4 pieces

Who?

How Can We Find These Students?

Now What? (once you have the list of students)

3 Tier Communication Strategy – guide, mmmemail, text, flier. Will take more than one time

Follow-up – take notes, follow-up with students

FTIAC 17 Cohort with low GPA

Registration Push

**Registration push**

**Send on Dec. 19/20**

Subject: Classes are Filling Up! Time to Register for Winter 18

Hi Student -

Congratulations on the completion of the Fall 17 semester. I noticed you are not yet registered for Winter 18. I really want to make sure you get a schedule that fits your needs next semester so I strongly encourage you to register before the break.

If you don’t plan on registering for Winter 18, please let me know your plans.

Classes begin on Monday, January 8. If you need help, send me an email or plan to come in to see me. [I will be available on a drop-in basis from January 2 through 12]. If you need help with financial aid or other student services, the Student Service Center is available for help by phone, email or in-person. You can find more information on their services here:

Have a great break,

Ryan Ferrante

P.S. Remember that the University will be closed from December 25 through January 1.

**Send on Jan 2**

Subject: URGENT: Winter 18 begins next Week

Remember, classes start on Monday, January 8. If you plan on taking classes, you need to register as soon as possible. If you need help, email me or plan to come in to see me. [I am available on a drop-in basis from January 2 through 12.]

Best, Ryan Ferrante

Subject: Will We See You in Winter 18?

Hi Student -

Congratulations on the completion of the Fall 17 semester. I noticed you are not yet registered for Winter 18. I really want to make sure you get a schedule that fits your needs next semester so I strongly encourage you to register before the break.

Classes begin on Monday, January 8. If you need help, send me an email or plan to come in to see me. [I will be available on a drop-in basis from January 2 through 12]. If you need help with financial aid or other student services, the Student Service Center is available for help by phone, email or in-person. You can find more information on their services here:

Have a great break,

Ryan Ferrante

P.S. Remember that the University will be closed from December 25 through January 1.