one—and those who linger in indecision are classified as cold leads. As such, although COE leaders know that they don't want to bother cold leads with too many emails, keeping in touch with them is important because cold prospects may become interested in the program later or they may pass information about a program to friends. An e-mail preference survey allows prospects to opt into themed e-mail campaigns that both help the COE unit stay in touch and help COE unit campaigns feel less like spam. Furthermore, such a survey catalogs prospective students' interests.

The E-mail Preference Template highlights sample categories of messages that prospects may be interested (or uninterested) in receiving but which do not pertain directly to recruiting and admissions. Send a message prompting cold prospects to specify their e-mail preferences in a survey like the one modeled below. Using the sample e-mail themes as a guide, COE units can tailor message themes based on the university's strengths and the prospective students' programs of interest.

What Would You Like to Know About Example University?

*E-mail Preferences Survey**

Would you like to specify the type of messages you receive from Example University? In addition to e-mails from our recruitment and admissions advisors, we at Example University want to share news from our faculty, staff, and students; we can customize the e-mail communication you receive based on the preferences you select below. Simply check the boxes that correspond to the types of messages you would like to continue to receive.

- ☒ You will receive e-mails about topics with check marks next to the topic name
- ☐ You will *not* receive e-mails about topics *without* check marks next to the topic name

Continuing and Online Education Preferences

- ☒ **Plan for Tuition Costs**
Information about financial aid and financial planning
- ☒ **Career Tips**
Our career counselors offer their advice for interviewing, networking, and job searching
- ☐ **Stress Management Tips**
Academic advisors highlight their most effective advice for juggling family, job, and school responsibilities
- ☐ **Geography-specific events**
Stay in the know about events going on in your region

Adult-Friendly Content

Interviews with hundreds of COE units show that COE prospective students are most interested in career- and financial planning-related content. Consider developing e-mail content around these themes to engage across a long decision cycle.

Engineering Department Preferences

- ☐ **Engineering Faculty and Leaders**
Faculty biographies and their advice for prospective students
- ☒ **Industry Insights**
Faculty and alumni experts comment on trends in the field
- ☐ **Student Profiles**
Student profiles and information about student community

Implementation Note

Use existing e-mail content from department and university communication teams, saving COE staff time and adding variety to prospective students' inboxes.

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*E-mail Preferences Survey (Continued)**

General E-mail Preferences

- ✓ **Live streamed lectures and webinars**
Learn something new from Example University's top professors
- **University-wide news**
General university announcements
- **University arts and music**
Discover the artists visiting our stages and galleries and learn how to purchase tickets
- ✓ **University athletics announcements**
Follow the highlights from Example University's 15 varsity teams

Spotlight on the Wider University

Highlighting the positive attributes of the university as a whole demonstrates the value of pursuing continuing education at a university recognized in the community.

To change your preferences for e-mails from our admissions office about prospective student events, applications, and other student-university transactions, please visit www.example.edu/unsubscribe.

**Adapted for a prospective student audience from Cornell University's Office of Alumni Affairs*