

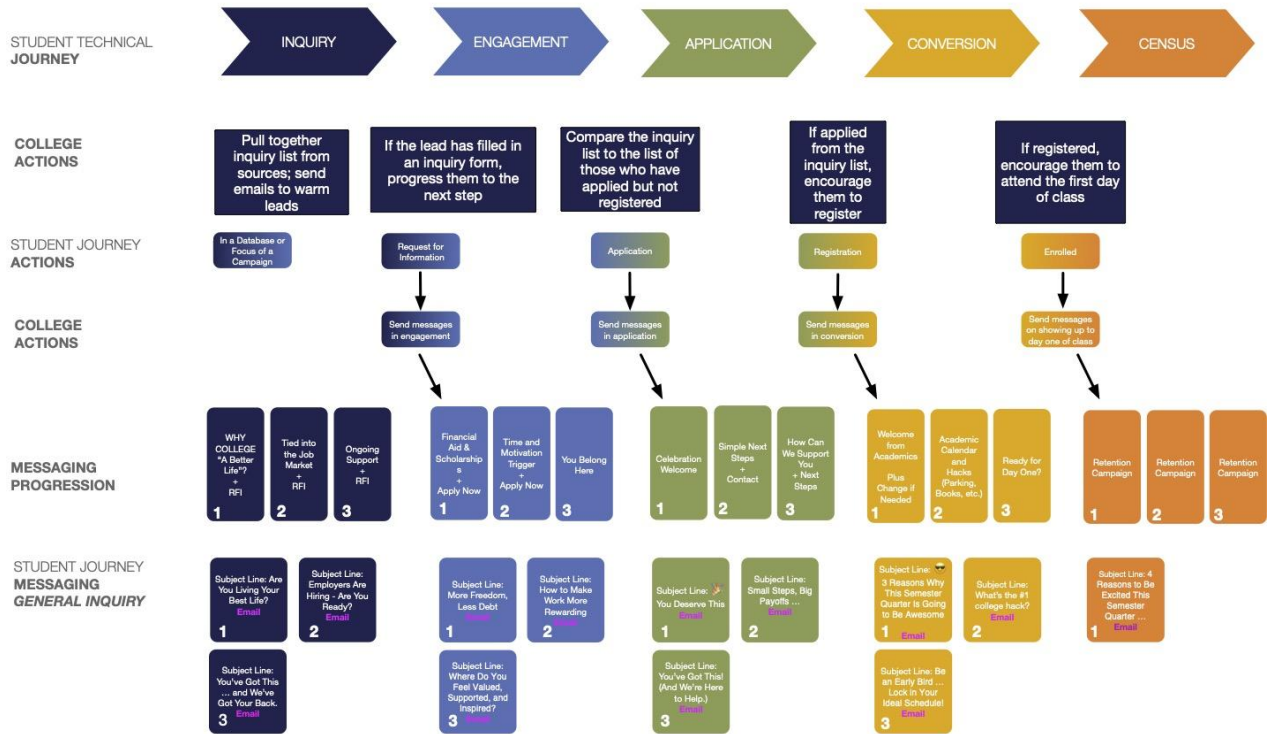
CRM Messaging - General Inquiry

WASHINGTON COMMUNITY AND TECHNICAL COLLEGES



Student Enrollment Journey

interact
2-Year College Experts



Interest/Awareness

1. WHY COLLEGE "A Better Life?" +RFI

SUBJECT LINE: Are you living your best life?

[Image: Hands holding a sparkler]

Live Life on Your Terms @ [COLLEGE NAME]

More Choices.
Bigger paychecks.
Finding your happiness + full potential..

It can all start at [COLLEGE NAME]. Are you ready to discover your passion and turn it into a rewarding, lifelong career? Then you're in the right place!

Launch a career right away. Or save thousands while you build up credits to transfer to a university. The choice is up to you! With flexible class schedules and tons of opportunities to help pay for college, now's the perfect time to discover your options and launch your best life.

Start Living the Life You Want
Find out more today! [Link to RFI]

[College Logo]
[College Tagline]

2. Tied into Job Market +RFI

SUBJECT LINE: Employers are hiring – are you ready?

[Image: Confident CTE students at work]

Learn More, Earn More

Better opportunities begin at [COLLEGE NAME].

Now is the time to be ready for an employment boost – because over the past year, Washington added +175,000 jobs. Excited to train for your new career?

At [NAME OF COLLEGE], you can choose from many programs that lead to in-demand jobs. That's because top employers and industry leaders work directly with [COLLEGE ACRONYM] faculty, ensuring you learn skills that lead right to your dream job. You can also save thousands while you build up credits to transfer to a university and further your education.

And if you're not sure what to study? Our advisors can help you discover your interests and turn your passion into a lifelong career.

Learn your earning potential.
Request more info today! [Link to RFI]

[College Logo]
[College Tagline]

Sources:

* <https://esd.wa.gov/labormarketinfo/monthly-employment-report>

3. Ongoing Support +RFI

SUBJECT LINE: You've got this... And we've got your back.

[Image: An advisor meeting with a smiling student]

"[NAME OF COLLEGE] offers amazing classes, and they have learning centers and tutors if you need help."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

College can be tough, but the truth is, *you're tougher*. And you won't have to figure it out alone.

At [NAME OF COLLEGE], you'll have an entire team dedicated to supporting you whenever you need it. From academic counselors who can help you choose classes to fit your interests, to tutors, advisors, and instructors who want to see you succeed, you'll have support in your corner.

We're here to help:

- Free tutoring, in person and online
- Student mentoring programs
- Your own academic counselor
- And for students who qualify, assistance with tuition, books and supplies, transportation, and more! [Replace with college-specific language.]

We're Here for You
Find out more today! [LINK to RFI]

[College Logo]
[College Tagline]

Unsure/Consideration

1. Financial Aid and Scholarship + Apply Now

SUBJECT LINE: More freedom, less debt.

[Image: Smiling, happy students involved in a campus activity like sports or a club]

"I got a scholarship, so affording college was easier."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

Think you can't afford college? Think again!

There's money out there to help you pay for college, and we can help you get it.

Many students are eligible for financial aid that they don't have to pay back, which can help you cover tuition, books, and living expenses so you can focus on your studies. You can apply for federal aid with the FAFSA, and for those who don't qualify federally, you can apply for state support through the WASFA. Plus, we also offer tons of scholarships!

Ready to discover your college cash? The first step is applying to [COLLEGE NAME]!

You CAN Afford College

Apply to [NAME OF COLLEGE] today! [\[Link\]](#)

[College Logo]

[College Tagline]

2. Time and Motivation Trigger + Apply Now

SUBJECT LINE: How to make work more rewarding

[Image: silhouette of a person in a victory pose]

Learn More, Do More, Earn More

Did you know? College grads make more money over their lifetimes than those without a degree!

Have you been delaying your earning potential? The sooner you enroll, the sooner you can boost your paycheck. The next quarter at [COLLEGE NAME] is about to begin — and we've got a seat with your name on it.

We get it — college can seem like a lot, and your life is already full. That's why at [COLLEGE NAME], you'll find flexible schedules, tons of opportunities to help pay for college, and support every step of the way. Isn't it time you put yourself first... and unlocked the door to increased confidence and a more rewarding career?

Don't Let Anything Stop You
Apply today! [Link]

[College Logo]
[College Tagline]

*Sources:

<https://www.bls.gov/careeroutlook/2022/data-on-display/education-pays.htm>

3. You Belong Here

SUBJECT LINE: Where do you feel valued, supported, & inspired?

[Image: A group of diverse students laughing over lunch]

"I came for the classes... and stayed for the community."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

Ready to discover your dream team?

Welcome to small class sizes, where your teachers and classmates know you by name. Where faculty listen to you and are quick to help... and you know they really care.

[FIRST NAME], you belong here at [COLLEGE NAME]. And we're here to support you every step of the way, from application to graduation.

[Photo of happy college graduates cheering and throwing their caps in the air with faculty and friends clapping for them]

Join Your Winning Team
Apply today!

[College Logo]
[College Tagline]

Action/Conversion

1. Celebration and Welcome

SUBJECT LINE: 🎉 You deserve this.

[Image: a smiling track and field student about to cross the finish line]

You've Made the Right Choice... Welcome to [COLLEGE NAME]!

It's your time to shine.

You've made the smart decision to come to college, where you'll boost your skills, confidence, and earning potential. Did you know that college grads make *more* than those without a degree over their lifetimes?*

Let's kick-start your college career!

- Check out this handy map [LINK] and stop by to visit campus!
- Need help with orientation, an assessment, or something else? Make an appointment with an advisor [LINK], and we'll get you set for classes ASAP!
- Are you prepared? Double-check your ctclink student portal [LINK] and see if you have any next steps.
- Whether you want to play sports or join a fun club, find out more about [COLLEGE ACRONYM]'s rich student life [LINK].

Make Sure You're Ready to Roll

Check your ctclink student portal today! [Replace with college-specific language.]

[College Logo]

[College Tagline]

*Sources:

<https://esd.wa.gov/labormarketinfo/monthly-employment-report>

2. Simple Next Steps + Contact

SUBJECT LINE: Small steps, big payoffs

[Image: a group of smiling students on campus]

"At [COLLEGE NAME], I found the tools, support, and motivation I needed to get my dream job."

We're so excited to see you on campus! The next quarter starts soon, and there are just a few small steps left before big opportunities come your way.

Don't forget...

Before you can register for classes, have you completed your orientation? Assessments? Is your financial aid all set? Double-check your to-dos in your ctclink student portal, and if you need any help, we're here for you [LINK]. [Replace with college-specific language.]

Get Ready for a Great Quarter

Check your ctLink student portal [Replace with college-specific language.]

[College Logo]

[College Tagline]

3. How Can We Support You + Next Steps

SUBJECT LINE: You've got this! (And we're here to help.)

[Image: a smiling student meeting with a caring counselor]

You're Almost There!

There are just a few more steps to take before you're officially a [NAME OF COLLEGE MASCOT/TEAM HERE].

Before registering for classes, check your ctLink portal [LINK] and double-check your to-dos. Have you completed everything you need to get started, like finishing your orientation or talking to your advisor? [Replace with college-specific language.]

Whatever it is, we're here to help!

- Stuck? Make an appointment with an academic advisor [LINK], and we'll get you squared away in no time!
- If financial aid makes you stressed, don't worry – reach out [LINK].
- Need help registering for classes? Contact us [LINK].
- You can also ask our chatbot [LINK], shoot us an email [EMAIL LINK], or visit us on campus [LINK TO STUDENT SERVICES HOURS AND LOCATION]

Make Sure You're Prepared

Check your ctLink portal [LINK] for to-dos today! [Replace with college-specific language.]

[College Logo]

[College Tagline]

Committing/Enroll

1. Welcome From Academics

SUBJECT LINE: 😄 3 Reasons Why This Quarter is Going to Be Awesome

[Image: Excited students smiling on campus and waving hello]

Nothing Can Stop You Now!

Congrats – you’ve made the smart choice of applying to [College name].

Did you know that college grads make more money, have better career opportunities, and have higher job security and satisfaction? Google it – it’s true!

Here are three reasons why this quarter is going to be like no other.

- Because you are showing up for yourself and taking your dreams seriously.
- Because even if you don’t know exactly where you’re going, you know you’re taking the first step in the right direction.
- And because if you need absolutely anything, we are 100% here for you. If you need help registering for classes, just reach out [LINK].

We can’t wait to see you this quarter!

Register for classes today!

[College Logo]

[College Tagline]

2. Academic Calendar and Hacks

SUBJECT LINE: [Psst!] What’s the #1 college hack?

[Image: Savvy student tapping their head underneath a chalkboard icon of a lightbulb]

The Secret of Savvy Students, Revealed!

Wall calendars, spiral-bound planners, or online calendars – no matter the tool, students who plan their time well do better in college and get better grades!

How can you power up your planning? It’s easy! And it all starts with [COLLEGE NAME]’s academic calendar.

Keep track to get to the head of the class:

- Deadline to register for classes [DATE]
- First day of classes [DATE]
- Winter and Spring break [DATE]
- Visit the full calendar on our website [LINK] to jot down all your important dates to stay on track!

Most importantly, make sure you register for classes before the [DATE] deadline!

Hack Your Quarter

Register for classes today!

[College Logo]

[College Tagline]

3. Ready for Day One?

SUBJECT LINE: Be an early bird... lock in your ideal schedule!

[Image: College mascot in a triumphant pose on campus]

Start Your Quarter Right

It's time to seize the day — and set your schedule before classes fill up!

This quarter, you'll make new connections, refresh your mindset, and go farther than you thought you could. But first, don't forget to register for classes!

Registering is easy — and we're here to help! If you've got questions, we've got you. Hit up our chatbot [Link], email the student help desk [LINK], call Academic Advising or make an in-person appointment [LINK]. [Replace with college-specific language.] We won't let anything stand in the way between you and your first day of classes.

Lock in Your Future

Register for classes today!

[College Logo]

[College Tagline]

Show Up/Attend

2. Retention

SUBJECT LINE: #4 reasons to be excited this quarter...

[Image: College mascot shooting a basketball into a hoop]

This Quarter is Going to Be a Slam Dunk

Can you feel the buzz of excitement in the air?

- Soon, you'll be meeting other students from all walks of life.
- Learning new skills to power up your resume.
- Earning credits to transfer to a university.
- Joining clubs, playing sports, and relaxing on our beautiful campus.

Are you ready?

If not, no worries — we've got your back. Just let us know what you need, and we'll make sure nothing stands between you and an awesome first day of classes.

We're Only an Email, Call, or Visit Away!

Reach out

[College Logo]

[College Tagline]