

Sending Outreach Campaigns with EAB Navigate



Best Practices for Effective Student Outreach

Advisor Resources from EAB's Study, Breaking Through the Student Communications Barrier



About EAB Navigate

EAB Navigate is a student success management system that helps advisors manage their world and guide more students to success. Built based on a decade of research, Navigate was designed to overcome advisors' most pressing challenges. The platform provides predictive analytics for tailored student support; communication, scheduling, and case management tools; and access to a library of advising resources like this one.

1

Use Advanced Search to select a list of students.



2

Compose the email you want students to receive—then confirm and send!



3

Track appointments made as a result of your outreach campaign.



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Best Practices for Student Outreach

► Make Your Subject Line Do More Work

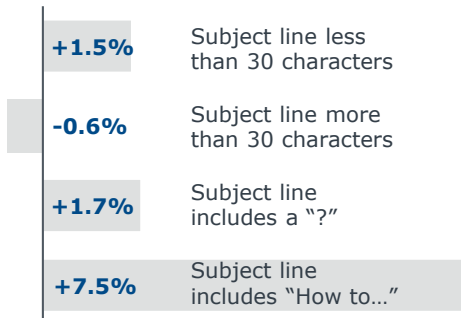
A Good First Impression Drives Higher Open Rates

Insights from Outside Higher Education

Mixpanel Analysis of 85,637 Subject Lines

13.5% Benchmark open rate for 1.7 billion emails

Change in Open Rate



Nine Effective Approaches

Adapted from EAB's Internal Guidelines

Catchy	Oops—you missed your registration deadline!
Direct	Concerned about your midterm grades
Urgent	URGENT: Your academic plan
Authoritative	Next steps to get you back on track
Conversational	Let's chat about chemistry
Mysterious	You qualify for a new program!
Guiding	How to improve your GPA at the Tutoring Center
Action-oriented	Schedule some time with me this week
Questioning	Is there a reason you haven't registered yet?

► Write for Your Audience

Effective Messages Are Student-Centered and Student-Friendly

Tone Should Focus on Students and Their Goals, Not Rules or Policies

Impersonal Copy

"Whitehouse University cares about your success and offers a number of resources for students in need of additional support. Students have found the tutoring center to be critical in improving their GPA for admission into certain selective programs."

Student-Centered Copy

"I care about your success and noticed that your math midterm grade is not up to standards for the Business School, which you want to apply for next semester. You should schedule an appointment with the tutoring center."

50% Increase in response rate (EAB Enrollment Services campaign)

Language Should Be Clear to All Students (Including ESL)

- **Reduce multisyllabic words**
"Exempted" → "Do not need to"
- **Remove passive voice**
"If you are contacted by your advisor" → "If your advisor contacts you"
- **Translate jargon**
"Non-credit-bearing" → "Does not count for credit"
- **Ensure readability**

The Gunning Fog Index is an online tool to assess the grade-level of a given text



Online Tool:
www.gunning-fog-index.com

► Don't Ignore Your Call To Action (CTA)

The Call to Action Is Critical, but It's Often the Hardest Part to Get Right

Out-of-Industry Best Practices

Include Only One CTA When Possible

42%

increase in clicks when the number of CTAs are reduced from 4 to 1



Make Your CTA Stand Out

Register Now

Offset CTAs with bold, different colored text, or buttons

Lead with a CTA in the Subject Line



Include the CTA in the subject line so students immediately know what they need to do

Convey a Sense of Urgency



Use action verbs that convey a sense of urgency, such as "sign up," "schedule," or "pay"

Sample Email Template

► Recipient: Student Who Missed Registration Deadline

Subject: Is there a reason you have not yet registered for classes?

Name,

Your registration window closes **tomorrow, April 1** at 11:00 am. To have the best opportunity to get the classes you want, you **need to [register before the window closes](#)**.

If you are not able to complete your scheduling by 11:00 am tomorrow, you will have to wait until Schedule Cleanup (April 27–May 8), and you are less likely to get the schedule you want.

If you need assistance, please let me know.



Already an EAB Navigate user?

For more email templates and resources on effective student communications, visit: www.eab.com/StudentCommWebconference2017