

Transfer Portal Communication Repository

Sample communications for students, internal and external stakeholders




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How to use this Repository

1. Review copy in each Section (Emails, SMS Text, Social Media, etc) and identify any communications your institution can execute.
2. Edit copy to fit your institution’s brand practices and voice.
3. Use the Communication Plan Sample Outline to identify which communications you will send and when; enter the communication ID from each Section (1.a, for example) and identify who will own executing each portion of the plan.
4. Use the Resources on Help Center to supplement your communications to staff, external partners, and students.

Legend

Icon	Communication Type
	Student Communication
	Internal Staff Communication
	External Partner Communication

Tips

The below sample emails + text messages can be copy, pasted, and shared with students, internal and external stakeholders with very little editing. You will want to confirm you have edited all placeholders, outlined below:

[partner name] = your institution's name OR Abbreviation OR nickname

[partner portal name] = what your institution is calling EAB Transfer Portal OR abbreviation, if that is how you are choosing to brand the tool

[launch date] = day your transfer portal will go live

[Insert signature] = confirm sender(s) of emails



There are also prompts to attach FAQs or One-Pagers you may have created during implementation.




WARNING: DO NOT LINK TO YOUR PORTAL UNTIL LAUNCH DAY! Direct students/faculty/partners to pre-created resources or your website to learn more.

TIP: Use Find and Replace function to search for labels above and drop in your institution's relevant information. In Microsoft Word, this is found on the Home tab, called "Replace".

Section 1: Sample Content, by platform: Emails



#ID	Audience, Subject Line, Suggested Attachments	Message Copy
1.a	<p>Audience: All recruiters, admissions & Undergraduate Advisors Subject Line: A New Tool to Help Transfer Students – [launch date]!</p> <p>Suggested Attachments:</p> <ul style="list-style-type: none"> • FAQ • One-pager 	<p>A new tool to help prospective transfer students is here! The [partner portal name] will launch on [launch date]. We want you to be the first ones to know because we need your help assisting prospective students who may have questions about the tool. You will receive a separate email in the coming days about a demo session that will go over details about how to use this great tool.</p> <p>The [partner portal name] will be located on [partner name] transfer webpage – [url], and it will be live on [launch date]. Special thanks to everyone who has shared their time and knowledge in making this tool a reality. We really could not have done it without your help.</p> <p>Thank you for your support! [Insert owner signature]</p>
1.b	<p>Audience: Internal Listserv (Faculty & Staff) Subject Line: [partner portal name] is almost here!</p> <p>Suggested Attachments:</p> <ul style="list-style-type: none"> • FAQ • One-pager 	<p>[partner name] will be adding a new tool to assist prospective transfer students on [launch date]. This tool will help students with common pre-advising questions related to credits completed and how these credits apply to specific degree programs. Our [partner] team from various departments has been working very hard to make sure that all program information, course details, degree requirements and transfer policies are in place to ensure that prospective students receive the most accurate information available.</p> <p>We are very excited about the launch of this new tool because we think that it will enhance the overall student experience, while also increasing our transfer student population. In short, the tool will allow students to:</p> <ul style="list-style-type: none"> ✓ Select one or more majors offered at [partner]. ✓ Enter the post-secondary schools they have attended. ✓ Enter college courses completed (grades of C or better are recommended as the only ones entered). [edit with relevant transfer policy] ✓ Get an overview of how their credits will apply to the major(s) selected. <p>The [partner portal name] will be located on [partner name] transfer webpage – [URL], and it will be live on [launch date].</p> <p>Thank you for your support! [Insert owner signature]</p>

<p>1.c</p>	<p>Audience: Community College Partners/External partners Subject Line: Introducing [partner name]’s [partner portal name]</p> <p>Suggested Attachments:</p> <ul style="list-style-type: none"> • FAQ • One-pager 	<p>[First Name],</p> <p>Beginning [launch date], [partner name] will be launching a new [partner portal name]. The [partner portal name] will provide a convenient evaluation for your students to know how their earned credits will apply toward a [partner name] degree. Not only will students be able to mix and match between various degree plan options, they also will receive an estimate for how close they are to finishing and easy steps to transfer when they complete their associate degree.</p> <p>We are excited to share this information with you and trust it will make student advising meetings easier. As always, we will continue to be available for pre-advising and meetings with students. The [partner portal name] will be an added feature to our transfer student services.</p> <p>[Insert owner signature]</p>
<p>1.d</p>	<p>Audience: Prospective Transfer Students (RFIs) Subject Line: Introducing [partner name] [partner portal name]</p> 	<p>[First Name],</p> <p>[partner name] is making transferring easier! We are launching a new [partner portal name] to help you with the exploration process. All you need to do is add all your previously earned college credit, and you will be able to see an unofficial evaluation of how many credits will transfer to [partner name]! You’ll be able to choose one or more degree options and get immediate results. In addition, you will find important resources that make the transition to [partner name] from your current institution a seamless process.</p> <p>The NEW [partner portal name] is scheduled to launch on [launch date]. Don’t forget to try it out, and feel free to reach out if you have any questions. Contact us at [email] or [phone number(s)].</p> <p>Enjoy your day!</p> <p>[Partner transfer recruitment office] [contact info]</p>
<p>1.e</p>	<p>Audience: Internal Faculty/Staff - ALL Subject Line: [partner portal name] – THIS WEEK!</p> 	<p>The NEW [partner portal name] will launch [launch date]. We’re looking forward to this long-awaited tool for our prospective transfer students, and we want to encourage you to try it out. The tool provides an easier and quicker way for future [partner name] students to:</p> <ul style="list-style-type: none"> ✓ Find out how many credits will transfer. ✓ Get started with easy steps. ✓ Succeed with available resources. <p>Don’t forget to share the [partner portal name] with anyone who you think would benefit from using it. Simply go to [website] to see how it works!</p> <p>[Insert owner signature]</p>
<p>1.f</p>	<p>Audience: Community College Partners/External Partners</p>	<p>The NEW [partner portal name] will launch [launch date]. We’re looking forward to this long-</p>

	<p>Suggested Timing: Week of Launch Subject Line: [partner name] [partner portal name] – THIS WEEK!</p> 	<p>awaited tool to become available to better serve your students as they get ready to transfer to [partner name]. We'd like to encourage you to try the tool and let us know what you think. The tool provides an easier and quicker way for future [partner name] students to:</p> <ul style="list-style-type: none"> ✓ Find out how many credits will transfer. ✓ Get started with easy steps. ✓ Succeed with available resources. <p>We're excited to continue to provide seamless transfer options and easy steps for your students to transfer. To learn more about the [partner portal name], simply go to [website] to see how it works!</p> <p>[Insert owner signature]</p>
<p>1.g</p>	<p>Audience: Prospective Transfer Students (RFIs) Subject Line: [partner name] [partner portal name] – THIS WEEK!</p> 	<p>The NEW [partner portal name] will launch [launch date]. This tool will make it easier for you to know how many of your credits will transfer, how close you are to finishing and compare how your credits transfer to different programs. [partner name] offers seamless transfer options, and this tool will help you:</p> <ul style="list-style-type: none"> ✓ Find out how many credits will transfer. ✓ Get started with easy steps. ✓ Succeed with available resources. <p>We're excited to continue to provide seamless transfer options and easy steps for your students to transfer. To learn more about the [partner portal name], go to [website] to see how it works!</p> <p>[insert project leader signature]</p>
<p>1.h</p>	<p>Audience: Prospective Transfer Students (RFIs) Subject Line: Credits = Degree: Have you tried the new [partner portal name]?</p> 	<p>The NEW [partner portal name] is now LIVE! Have you tried it yet? This new tool is quick and easy to use. You can:</p> <ul style="list-style-type: none"> ✓ Select your major(s). ✓ List all your schools previously attended. ✓ Enter your college credits completed. ✓ Find out how your credits transfer to one or more programs at [partner name]! <p>Try the [partner portal name – link here]</p> <p>We're excited to welcome you to [partner name] and, we're looking forward to working with you. We continue to be your point of contact for all your transfer questions and will be in touch with you soon!</p> <p>Upcoming application deadlines:</p> <ul style="list-style-type: none"> • [insert dates OR info about rolling admissions] <p>Get started today! [partner transfer recruiting team] [contact info]</p>
<p>1.i</p>	<p>Audience: Internal Faculty/Staff Subject Line: Prioritizing our Transfers with [partner] [partner portal name]</p>	<p>Dear [Faculty and Staff],</p> <p>On behalf of [the Office of the Registrar] we would like to introduce to you our new [partner</p>



name] [partner portal name]! As we all know, a large portion of the **[partner name]** community consists of transfer students. Continuing to increase support and enrollment of this population remains a priority.

The **[partner name]** team has been working diligently alongside EAB to launch the **[partner Portal name]**. This web-based technology not only benefits students and our community college advising partners, but also **[partner name]** as we work together to successfully **[insert transfer goals]**.

Please do not hesitate to reach out if there is any way we can help enhance your understanding of the **[partner Portal name]** and the broad range of support it can provide.

Best,

[insert owner signature]

1.j

Audience: Internal Faculty/Staff

Subject Line: Announcing the launch of [partner name] [partner portal name]



Dear **[Faculty and Staff]**,

[partner name] will be adding a new tool to assist prospective transfer students on **[launch date]**. This tool will help students with common pre-advising questions related to credits completed and how these credits apply to specific degree programs. Our **[partner name]** team in the **[Office of the Registrar/Admissions]** has been working very hard to make sure that all program information, course details, degree requirements and transfer policies are up to date to ensure that prospective students receive the most accurate credit estimate possible. We are very excited about the launch of this new tool as it will enhance the overall prospective transfer student experience, with the goal of increasing our transfer student population in mind.

The **[partner Portal name]** will be located on **[partner name]**'s transfer webpage **[URL]** on **[launch date]**. Thank you in advance for your support!

Best,

[insert owner signature]

1.k

Audience: Community College Partners/External Partners



Subject Line: [community college name] and [partner name] – making students' transitions easier

Suggested Attachments:

- Agenda – 2-Year Partner executive meeting
- One-pager
- FAQ

On **[launch date]**, **[partner name]** will be launching a new tool designed to assist prospective transfer students. The **[partner portal]** will provide a convenient evaluation for your students to know how their earned credits will apply toward a degree at **[partner name]**. Not only will students be able to mix and match between various degree plan options, they also will receive an estimate for how close they are to finishing and easy steps to transfer when they complete their associate degree.

We are excited to share this information with you and trust it will make student advising meetings easier. We will be conducting an information session for **[community college name]** on

		<p>[date] to demonstrate the benefits of using the [partner portal name] with your students. [partner name] looks forward to continued partnership with [community college name]! Best, [insert owner signature]</p>
1.1	<p>Audience: Community College Partners/External Partners Subject Line: Try out the [partner portal name] today and let us know what you think!</p> <p>Suggested Attachments:</p> <ul style="list-style-type: none"> • One-pager • FAQ 	<p>The NEW [partner portal name] powered by [partner name] will launch [launch date]. We look forward to this tool becoming available to better serve your students as they get ready to transfer to [partner name]. We'd like to invite you to try the tool and let us know what you think. The tool provides an easier and quicker way for future [partner name] students to:</p> <ul style="list-style-type: none"> ✓Find out how many credits will transfer. ✓Get started with easy steps. ✓Succeed with available resources. <p>We're excited to continue to provide seamless transfer options and easy steps for your students to transfer. To learn more about the [partner portal name], simply go to [portal link] to see how it works!</p> <p>Best, [insert owner signature]</p>



#ID	Audience	Message
2.a	Audience: Prospective students/RFIs	Coming soon from [partner name] : The [partner portal name] ! Soon you'll be able to craft your own unofficial credit evaluation in minutes. Stay tuned for more info!
2.b	Audience: Prospective students/RFIs	Today's the day! The [partner portal name] is now LIVE! Check it out & see how close you are to finishing your degree at [partner name] .
2.c	Audience: Transfer event registrants	We see you're registered for tomorrow's Transfer event at [partner name] . Check out our [partner portal name] to get your unofficial credit evaluation before you meet with our transfer counselors.
2.d	Audience: Non-applicants; incomplete apps; prospective students	Complete your unofficial credit estimate in minutes to see how close you are to completing your degree at [partner name] , THEN finish and submit your application before next week's deadline! Submit by [deadline] .



#ID	Caption
3.a	[partner name] is launching a tool to help transfer students see how their previous college coursework and exams contribute to their degree at [partner name acronym] . The process is quick, easy, and even provides next steps for transferring. The [partner portal name] is launching THIS MONTH! Stay tuned!
3.b	This week [partner name] 's [partner portal name] will be LIVE!
3.c	Today's the day! The [partner portal name] is LIVE! Check it out at [portal URL] and see how close to finishing your degree at [partner name] you are. If you have questions, reach out to our transfer counselors or check out our website to learn more.
3.d	Transfer applications for [upcoming term] are due [deadline] , have you submitted your app yet? After you've completed your application, visit [portal url] to get your unofficial credit evaluation in minutes!

Section 4: Sample content, by platform: Website Taglines & Value Propositions

#ID	
4.a	<i>How many of your credits will transfer to [INSTITUTION]? Use the [PORTAL NAME] to get a free, unofficial estimate of how your credits will apply to different degree programs.</i>
4.b	Use the [PORTAL NAME] to simplify the transfer process and help you with planning your upcoming semesters. Discover which credits will transfer to [INSTITUTION NAME], and how close you are to earning your degree.

Communication Plan Sample Outline

Timing	Owner	Date	#ID	Notes
4 weeks before launch	MarComm	3/15/2022	3.a	Use Transfer Portal logo with image, do not link to Portal yet (not live) Mention upcoming transfer information event
2 weeks before launch	Transfer Director	4/1/2022	1.a	Send to local Community College advisors, attach FAQ
2 weeks before launch	Transfer Director	4/1/2022	1.b	Send to faculty & staff, attach one-pager & FAQ, direct all questions to program owner
2 weeks before launch				
Week of launch				
Week of launch				
Launch day				
Launch day				
Post-Launch				
Post-Launch				
Week before Transfer event				
Day of Transfer event				
OPTIONAL: 2 Weeks before Transfer deadline				
OPTIONAL: 1 Week before transfer deadline				
OPTIONAL: 2 days before Transfer deadline				
OPTIONAL: Day of Transfer deadline				
OPTIONAL: Day after Transfer deadline				