

**Wonder whether your emails to students are sending the right message? Try our strategies for quick and effective changes!**

<b>Email:</b>	<b>YES</b>	<b>NO</b>
✓ Does the subject line convey urgency or contain a call to action? (A carefully phrased subject line compels students to open your email.)		
✓ Does your message focus on students and their goals, NOT on rules or policies?		
✓ Is your message concise, clear, and compelling? (Avoid long-winded explanations, jargon, and quoting of rules or policies.)		
✓ Is the tone student-friendly? (Is it helpful and concerned, or scolding?)		
✓ If appropriate, have you provided links to your website where they can find more information if needed?		
✓ Have you included important contact information in your signature line?		
✓ Have you coordinated with other departments who might be sending a similar message so that your emails do not repeat the same information?		

If you answered **YES** to all of these questions, your emails are on the right track. Missing some opportunities to compel students to take action? Let us help you.

