Prospect (inquiry, no application)
1. Initial Response
   1 day after inquiry (or modification of inquiry)
   This email is sent to students who have shown interest in your program. Consider including general information about your program that would encourage students to apply. What makes your program unique? What emphases do you offer? What areas of research are available? You might also include basic information about how to apply.

2. Prospect Letter 1
   21 days after inquiry (or modification of inquiry)
   This email is sent to students who have already expressed interest but still have not started an application. Consider including application requirements and instructions, contact information, and continue to encourage students to start an application.

3. Prospect Letter 2
   1 week before application deadline
   This email is sent to students who have still not begun an application. This is your last chance to encourage them to start an application. Remind students about the deadline and how to apply. Emphasize specifically those parts of the application that are more time-constrained (e.g. letters of recommendation, standardized tests, etc.).

Applicant (application, not yet submitted)
4. Applicant Letter 1
   21 days after application start
   This email is sent to students who have begun an application but have not submitted. The purpose of this email is to encourage students to complete all elements of the application. Provide contact information so that the student knows to whom they can direct their questions. Consider providing answers to common questions you receive from students about the application process.

5. Applicant Letter 2
   4 days before application deadline
   This email is sent to students who have started but still not submitted an application. Remind them of all the elements of a complete application and encourage them to submit everything before the deadline.

Admitted (submitted application, accepted by department)
6. Admitted Letter 1
   14 days after admit, not yet enrolled
   This email welcomes and congratulates the student on their offer of admission. The email can outline the next steps in accepting their offer and integrating them into your program and into BYU.

7. Admitted Letter 2
   4 weeks after admit, not yet enrolled
   This email is sent to admitted students encouraging them to enroll. If there are specific classes, orientations, seminars, etc. required of first-year students, consider including this information. Consider sending the email under the name of the Graduate Coordinator as a welcome to incoming students.

Enrolled
8. Enrolled Letter 1
   1 week after enrollment
   This email is sent to students after they have enrolled. Think about including information for classes, orientations, seminars, or other requirements that students need to complete before starting classes. Consider including direction on which classes to take and provide contact information for their graduate advisors.
Things to Consider

☐ Click on each of the links. Do they take you where you want the student to go?

☐ Check your facts (tuition, deadlines, etc.). Are you referring to the correct academic year? Are your numbers accurate?
  ○ For 2010-11, tuition is $2,790 per semester for LDS, or $5,580 for non-LDS.
  ○ Deadlines should be for the upcoming academic year.

☐ Make sure the contact information is correct.
  ○ Have you changed office locations?
  ○ Are the correct email addresses listed?
  ○ Are these the most current department staff (secretaries, chairs, etc.)?

☐ Is the email program specific? Especially for departments with varying graduate degree programs, consider how broad or specific you want your emails to be. For example, you may consider specific emails to Prospects, and then a more general email to Applicants.

☐ Make it professional. Give your email a once-over for spelling, grammar, punctuation, etc. mistakes.