Northern Kentucky University & Academic Partnerships
Student Communication Plan
Undergraduate Programs

NKU
Northern Kentucky University

Rev. 12/16/2019
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<th>Sender</th>
<th>Department</th>
<th>Timing/Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Prospective student inquires</td>
<td>Up to 7 calls over 8 days and 3 emails (not including ATC’s)</td>
<td>Time Based</td>
<td>Pre-qualify and encourage application</td>
<td>Phone Call, Email #3, Email #4</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Inquiry form submitted</td>
</tr>
<tr>
<td>• Enrollment Services contacts prospective student</td>
<td>University Recruitment Interview</td>
<td>Trigger Based</td>
<td>Explain value of degree and university, encourage application, reinforce admissions requirements, Provide application steps, outline required documents</td>
<td>Phone Call</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>First contact made</td>
</tr>
<tr>
<td></td>
<td>Application Instructions and Next Steps</td>
<td>Trigger Based</td>
<td></td>
<td>Email #4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Application Walk Through</td>
<td>Trigger Based</td>
<td>Support application submission by walking student through application</td>
<td>Phone Call</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Transcript Walk Through</td>
<td>Trigger Based</td>
<td>Provide steps for ordering transcripts</td>
<td>Email #7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Enrollment Services follows up on application deadline</td>
<td>Application Deadline Reminder</td>
<td>Time Based</td>
<td>Encourage application submission</td>
<td>Phone Call, SMS, Email #11</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>One week before application deadline</td>
</tr>
<tr>
<td>• Enrollment Services follows up with unresponsive</td>
<td>Are You Still Interested</td>
<td>Time Based</td>
<td>Understand if prospective student is still interested in program</td>
<td>Email #3</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Once per month until contact is made</td>
</tr>
</tbody>
</table>
### NKU Undergraduate Student Communication Plan

<table>
<thead>
<tr>
<th>Steps</th>
<th>Communication Touchpoint</th>
<th>Type</th>
<th>Purpose</th>
<th>Delivery Via</th>
<th>Sender</th>
<th>Department</th>
<th>Timing/Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>prospective students</td>
<td>Trying to Reach You</td>
<td>Time Based</td>
<td>Connect with unresponsive prospective student</td>
<td>Email #2</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Once per month until contact is made</td>
</tr>
<tr>
<td></td>
<td>Incorrect Phone Number</td>
<td>Time Based</td>
<td>Receive and update record with correct phone number</td>
<td>Email #19</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Until information is received or file closed</td>
</tr>
<tr>
<td></td>
<td>File Closed</td>
<td>Time Based</td>
<td>Engage prospective student inactive for 21 days</td>
<td>Email #20</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Once per month until contact is made</td>
</tr>
</tbody>
</table>

### Application

<table>
<thead>
<tr>
<th>Steps</th>
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<th>Timing/Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application</td>
<td>Application Submitted Email</td>
<td>Trigger Based</td>
<td>Acknowledge receipt of application</td>
<td>Email #5</td>
<td>NKU</td>
<td>Admissions</td>
<td>Sent 24 hours after application submitted</td>
</tr>
<tr>
<td></td>
<td>Post Application – Direct App</td>
<td>Trigger Based</td>
<td>Connect applicant with Enrollment Specialist if they apply without submitting a lead inquiry form</td>
<td>Email #1</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Student applies</td>
</tr>
<tr>
<td>Steps</td>
<td>Communication Touchpoint</td>
<td>Type</td>
<td>Purpose</td>
<td>Delivery Via</td>
<td>Sender</td>
<td>Department</td>
<td>Timing/Trigger</td>
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</tr>
<tr>
<td></td>
<td>Application Processed Next Steps</td>
<td>Trigger Based</td>
<td>Notify applicant that application has been processed and confirm checklist of missing documents</td>
<td>Email #6</td>
<td>NKU</td>
<td>Admissions</td>
<td>Application processed typically within next business day of submission</td>
</tr>
<tr>
<td>• Enrollment Services reinforces financial aid steps and process</td>
<td>Applying for Financial Aid</td>
<td>Time Based</td>
<td>Provide applicant with information on how to apply for financial aid and steps in process</td>
<td>Phone Call</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Application submitted</td>
</tr>
<tr>
<td>• Enrollment Services follows up with applicant on application submission</td>
<td>Application Next Steps</td>
<td>Trigger Based</td>
<td>Notify students of next steps: pay app fee, submit required documents, pay tuition, register, and financial aid process if applicable</td>
<td>Phone Call</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Application submitted</td>
</tr>
<tr>
<td>• Enrollment Services follows up with applicant on status of required documents</td>
<td>Missing Documents Reminder</td>
<td>Time Based</td>
<td>Encourage applicant to submit missing documents (checklist items such as transcripts)</td>
<td>Phone Call</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>2 days after application submitted and then every 7 days up until complete or application expires</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SMS</td>
<td></td>
<td></td>
<td>3 weeks before</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email #8</td>
<td></td>
<td></td>
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</tbody>
</table>
## NKU Undergraduate Student Communication Plan

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email #9</td>
<td></td>
<td></td>
<td>document deadline</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email #12</td>
<td></td>
<td></td>
<td>2 weeks before document deadline</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email #8</td>
<td></td>
<td></td>
<td>document deadline</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email #9</td>
<td></td>
<td></td>
<td>2 weeks before document deadline</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Email #12</td>
<td></td>
<td></td>
<td>document deadline</td>
</tr>
</tbody>
</table>

**Note:**
- **Admissions** collects documents for all programs.
- **Checklist updated in SAP** as documents received from student
- **Data feed extract** will populate missing checklist items in AP CRM for AP teams to follow-up on
- **Test Scores**
  - ACT - 18 ENG/MATH/ READING
  - SAT prior to 3/2016, math and writing sub-scores of 430 and critical reading score of 450; SAT after 3/2016 SAT Evidence-based reading and writing score of 480, math score of 470
- **Accuplacer Placement Test** (over 21 and under 24 credit hours); the Accuplacer Admission test for Post-Traditional Learners can be used in lieu of ACT and SAT scores for admission into the university.
- **Programs have individual transfer requirements** and provisional admissions to meet Pre-Major criteria

<table>
<thead>
<tr>
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<th>Communication Touchpoint</th>
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<th>Sender</th>
<th>Department</th>
<th>Timing/Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission</td>
<td>Note: SAP calculates “auto accept” for Majors and Pre-Major applicants</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Freshmen are handled by Undergraduate Admissions based on individual assessment</td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Accept/Reject Letter sent via standard mail and email within 24 hours of decision</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Acceptance includes portal instructions and carousel info</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Admissions sends carousel to the student's personal email displaying all courses necessary for the student to be eligible to graduate.</td>
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</tr>
<tr>
<td>Step</td>
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</tr>
<tr>
<td>• Student accepted into program if they meet university and program requirements</td>
<td>Official Acceptance Letter</td>
<td>Trigger Based</td>
<td>Notify student of program acceptance, welcome to program, and provide schedule of course offerings, user ID, contact for questions, and registration link</td>
<td>Email #14 Postal Mail</td>
<td>NKU</td>
<td>Admissions</td>
<td>Program acceptance Acceptance Letter sent via email and postal mail within 24 hours of decision</td>
</tr>
<tr>
<td>• Student denied admission if they do not meet university or program requirements</td>
<td>Denial Notification</td>
<td>Trigger Based</td>
<td>Notify student of institutional denial</td>
<td>Postal Mail</td>
<td>NKU</td>
<td>Admissions</td>
<td>Admission denial Denial Letter sent via email and postal mail within 24 hours of decision</td>
</tr>
<tr>
<td>• Follow-up with student on acceptance</td>
<td>Student Readiness &amp; Next Steps</td>
<td>Trigger Based</td>
<td>Ensure newly admitted student received schedule of course offerings, login credentials and instructions, and clarify/complete any remaining steps in the process</td>
<td>Phone Call</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>AP CRM status changes to “Accepted”</td>
</tr>
</tbody>
</table>
## NKU Undergraduate Student Communication Plan

### Step 1: Applying for Financial Aid

<table>
<thead>
<tr>
<th>Communication Touchpoint</th>
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<th>Purpose</th>
<th>Delivery Via</th>
<th>Sender</th>
<th>Department</th>
<th>Timing/Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow-up with student on financial aid process steps</td>
<td>Applying for Financial Aid</td>
<td>AP sends email to student reminding them to complete financial aid process</td>
<td>Email #10</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>On student being admitted</td>
</tr>
</tbody>
</table>

### Step 2: Complete Financial Aid Award Letter/Request Deferment

<table>
<thead>
<tr>
<th>Communication Touchpoint</th>
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<tr>
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</tr>
</tbody>
</table>

### Notes:
- **Office of the Registrar** performs transcript articulation if applicable and identifies applicants in need of individual/exception consideration for transfers and communicates with department chairs for decision.
- **Articulation database** -> CollegeSource
  - Upper level courses sent to department chairs
  - Added to database once articulated-no need to re-evaluate in future
- **Accept/Reject Letter** sent via standard mail within 24 hours of decision with acceptance, transfer equivalencies, portal instructions, and advisor contact info
- **Advisors pull report listing admits** and perform advising for all students – new and transfer
- **Advisors contact admits** and schedule phone, walk-in, or email advising session; includes verifying need for any placement testing
- **For online students**, university confirmation fee is waived, in-person orientation and orientation fee is waived, but all undergrads must complete online orientation module

### Step 3: Advising Next Steps Email

<table>
<thead>
<tr>
<th>Communication Touchpoint</th>
<th>Type</th>
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<th>Delivery Via</th>
<th>Sender</th>
<th>Department</th>
<th>Timing/Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow-up with students on advising next steps</td>
<td>Advising Next Steps Email</td>
<td>Next steps once accepted</td>
<td>Email #15</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>CRM status changes to “Accepted”</td>
</tr>
</tbody>
</table>

### Notes:
- **Advisors pull report listing admits** and perform advising for all students – new and transfer
- **Advisors contact admits** and schedule phone, walk-in, or email advising session; includes verifying need for any placement testing
- **For online students**, university confirmation fee is waived, in-person orientation and orientation fee is waived, but all undergrads must complete online orientation module
<table>
<thead>
<tr>
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<th>Department</th>
<th>Timing/Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>• Follow-up with student to encourage registration</td>
<td>Registration Walk Through</td>
<td>Trigger Based</td>
<td>Support registration process by walking student through enrolling in classes</td>
<td>Phone Call</td>
<td>AP</td>
<td>Enrollment Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Registration Deadline</td>
<td>Time Based</td>
<td>Registration deadline approaching, encourage student to register</td>
<td>Email #13, Email #17</td>
<td>AP</td>
<td>Enrollment Services</td>
</tr>
<tr>
<td></td>
<td>• Contact student to keep them engaged</td>
<td>Course Start</td>
<td>Time Based</td>
<td>Ensure student is aware that course started</td>
<td>Phone Call</td>
<td>AP</td>
<td>Enrollment Services</td>
</tr>
<tr>
<td></td>
<td>• Connect student with Student Coordinator</td>
<td>Student Coordinator Handoff</td>
<td>Time Based</td>
<td>Introduce student to Student Coordinator</td>
<td>SMS</td>
<td>AP</td>
<td>Enrollment Services</td>
</tr>
</tbody>
</table>

**Note:**
- **BS-BA Pre-Major classification** – need to speak to an advisor every semester; if 75 hours, need to sit with advisor to decide on a major
- **Staggered registration** dates to manage flow based on hours accumulated
- **Student registers** based on courses available list received through during admission
- **Immediately** able to view scheduled courses in myNKU
- **2nd term only** enrollment is available
- **Drop for non-pay** currently employed if not paid in full at beginning of each sub session
- **All advisors need to advise** each student but no advising holds are placed; after that is dependent on policy and process by program department
- **Student added to Online Orientation** canvas module after registration
### NKU Undergraduate Student Communication Plan

<table>
<thead>
<tr>
<th>Payment</th>
<th>Non Pay Status</th>
<th>Time Based</th>
<th>Encourage student to pay tuition</th>
<th>Email</th>
<th>NKU</th>
<th>Student Account Services</th>
<th>Monthly account statement sent; Financial Warning email sent 10-14 days prior to payment deadline; Tuition due date reminder sent daily 1 week prior to beginning of sub session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow-up with student to encourage payment of tuition</td>
<td>Payment Reminder</td>
<td>Time Based</td>
<td>Ensure student is aware that the payment deadline is approaching</td>
<td>Phone Call</td>
<td>SMS</td>
<td>Enrollment Services &amp; Retention Services</td>
<td>One week before payment deadline and daily as needed leading up to deadline</td>
</tr>
<tr>
<td></td>
<td>Payment Deadline</td>
<td>Time Based</td>
<td>Ensure student is aware that the payment deadline is approaching</td>
<td>Email #18</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>One week before payment deadline</td>
</tr>
</tbody>
</table>
**NKU Undergraduate Student Communication Plan**

- **NKU emails student** with account due notification monthly and then 10-14 days prior to payment due date; daily within week prior to due date
- **2nd part of term start** (e.g. Fall 2) will have payment due immediately in full

<table>
<thead>
<tr>
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<th>Timing/Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Aid</td>
<td>Student reminded to complete FAFSA, entrance counseling, and sign master promissory note</td>
<td>Applying for Financial Aid</td>
<td>Inform student about financial aid steps and process</td>
<td>Email #10</td>
<td>AP</td>
<td>Enrollment Services</td>
<td>Upon inquiry and on an ongoing basis</td>
</tr>
</tbody>
</table>

**Note:**
- **Student informed of financial aid process** and steps at beginning of application phase through AP Enrollment Services
- **Financial Aid disburses** at beginning of semester for both sub sessions
- **2nd part of term** enrollment starts can receive Financial Aid if eligible
- **All handling of parts** of term manual process
- **Students** may be selected for verification – determined by Department of Education, not NKU

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Retention</td>
<td>Student registered</td>
<td>On-boarding/Welome</td>
<td>Trigger Based</td>
<td>Inform student of online learning best practices and how the Student Coordinator will support them</td>
<td>Email #24 Email #25 Email #26 Email #29 Email #30 Email #31</td>
<td>AP</td>
<td>Retention Services</td>
</tr>
<tr>
<td>Step</td>
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<td>Department</td>
<td>Timing/Trigger</td>
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<td>-------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>• Student starts first course</td>
<td>Course Start Reminder</td>
<td>Trigger Based</td>
<td>Remind student of course start date</td>
<td>SMS</td>
<td>AP</td>
<td>Retention Services</td>
<td>First day of class</td>
</tr>
<tr>
<td>• Student has not logged into online classroom</td>
<td>Course Login Reminder</td>
<td>Time Based</td>
<td>Remind student to log into course</td>
<td>Phone Call</td>
<td>AP</td>
<td>Retention Services</td>
<td>Student has not logged into class for 5 consecutive days</td>
</tr>
<tr>
<td>• Check in with student on an ongoing basis</td>
<td>Checking In</td>
<td>Time Based</td>
<td>Check in with student regarding online experience and provide support as needed and as appropriate</td>
<td>Phone Call</td>
<td>AP</td>
<td>Retention Services</td>
<td>Frequency adjusted based on assessed risk and student’s preferences</td>
</tr>
<tr>
<td>• Follow-up with students with an invalid phone number</td>
<td>Incorrect Phone Number</td>
<td>Time Based</td>
<td>Receive and update record with correct phone number</td>
<td>Email #27</td>
<td>AP</td>
<td>Retention Services</td>
<td>Until information is received or file closed</td>
</tr>
<tr>
<td>• Follow-up with student previously tagged as Do Not Contact (DNC)</td>
<td>DNC List</td>
<td>Trigger Based</td>
<td>Follow-up on students that previously requested DNC but are now reaching out for support via phone</td>
<td>Email #33</td>
<td>AP</td>
<td>Retention Services</td>
<td>Until information is received or file closed</td>
</tr>
<tr>
<td>Step</td>
<td>Communication Touchpoint</td>
<td>Type</td>
<td>Purpose</td>
<td>Delivery Via</td>
<td>Sender</td>
<td>Department</td>
<td>Timing/Trigger</td>
</tr>
<tr>
<td>---------------------------------------------------------------------</td>
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<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Graduation</td>
<td>Student has applied for graduation</td>
<td>Graduation Notification</td>
<td>Time Based</td>
<td>Student submits graduation application</td>
<td>Email</td>
<td>NKU</td>
<td>Advisor</td>
</tr>
<tr>
<td></td>
<td>Student self-discloses that they are finishing the program</td>
<td>Graduation Follow-up</td>
<td>Time Based</td>
<td>Congratulate student on program completion</td>
<td>Email #34</td>
<td>AP</td>
<td>Retention Services</td>
</tr>
</tbody>
</table>
Dear %FIRSTNAME%,

Just following up to discuss your application.

Please call me at the below number to discuss next steps.

Sincerely,

%ENROLLMENTSPECIALIST NAME%
Enrollment Specialist
800-985-7215, ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#2 – AP Enrollment– Trying to Reach You

**Title:** Northern Kentucky University – Trying to Reach You  
**Subject:** Northern Kentucky University – Trying to Reach You

Dear %FIRSTNAME%,

I spoke with you earlier about our online program at Northern Kentucky University. However, I have not been able to reach you recently. I understand if perhaps you are no longer interested, or if this isn’t the right time for you to return to school.

If you do want to pursue your education, either now or in the future, please call me at the number below. I look forward to helping you reach your academic goals.

Regards,

%ENROLLMENTSPECIALIST NAME%  
Enrollment Specialist  
800-985-7215 ext. %EXT%  
Northern Kentucky University  
onlinedegrees.nku.edu
#3 – AP Enrollment – Are You Still Interested

**Title:** Northern Kentucky University – Are you still interested?
**Subject:** Northern Kentucky University – Are you still interested?

Dear %FIRSTNAME%,

I am sorry we have not found the right time to touch base regarding your interest in one of our online programs. Are you still interested in moving forward at this time?

Please take a moment to reply to this email with a yes or no.

If you are interested in the program, please know that I am here to help and would like to set up a time when it is best time for us to talk.

Regards,

%%%ENROLLMENTSPECIALIST NAME%%%  
Enrollment Specialist  
800-985-7215 ext. %EXT%  
Northern Kentucky University  
onlinedegrees.nku.edu
#4 – AP Enrollment – Undergraduate Application Instructions & Next Steps

**Title:** Northern Kentucky University – Application Instructions & Next Steps  
**Subject:** Northern Kentucky University – Application Instructions & Next Steps

Hello %FIRSTNAME%,

Below are the application instructions to apply for the program. Please follow the steps closely to ensure accurate completion of your paperwork.

After submitting your application, the evaluation process could take 1-2 weeks. It is **highly recommended** to begin the application as soon as possible to be considered for acceptance for your desired start date.

1. Click [here](#) to access the online application.  
2. Create an account or Log in if you already have an account.  
3. To create an account, fill in your first name, last name, email address and password.  
4. Once your account has been created, create an application by selecting Application Type: Undergraduate Application.  
5. Follow the rest of the instructions to complete the application.  
6. Click on the yellow “**Save and Continue**” button towards the bottom of the page.  
7. Select what type of degree you would like to pursue – **Bachelor**.  
8. Select your application type - **Transfer**.  
9. Select Enrollment Term/Academic Area.  
10. Select only interested in accelerated online program – **Yes**.  
11. Select academic area of interest.  
12. Select when you plan to enroll - choose part of term here (7 weeks 1 or 7 weeks 2).  
13. Enter in High School (Secondary School) Information & College/University (Post-secondary School) Information  
14. Complete the following fields: Housing, Current employment information, Parent/Guardian, Related NKU Alumni and Family Education.  
15. Confirm and complete application.  
16. Pay your $40 application fee.

After you have submitted a complete application, please submit your official transcripts* to the address below. Your application will not be reviewed until all documents have been received by the admissions department.

If you are an NKU alumni or active/veteran military member your application fee will be waived. Simply submit the online application without payment of the application fee. The fee will be waived when your credentials are verified. No further action is required on your end.

**NKU Office of Admissions  
400 Nunn Drive  
Highland Heights, KY 41099**
Or email documentation to beanorse@nku.edu.

*We also accept transcripts electronically through the following services: XP, SCRIPSAFE, National Student Clearinghouse and Parchment Exchange.

To check the status of your application or missing documents, please click here.

I look forward to assisting you with your educational goals!

Best regards,

%%ENROLLMENTSPECIALIST NAME%%
Enrollment Specialist
800-985-7215, ext. %%EXT%%
Northern Kentucky University
onlinedegrees.nku.edu
#5 - NKU – Application Submitted

From: Workflow System [mailto:prismbasisteam@nku.edu]
Sent: Monday, December 04, 2017 2:44 PM
To: Prudi Downs <downsp1@nku.edu>
Subject: NKU Has Received Your Application

Thank you for applying to Northern Kentucky University. Your application has been received by the NKU Undergraduate Admissions Office.

If you have not already done so, you should have official copies of all necessary credentials including transcripts, SAT/ACT/Accuplacer scores, and application fee sent to:

NKU Office of Admissions
400 Lucas Administrative Center
Highland Heights, KY 41099

Students who have submitted all required credentials and application fee will have their application processed as soon as possible.

Your application notification number: XXXXXXX

NOTE: This is an auto generated E-Mail, Please do not reply to this.
#6 – NKU - Application Received

Undergraduate Application (Freshmen, Transfer, Post Bach and Readmit)
From: Workflow System [mailto:prismbasisteam@nku.edu]
Sent: Monday, December 04, 2017 2:44 PM
To: Prudi Downs <downsp1@nku.edu>
Subject: NKU Has Received Your Application

Thank you for applying to Northern Kentucky University. Your application has been received by the NKU Undergraduate Admissions Office.

If you have not already done so, you should have official copies of all necessary credentials including transcripts, SAT/ACT/Accuplacer scores, and application fee sent to:

Northern Kentucky University
Office of Admissions
LAC 400 Nunn Drive
Highland Heights, KY 41099
Or
beanorse@nku.edu
Students who have submitted all required credentials and application fee will have their application processed as soon as possible.

Your application notification number: XXXXXXX

NOTE: This is an auto generated E-Mail, Please do not reply to this.

From: Workflow System [mailto:prismbasisteam@nku.edu]
Sent: Monday, December 04, 2017 2:44 PM
To: Prudi Downs <downsp1@nku.edu>
Subject: NKU Application Status Update

Northern Kentucky University has received the credentials necessary to consider your undergraduate application for admission. Students who supply partial transcripts (high school or college) may be considered for admission; however a final, official transcript from all the institutions must be sent to NKU as soon as possible. A final transcript is required to register for the following semester. Failing to supply a final transcript will affect any federal financial aid received.

Your application notification number: XXXXXXX

NOTE: This is auto generated E-Mail, Please do not reply to this.
#7 – AP Enrollment – Transcript Walk Through

Title: Northern Kentucky University – Transcript Walk-through
Subject: Northern Kentucky University – How to Use Online Transcript Services

Dear %FIRSTNAME%,

One of the most important steps in completing your application is ordering all of your official transcripts and making sure that we receive them right away. Any delay could cause you to miss out on your desired start date, so order your transcripts today!

Online transcript service centers make it fast, easy and secure to submit your official transcripts from U.S. institutions digitally to colleges, universities and potential employers anywhere in the world. Simply follow these steps:

1. Begin with a list of all educational institutions for which you need official transcripts; this will include any institution that you have attended.
2. Search for those schools using the transcript ordering service provider links below:
   b. Parchment: http://www.parchment.com/order/
   c. Credentials Solutions: http://www.transcriptsplus.net/order

   Please note: If your school is not listed with an electronic transcript service, you will need to contact that institution directly to order transcripts. Most schools offer online transcript ordering via their websites.
3. When you find your school(s) listed with a service provider, you will need to create an account.
4. Select Northern Kentucky University as the destination for your transcripts.
5. Place your order for delivery, either electronically or by mail. (A faxed transcript is not considered official.)
6. You will need to pay for your order using a major credit or debit card. You may also need to provide consent (e-signature) and an email account for verification of the order and tracking notifications.
7. Using your account, you will be able to log in to check the status of your completed order at any time.

Sincerely,

%ENROLLMENTSPECIALIST NAME%
Enrollment Specialist
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#8 – AP Enrollment – Transcript Request Links

Title: Northern Kentucky University – Transcript request links  
Subject: Northern Kentucky University – Transcript request links

Dear %FIRSTNAME%,

Please use one of the services below to request that your official transcripts to be sent to Northern Kentucky University:

- National Student Clearing House
- Parchment
- Credentials Solutions

Please have transcripts sent to the following address:

NKU Office of Admissions
400 Lucas Administrative Center
Highland Heights, KY 41099

Sincerely,

%ENROLLMENTSPECIALIST NAME%
Enrollment Specialist
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#9 – AP Enrollment – Missing Documents

**Title:** Northern Kentucky University – Missing Documents  
**Subject:** Northern Kentucky University – Missing Document Alert

Dear %%FIRSTNAME%%,

Thank you for submitting your Northern Kentucky University application. As we approach the document deadline, it seems that we have not received all your required documents.

To ensure that you can be considered for your desired start date, it is important that you submit the required documents before the deadline and as soon as possible.

Transcripts should be sent to:

Northern Kentucky University  
Office of Admissions  
400 Lucas Administrative Center  
Highland Heights, KY 41099

or

Email documentation to beanorse@nku.edu.

For electronic transcripts, send to: beanorse@nku.edu

To check the status of your application or missing documents, please click [here](mailto:). I am available to answer your questions and support you through the admission process.

Sincerely,

%%ENROLLMENTSPECIALIST NAME%%  
Enrollment Specialist  
800-985-7215 ext. %%EXT%%  
Northern Kentucky University  
onlinedegrees.nku.edu
#10 – AP Enrollment – Financial Aid

**Title:** Northern Kentucky University – Financial Aid  
**Subject:** Northern Kentucky University – Applying for Financial Aid

Dear %FIRSTNAME%,

Thank you for your interest in Northern Kentucky University! If you are looking to use financial aid to finance your education, please follow the steps below.

**To apply for Financial Aid:**

1. Complete the [Free Application for Federal Student Aid (FAFSA) online](#). Please include the Northern Kentucky University school code: **009275**
2. Complete the Northern Kentucky University admission process for your program.
3. Monitor your student email for further instructions from the Office of Financial Assistance.

If you have questions regarding financial aid, please contact the Office of Financial Assistance at ofa@nku.edu or at 859-572-5755.

Feel free to contact me with any questions—I look forward to assisting you with the enrollment process.

Sincerely,

%ENROLLMENTSPECIALIST NAME%  
Enrollment Specialist  
800-985-7215 ext. %EXT%  
Northern Kentucky University  
onlinedegrees.nku.edu
#11 – AP Enrollment – Application Deadline Reminder

**Title:** Northern Kentucky University – Application Deadline Reminder  
**Subject:** Northern Kentucky University – Application Deadline Reminder

Dear %FIRSTNAME%,

Thank you for your interest in Northern Kentucky University. This is a reminder that your application deadline is approaching.

Please note:

You must apply by **[INSERT DEADLINE INFORMATION HERE]** in order to be considered for the next start date.

If you have any questions or concerns, please feel free to contact me.

**%ENROLLMENTSPECIALIST NAME%**
Enrollment Specialist  
800-985-7215 ext. **%EXT%**  
Northern Kentucky University  
onlinedegrees.nku.edu
#12 – AP Enrollment – Document Deadline Reminder

**Title:** Northern Kentucky University – Document Deadline Reminder  
**Subject:** Northern Kentucky University – Document Deadline Reminder

Dear %FIRSTNAME%,

Thank you for submitting your application to Northern Kentucky University. This is a reminder that your document deadline is approaching. Please note:

You must submit your documents by [INSERT DEADLINE INFORMATION HERE]. Please submit your official documents to the following address:

NKU Office of Admissions  
400 Lucas Administrative Center  
Highland Heights, KY 41099  

or  
Email documentation to beanorse@nku.edu

If you have any questions or concerns, please feel free to contact me.

%ENROLLMENTSPRINGALIST NAME%  
Enrollment Specialist  
800-985-7215 ext. %EXT%  
Northern Kentucky University  
onlinedegrees.nku.edu
#13 – AP Enrollment – Registration Deadline Reminder

**Title:** Northern Kentucky University – Registration Deadline Reminder  
**Subject:** Northern Kentucky University – Registration Deadline Reminder

Dear %FIRSTNAME%,

The registration deadline for the upcoming start is quickly approaching.

It is imperative that you register and pay tuition by the deadlines in order to start your courses. If you are using financial aid, please check your MyNKU portal to confirm all steps have been completed. **Please note tuition will be due the first day of the start of the term.**

Contact me at the number below for any questions you may have. I am here to support you through the registration and payment process.

Sincerely,

%%%ENROLLMENTSPECIALIST NAME%%%  
Enrollment Specialist  
800-985-7215 ext. %EXT%  
Northern Kentucky University  
onlinedegrees.nku.edu
New Undergraduate Admission

October 08, 2019

Dear [Name],

Congratulations! I am pleased to inform you that you have been accepted to Northern Kentucky University. Welcome to the Nursing Major RN-BSN (OnlineA), Bachelor of Science in Nursing in the College of Health and Human Services for the Fall semester of academic year 2019-2020. As a Nurse, you will join the ranks of nearly 60,000 alumni who are using their NKU degrees to make a difference.

Since 1968, we have been dedicated to providing students with the resources needed to achieve their academic successes. Our dedicated faculty have created engaging online courses with an emphasis on student-centered learning opportunities that are flexible to meet your individual needs. You will take part in lively discussions with your professors and fellow students to master your program content.

Your transfer work evaluation is complete and we are accepting 72.02 semester hours of credit. To view your most current and updated course evaluation, log on to mynk.u.nk.edu, click on "My Records" and go to "Degree Audit". If you sent a preliminary transcript with in-progress work, your admission file is not complete until we receive your official final transcript.

Your enrollment specialist will be reaching out to you regarding your next steps on how to register for classes.

Now is the time to activate your NKU network password. Your NKU user ID is krullk. Your NKU user ID and newly created password will be your login for myNKU, our student portal (mynk.u.nk.edu), and your NKU e-mail account (webmail.nk.u.edu). Go to (password.nk.u.edu) to create your network password.

Should you have any questions, please contact 1-800-985-7215. I am confident that you will make significant contributions to our academic community, and I am pleased that you have chosen NKU to light your path to a rewarding future!

Sincerely,

Melissa T. Gorbant
Director, Undergraduate Admissions

NKU Undergraduate DENY Letter
Dear [Name],

Thank you for applying to Northern Kentucky University. We have carefully considered your application for admission; however, at this time, we regretfully cannot offer you admission. This decision is based on a review of your high school academic record and the fact that your standardized test scores are below the university’s established requirements. If you would like to discuss this decision, please reach out to me at (859-572-5220).

Please do not let this decision be the end of your path toward pursuing a college degree. There are other options for you to consider. I highly encourage you to explore our Community College partners, such as, Gateway Community & Technical College. For a full list of our partners, please visit https://nku.edu/admissions/transfer.html. If you choose to attend another institution, then consider a transfer to NKU in the future, we will be happy to assist you in identifying how the courses you complete can transfer to NKU.

In addition, you may choose to retake the ACT or SAT test to raise your scores. Please contact www.act.org or www.sat.org for more information about upcoming ACT or SAT test dates. Should you achieve higher test scores, please send them to me at nkudecision@nku.edu for reconsideration.

We wish you much success as you continue your studies.

Sincerely,

[Signature]

Melissa T. Gorbandt
Director, Undergraduate Admissions
Northern Kentucky University
Dear %FIRSTNAME%,

As the next step in your education journey, it is time for you to schedule your advising appointment with your program advisor:

**Integrative Studies**  
Amanda Laskowski  
laskowskia1@nku.edu

**Criminal Justice**  
Dr. Alexis Miller  
millera11@nku.edu

**Sociology**  
David Bourne  
bournew1@nku.edu

**Health Science – Bachelor**  
Dyane Foltz (Last Names A-K)  
foltzd1@nku.edu

Gwenette Gaddis (Last Names L-Z)  
Gaddisg1@nku.edu

**Psychology**  
Dr. Rachael Clark  
clarkr7@nku.edu

**Business – Bachelor**  
Jessica Ferguson (Last Names A-L)  
Fergusonj4@nku.edu

Hardik Patel (Last Names M-Z)  
Patelh7@nku.edu

**BS Respiratory Care (BSRC) – Completion Program**  
Dyane Foltz  
859-572-6071  
Foltzd1@nku.edu

During this advising session you will have the opportunity to ask any questions and understand what is expected regarding your degree plan.

Contact me at the number below for any questions you may have.
Sincerely,

%%%ENROLLMENTSPECIALIST NAME%%
Enrollment Specialist
800-985-7215 ext. %%%EXT%%
Northern Kentucky University
onlinedegrees.nku.edu

#16 – AP Enrollment – Registration/Payment Instructions

**Title:** Northern Kentucky University – Registration/Payment Instructions  
**Subject:** Northern Kentucky University - Registration/Payment Instructions

Dear %%FIRSTNAME%%,

Congratulations on your admission to NKU! You’re just steps away from embarking on a rewarding educational journey. Now that you have been admitted, it is time to register for courses.

The **Registration Deadline** is [REG DATE] for your start date.

The **Tuition Deadline** is the first day of the sub session, [TUITION DATE].

Click [here](#) and follow the steps below to register for courses.

Click [here](#) for information on how to pay tuition.

Thank you,

%%%ENROLLMENTSPECIALIST NAME%%
Enrollment Specialist
800-985-7215 ext. %%%EXT%%
Northern Kentucky University
onlinedegrees.nku.edu
#17 – AP Enrollment – Registration Deadline Reminder

Title: Northern Kentucky University – Registration Deadline
Subject: Northern Kentucky University – Registration Deadline

Dear %FIRSTNAME%,

Just reaching out to inform you that the registration deadline is today, [INSERT REGISTRATION DEADLINE], for the [INSERT START DATE] start date. Below are instructions on how to register for courses.

REGISTRATION STEPS

Thank you for choosing Northern Kentucky University to pursue your online degree! Now it’s time to register for your courses and complete the financial aid process. Below are the instructions to complete these processes.

Let's get started:
https://inside.nku.edu/content/dam/registrar/docs/registration/NKU_CourseRegistration_Student.pdf

Financial Aid Information

- Step 1 – Apply for PIN: FSA ID
- Step 2 – Apply for FAFSA: https://fafsa.ed.gov/, and enter 009275 for Northern Kentucky University.

These steps can be done in one day, and will take about 2-7 business days to process.

Sincerely,

%ENROLLMENTSPECIALIST NAME%
Enrollment Specialist
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#18 – AP Enrollment – Payment Deadline Reminder

Title: Northern Kentucky University – Payment Deadline Reminder
Subject: Northern Kentucky University – Payment Deadline Reminder

Dear %FIRSTNAME%%,

Welcome new NKU student! As a reminder, the tuition deadline for your upcoming start is quickly approaching.

It is imperative that you pay tuition by the deadline in order to start your courses. You will be dropped for non-payment of courses if your payment is not paid in full on the first day of the sub session. If you are using financial aid, please check your MyNKU portal to confirm all steps have been completed. All financial aid must be finalized in order to avoid being dropped for non-payment.

*Please note that if you are not prepared to pay the balance for any courses that begin in future 7 week terms, please withdraw from those courses.*

Contact me at the number below for any questions you may have. I am here to support you through the payment process.

%ENROLLMENTSPECIALIST NAME%
Enrollment Specialist
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#19 – AP Enrollment – Incorrect Phone Number

**Title:** Northern Kentucky University – Incorrect Phone # Dialer  
**Subject:** Northern Kentucky University – Getting in Touch via Phone

Dear %FIRSTNAME%,

Thank you for your recent request for more information about Northern Kentucky University online programs. Unfortunately, we do not have a current phone number for you and we are unable to call you.

In order to answer your questions about the program, please reply to this email with a current phone number, and the best time to reach you. We look forward to helping you achieve your academic goals.

Sincerely,

%ENROLLMENTSPECIALIST NAME%  
Enrollment Specialist  
800-985-7215 ext. %EXT%  
Northern Kentucky University  
onlinedegrees.nku.edu
Title: File Close
Subject: Northern Kentucky University - Reaching out one last time

Dear %FIRSTNAME%,

In the past, I had the opportunity to speak with you about our online program at Northern Kentucky University. I have not been able to reach you recently, so I will not continue to try to contact you at this time. However, if you need assistance in the future, please do not hesitate to call me at the number below.

We look forward to helping you reach your academic goals.

Sincerely,

%%%ENROLLMENTSPECIALIST NAME%%
Enrollment Specialist
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#21 – AP Enrollment – DNC

**Title:** Northern Kentucky University – Re-Inquiry – DNC Lead Dialer  
**Subject:** Northern Kentucky University – Following Up on Your Interest

Dear %%FIRSTNAME%%,

We noticed that you have expressed interest in Northern Kentucky University recently. However, our records indicate that you had previously told one of our representatives that you no longer want to be contacted by our university.

If you are interested in continuing your education through Northern Kentucky University, please reply to this email or call. We look forward to assisting you with the achievement of your academic goals.

Sincerely,

%%ENROLLMENTSPECIALIST NAME%%
Enrollment Specialist  
800-985-7215 ext. %% EXT%%  
Northern Kentucky University  
onlinedegrees.nku.edu
Title: Northern Kentucky University – Referral
Subject: Northern Kentucky University – Refer a Friend

Dear %FIRSTNAME%,

Congratulations on taking the first step towards achieving your educational goals at Northern Kentucky University.

Like many, you have recognized the life-changing effects of enhancing your education!

Who else would you recommend to receive more information about our exciting programs?

Please reply with their name and contact information below. I look forward to helping them achieve their educational and professional goals!

First Name
Mobile #
Email

First Name
Mobile #
Email

First Name
Mobile #
Email

Sincerely,

%ENROLLMENTSPECIALIST NAME%
Enrollment Specialist
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#23 – AP Retention Blank Template

**Title:** Northern Kentucky University – BLANK TEMPLATE  
**Subject:** [INSERT SUBJECT LINE]

Dear %FIRSTNAME%%,

Sincerely,

%STUDENT COORDINATOR NAME%%
Student Coordinator  
800-985-7215 ext. %EXT%%
Northern Kentucky University  
onlinedegrees.nku.edu
#24 – AP Retention – On-boarding/Welcome

**Title:** Northern Kentucky University – RETENTION – On-boarding/Welcome  
**Subject:** Northern Kentucky University – Welcome from Your Student Coordinator

Dear %FIRSTNAME%,

Welcome to your Northern Kentucky University online program! We're excited to have you start your first online class on {Planned Enrollment Cycle}.

I am your Student Coordinator, <Owner> for your program. I will continue to work with you through the remainder of the program to ensure you're having a great learning experience. I understand you have been working with an Enrollment Specialist, but I have the privilege of assisting you with whatever you need going forward.

You are probably busy balancing school with work, family and many obligations, so I'd like to share the three keys to being a successful online learner:

1. **Attendance and participation are critical:** Login to class early and often to become familiar with your online classroom and the pacing of required work to ensure you participate actively as required.
2. **Put deadlines into your calendar:** Be aware of your assignment, payment, and registration deadlines and be sure to submit them on time.
3. **Ask for help and guidance:** We know learning online is convenient, but since there's no set time to attend class, be sure to ask for support as you need it.

Here are a few helpful links:

- [Student Resources](#)
- [Canvas](#) – click here to access your online classroom.

If you have any questions, feel free to reach out to me. I'm here to support your success.

Warmest Regards,

%STUDENT COORDINATOR NAME%

Student Coordinator  
800-985-7215 ext. %EXT%
Northern Kentucky University  
onlinedegrees.nku.edu
Title: Northern Kentucky University – RETENTION – Left Voicemail
Subject: Northern Kentucky University – Following Up on Voicemail

Dear %FIRSTNAME%,

Welcome to the Northern Kentucky University family! I will be your Student Coordinator throughout your program and I look forward to working with you each step of the way.

It is my personal responsibility to make sure you have an excellent student experience throughout your program, from start to finish. I will call periodically to check in with you and help ensure that you are accomplishing your goals.

Additional members of your support system include your advisor, program director and your professors/instructors. Each of us will be able to assist in many different areas, but you can always come to me if you are unsure who to contact.

Please give me a call at your earliest convenience or reply to this email and let me know when would be the best time to speak with you.

Below you will find links that will be useful as you begin your program:

- [Online Program Website](onlinedegrees.nku.edu) [HYPERLINK]
- [Canvas](https://canvas.nku.edu) – click here to access your online classroom.

Sincerely,

%STUDENT COORDINATOR NAME%
Student Coordinator
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
Title: Northern Kentucky University – RETENTION – On-boarding/Welcome
Subject: Northern Kentucky University – Welcome from Your Student Coordinator

Dear %FIRSTNAME%,

Congratulations again and welcome to your Northern Kentucky University online program! We're excited to have you start your first online class on {Planned Enrollment Cycle}.

I am your Student Coordinator for your program. I will continue to work with you through the remainder of the program to ensure you’re having a great learning experience. I understand you have been working with an Enrollment Specialist, but I have the privilege of assisting you with whatever you need going forward.

You are probably busy balancing school with work, family and many obligations, so I’d like to share the three keys to being a successful online learner:

1. **Attendance and participation are critical:** Login to class early and often to become familiar with your online classroom and the pacing of required work to ensure you participate actively as required.
2. **Put deadlines into your calendar:** Be aware of your assignment, payment, and registration deadlines and be sure to submit them on time.
3. **Ask for help and guidance:** We know learning online is convenient, but since there's no set time to attend class, be sure to ask for support as you need it.

Here are a few helpful links:

- Student Resources
- Canvas – click here to access your online classroom.

If you have any questions, feel free to reach out to me. I'm here to support your success.

Warm regards,

%STUDENT COORDINATOR NAME%
Student Coordinator
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#27 – AP Retention – Checking In

**Title:** Northern Kentucky University – RETENTION – Checking In  
**Subject:** Checking In

Hi %FIRSTNAME%,

I wanted to check in to see how things were going for you in your current course. How is your progress in the program going?

You are probably busy balancing school with work, family and many obligations, so I would like to share three tips to being a successful online learner:

1. **Attendance and participation is critical**: login to class early and often to become familiar with your online classroom and the pacing of work to ensure you actively participate as required.
2. **Put deadlines into your calendar**: be aware of your assignment, payment, and registration deadlines, and be sure to submit them on time.
3. **Communication is key**: ask for help and guidance when you need it—from your instructor, university resources, or student coordinator, like me!

Please do not hesitate to reach out to me if you have any questions or concerns.

Regards,

%%STUDENT COORDINATOR NAME%%

Student Coordinator  
800-985-7215 ext. %%EXT%%  
Northern Kentucky University  
onlinedegrees.nku.edu
#28 – AP Retention – Checking In Follow-up (Post Voicemail)

Title: Northern Kentucky University – RETENTION – Checking-in
Subject: Northern Kentucky University – Checking in With You!

Dear %%FIRSTNAME%%,

I just wanted to check in to see how things were going in your current course. I definitely hope that all is well!

As you look forward to wrapping up this current term, here is a list of critical dates that you may find helpful.

As always, if you have any questions or program/course feedback, please do not hesitate to reach out to me.

Good luck as you progress, and we look forward to talking with you soon!

Sincerely,

%%STUDENT COORDINATOR NAME%%
Student Coordinator
800-985-7215 ext. %%EXT%%
Northern Kentucky University
onlinedegrees.nku.edu
Dear %FIRSTNAME%,

It was a pleasure speaking with you today. Below you will find the contact information that we discussed.

(Department/Name) – (Contact Information)

Feel free to reach out to me if there is anything more I can assist you with.

Warm Regards,

%STUDENT COORDINATOR NAME%
Student Coordinator
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
Title: Northern Kentucky University – RETENTION – Introduction
Subject: Student Coordinator

Hi %FIRSTNAME%%,

My name is %STUDENT COORDINATOR NAME%% and I will have the privilege of walking with you as your Student Coordinator for the remainder of your academic journey with us. My role is designed to make sure you have an excellent student experience as you progress toward graduation, and to do so I will reach out to you periodically to assist you in accomplishing your goals.

In order for me to best support your success, what are your preferred times that I would be able to get in contact with you in the future? If you have any questions about anything at all, please do not hesitate to reach out to me as well.

Regards,

%STUDENT COORDINATOR NAME%%
Student Coordinator
800-985-7215 ext. %EXT%%
Northern Kentucky University
onlinedegrees.nku.edu
Title: Northern Kentucky University – RETENTION – Introduction if V2V
Subject: Student Coordinator - %STUDENT COORDINATOR NAME%

Hi %FIRSTNAME%,

It was a pleasure speaking with you today. As we discussed over the phone, my name is %STUDENT COORDINATOR NAME% and I will have the privilege of walking with you as your Student Coordinator for the remainder of your academic journey with us. My role is designed to make sure you have an excellent student experience as you progress toward graduation, and to do so I will reach out to you periodically to assist you in accomplishing your goals.

If you have any questions about anything at all, please do not hesitate to reach out to me. I am excited to support your success!

Regards,

%STUDENT COORDINATOR NAME%
Student Coordinator
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
Title: Northern Kentucky University – RETENTION – Invalid Number
Subject: Invalid Phone Number

Hi %FIRSTNAME%%,

I hope all is well for you with your program at this time. As your Student Coordinator, I have the privilege of reaching out to my students from time to time over the phone—however, when I recently tried to call the number we have on file for you it appears the number is no longer valid. Would you be able to provide me with an updated phone number in order for me to reach you in the future?

My team is happy to tailor-make your student experience for whatever types of contact fit your needs. I am available to you should you have any questions or run into any obstacles, and I look forward to speaking with you soon!

Regards,

%%STUDENT COORDINATOR NAME%%
Student Coordinator
800-985-7215 ext. %%EXT%%
Northern Kentucky University
onlinedegrees.nku.edu
#33 – AP Retention – DNC

**Title:** Northern Kentucky University – RETENTION – DNC List  
**Subject:** DNC List

Hi %FIRSTNAME%,

I see that you are on our “Do Not Call” list. To be respectful of this, we have been reaching out to you only via email or SMS. If you wish to receive courtesy reminders or outreach over the phone from a Student Coordinator (such as myself) at any point, please do not hesitate to let us know.

We are happy to tailor-make your student experience for whatever types of contact fit your needs. Simply send me an email with your request, and we will get your preferences adjusted!

Regards,

%STUDENT COORDINATOR NAME%  
Student Coordinator  
800-985-7215 ext. %EXT%  
Northern Kentucky University  
onlinedegrees.nku.edu
Title: Northern Kentucky University – RETENTION – Graduation  
Subject: Northern Kentucky University – Your Graduation

Dear %FIRSTNAME%,

Congratulations! I’m so excited to see that you are about to finish your final class and graduate! I want to encourage you to attend the graduation ceremony, but if not, I hope you are planning to celebrate. For commencement information, please visit https://inside.nku.edu/commencement.html.

You can be very proud of this major accomplishment. You have taken charge of your goals to complete this program and balanced your valuable time as well.

Now that you are completing the program, what feedback do you have that will potentially help our future students in having a successful learning experience? This will allow us to continuously improve and uphold the integrity of our online learning platform.

To share your feedback, simply reply to this email, or call me at the number below.

Thank you for providing feedback, and for allowing me to be a part of your journey. It was a pleasure to work with you and again, congratulations!

Sincerely yours,

%STUDENT COORDINATOR NAME%
Student Coordinator
800-985-7215 ext. %EXT%
Northern Kentucky University
onlinedegrees.nku.edu
#35 – SMS (Text Messages)

**Registration reminder 28 days prior to registration deadline:**

Get Registered Early! NKU deadline for the next course start is [MONTH/DAY]. For assistance, please call 800-985-7215. Text STOP to unsubscribe.

**Registration reminder 7 days prior to registration deadline:**

Get Registered Now! NKU registration deadline is [MONTH/DAY]. For assistance, please call 800-985-7215. Text STOP to unsubscribe.

**Registration reminder on day of registration deadline:**

Today, [MONTH/DAY/YEAR], is NKU registration deadline. Call 800-985-7215 now for assistance. Text STOP to unsubscribe.

**Course start reminder on day of course start:**

Class officially starts today, [MONTH/DAY]. Contact 800-985-7215 for help logging into your course. Text STOP to unsubscribe.

**New student payment deadline:**

NKU tuition deadline is [MONTH/DAY]. Please make your payment. If payment has been made, please disregard. Text STOP to unsubscribe.

**Continuing student payment deadline:**

NKU tuition deadline is [MONTH/DAY]. Please make your payment. If payment has been made, please disregard. Text STOP to unsubscribe.

**New student application deadline reminder:**

Thank you for your interest in Northern Kentucky University! The application deadline is [MONTH/DAY]. Need Help? Call Today! Text STOP to unsubscribe.

**New student document deadline reminder:**

Thank you for your interest in Northern Kentucky University! The document deadline is [MONTH/DAY]. Need Help? Call Today! Text STOP to unsubscribe.