

# Tool 3: Senior Sponsor Communication Template

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## Initial Announcement Email to Academic and Non-Academic Staff

Subject Heading: Announcing Course Map Initiative

Dear Campus Community,

[Welcome back to campus, or other introduction]

I am writing to introduce a new campus-wide initiative to support our efforts to integrate academic and career development and to support student degree planning.

[Name, role] and [Name, role] will be spearheading the development of experiential course maps for each course of study on campus. These maps will help prospective and current students explore course and career options and [create a year-by-year plan](#) to integrate curricular, co-curricular, and non-curricular experiences. They will include programme highlights, academic options, and opportunities to gain relevant experience. The maps will be available in print and on the website.

For reference, please see links from other universities who have created similar maps:

- [Queen's University](#)
- [Southwest Baptist University](#)

Over the course of this initiative, department chairs and other campus leaders will be expected to support map development by providing input and feedback to [Name] and [Name] as they work to develop the maps. I ask that you please work with them in a timely manner. Your responses will help ensure that this project stays on schedule and will be available for release by [expected release date]. The implementation team will be in touch in the coming weeks to solicit information from different units across campus.

Thank you in advance for your work supporting this project.

Sincerely,

[Name, Title]