Sizzling Subjects and Tantalizing Text

Writing Emails and Letters People Will Read
key components

- **Audience**
  - current students, prospective students, parents, alumni, donors, faculty, staff
- **Call to action**
- **Overall length**
- **Timing**
- **Subject line**
The good,
the bad,
and the not so good...
The 90s called...they want their online application back.

Are you driving potential students away from your campus? If your online application hasn't changed in the last few years...or longer, you just may be. Legacy systems can be clunky and hard to use. Even worse, they can make you look out-of-date, and inefficient. The most technically savvy generation in history expects more from you.

Schedule a Demo
Midnight Tonight: The Fat Lady Sings and the Early Bird Dies

Save $100 until midnight tonight!

Early Bird discount expires (for real!) May 7th.

Register Today

What Happens in Vegas will Change Your Campus!

- Dive into the most innovative program in higher ed conferences.
- Get the best value in higher ed conferences.

PLUS: Your Mirage room rate is only $115/night. Book Now.
Hi Kara,

I really like gummy bears and thought you might too, that's why I put it in the subject line. Thoughts and ideas below on why MTU should be in our Mack feature again in 2014. I can secure our rate from last year, with the discount. I hope to hear from you. © Happy Friday!

The Mackinac Policy Conference: 1,500 copies of this special feature are flown to the island (to ensure the most relevant content is being shared) and placed on every chair at the governors speech on Thursday (a day earlier than we usually do). The Mackinac Policy Conference joins more than 1,500 Michigan business professionals, government leaders, CEOs, entrepreneurs and regional champions to strategically position Michigan as a national economic leader. Your ad will be in front of all of these leaders. This strategically ties you to the conference, without having to be a sponsor. PLUS, on Monday this entire issue with the Mackinac feature will go out to the Crain's Detroit Business paid readership. Over 100,000 readers.

Superior Ideas makes cutting-edge university research available to everyone, letting users make tax-deductible donations to the projects that matter most to them. Michigan Tech's support as a leading research university ensures that Superior Ideas projects truly are the best of the best.

Find research that matters and help bring projects to life.

www.superiorideas.org | facebook.com/superiorideas | twitter.com/superiorideas
Everything under the sun

WARBY PARKER

BBQS. BOAT RIDES. HAMMOCKS. ROAD TRIPS. WATER BALLOON FIGHTS. LONG WEEKENDS.

(They’re all better with sunglasses.)

Shop our current bestsellers:
consider the format

- Could a letter become an email
  - Use of link to support call to action
- Could an email become two emails
- Develop a landing page
- Using multiple communications
  - print + email
  - email + email
  - email + web
  - email + web + social
hyperlink 101

- Original link
  https://docs.google.com/a/mtu.edu/presentation/d/1xeqQJ-9XUT9gvyMvjVOTCynae3yVW-ZbYLeM32FMdRok/edit#slide=id.g33bce47cc_0105

- Or, you could just have users **click here**
shorten your URLs

- **Original URL**
  https://docs.google.com/a/mtu.edu/forms/d/1B_VTVV3bEgKSkO41hBWpgPRAfxhRypFvvgMPRQHbm48/viewform

- **Short Google URL**

- **Bit.ly URL**
  system generated: bit.ly/1jgnH2I
  customized: bit.ly/MichiganTechWLI
ban “college essay” writing
shorten your words

- bit.ly/wordshortener
  - utilize -> use
  - facilitate -> help, aid, lead, fix
  - approximately -> about
  - demonstrate -> show
  - implement -> begin, do
  - obtain -> get
count your words

- Average word counts to strive for:
  - 42 words per paragraph
  - 25 words for lead paragraphs
  - 14 words per sentence
tip: Microsoft readability statistics
Readability Statistics will display after spellcheck completes.

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Communication Makeover: Michigan Tech Edition
before

Hi [FirstName],

Congratulations on your acceptance to the computer science department at Michigan Technological University! My name is Jeanette and just a few years ago, I was in your shoes—deciding which college to attend and what to major in. Having just graduated from Michigan Tech in December 2012 with a BS in Computer Science, I’d like to share a little with you about my experiences and encourage you to pursue your dreams in computing.

When I decided to go to Michigan Tech, I wasn’t sure computer science (CS) was the major for me. But I found that I love the problem solving and creativity in computing. The computing degrees at Michigan Tech prepare you for many career options and really allow you to find a niche and discover what you love to do.

Classes are small and there are a lot of interesting courses to choose from...I really enjoyed computer graphics, virtual reality, and parallel programming. I knew my professors and classmates, worked on team software projects, and used some amazing equipment like a head mounted display and tracking system in our virtual reality lab. Learning experiences don’t get much better than that.

Though Tech’s Career Fairs, I was able to get internships at Dow Corning, GE Aviation, and SRT Solutions—great opportunities to see the wide range of career opportunities available in computing, as well as help pay for my education. The CS department also sponsored my trip to the Grace Hopper Celebration of Women in Computing conference. It’s an amazing experience to be at a conference with thousands of women, all who share an interest in computing. I got to interact with tech companies and learn from other women about how to be successful in the computer industry.

The experiences I had at Michigan Tech prepared me well for job interviews—employers were really impressed by the variety of experiences I had and all the CS-related subjects I knew, from game project dynamics to coding and problem solving. Before I graduated, I had job offers from companies across the country. I chose to work for SRT Solutions since I really enjoyed my internships with them. By the way, last year the average starting salary for a Michigan Tech computing graduate was around $62,000.

Michigan Tech is a great college and I’m glad you’re considering it! In addition to focusing on your major, there are so many other things to do and experience at Tech. I mentored a student and spent my free time at Mont D’Or, Michigan Tech’s ski and snowboard hill. There are programming competitions and tons of clubs and organizations to join, including the Women in Computing Sciences group.

If you have questions or would like to talk with someone in the CS department, feel free to get in touch with Linda Ott, one of my professors. You can email her at linda@mtu.edu or call her at 906-487-2315.

Good luck with your decision and your college career.

Jeanette Head
Alumna, Department of Computer Science

after

BEFORE I EVEN GRADUATED FROM MICHIGAN TECH, I HAD JOB OFFERS ALL ACROSS THE COUNTRY.

[FirstName],

It’s true. As a 2012 computer science graduate from Michigan Tech, I had multiple job offers. (The average starting salary for Michigan Tech computing graduates is around $62,000. Pretty crazy, right?)

Employers were impressed that I had interned at Dow Corning, GE Aviation, and SRT Solutions. I felt prepared for my interviews. They liked that I had a lot to offer.

The classes at Michigan Tech helped me learn that computing was about more than writing code. Computing impacts everything we do—from making products safer to solving world problems.

If you have questions about the program, I invite you to contact Linda Ott, one of my favorite professors. You can email her at linda@mtu.edu or call her at 906-487-2315.

Oh, if you’re wondering where I work, I decided to accept the offer from SRT Solutions (now Atomic Object). I’ve been there almost a year now and I love it.

Good luck with your college search!

Jeanette Head
2012 computer science graduate
Dear Bill,

Our records indicate that you have had past eligibility for the Military Family Education Award. It has come to our attention that we have not received the required documentation needed to renew this award for the 2008-2009 academic year. Please note that we cannot process this award without the proper documentation. You are required to verify your eligibility by presenting valid military credentials issued to you or your parent, guardian, or spouse; a valid military ID issued to you or your parent, guardian, or spouse; or valid written military orders issued to you or your parent, guardian, or spouse. Note: we need only one of the above forms of documentation.

What is the student’s action item?
Dear Bill,

As you prepare for the fall semester at Michigan Technological University, we wanted to remind you to bring documentation to verify your eligibility for the Military Family Education Award (MFEA).

To retain the MFEA, you must present **one** of the following forms of verification:

- Valid military credentials issued to you or your parent, guardian, or spouse
- A valid military ID issued to you or your parent, guardian, or spouse
- Valid written military orders issued to you or your parent, guardian, or spouse

What is the student’s action item?
before

- **2012 | mailed letter**
  To confirm your participation you will need to register with Rachel, by May 4 by emailing rachel@mtu.edu or calling 906-487-1880. Please provide the following information when confirming your participation:
  - Total number in group
  - First and last names of all your guests
  - Any food allergies
  - Your t-shirt size

after #1

- **2013 | email**
  Same text, but had students respond directly to the sender.

after #2

- **2014 | enhanced email**
  Confirm your participation register to attend by May 23.
use the language of your audience, not your institution

- SYP
- MUB
- HEV
- STC
- EFC
- Guest Access
- Banweb
practice what you’ve learned

- Split into groups
- Review a communication item
- Plan to report out
  - Overview of communication
  - Intended audience
  - Call to action
  - Any problems or issues
  - Suggestions for improvement
The 8 laws of writing great letters

#1 Respect white space—margins are your friend

#2 Font: clean and size-appropriate

#3 Address your subject by name

#4 Paragraphs: short and sweet
The 8 laws of writing great letters

#5  Have a clear understanding of your goal (what is the recipient’s call-to-action?)

#6  Communicate that goal quickly: within the opening paragraph is best; first sentence of the second paragraph at the latest
The 8 laws of writing great letters

#7 Keep it to a single goal/call-to-action

#8 Close with a person’s name—not a department—and include an email and phone number when possible