



PERSONALIZATION TO-DO CHECKLIST

- REVISIT THE SUBJECT LINES OF YOUR EMAIL SEQUENCES.**
Can you add the student's name or prospective major? That may prompt them to open the email.
 - CHANGE THE SENDER OF YOUR EMAILS.**
While sending from the institution's name may be recognizable, a person's name may seem more personal.
 - BE SURE TO USE DEADLINE-BASED COMMUNICATION.**
Let prospective students know when they need to make decisions. Creating urgency helps engage students.
 - SET UP PERSONALIZED STUDENT PORTALS OR MICROSITES.**
Include the student's name, major, and current information. Use a countdown to their first day to keep the energy up!
 - CHANGE THE IMAGERY IN THE PORTAL OR MICROSITE.**
If students are accepted, use campus imagery with confetti. Once they enroll, change to a mascot high-fiving a student.
 - SEND A SURVEY TO THOSE WHO HAVEN'T ENROLLED YET.**
What can you do to help them? Is there a unique email sequence for those who fill out the survey and are still unsure?
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