Enrollment Management Email Marketing Guidelines

It is the policy of Enrollment Management not to release lists of prospective or admitted student contact information, including email addresses to other units on campus. Any email messages sent to prospective or admitted students until they become University of Iowa students on their first day of class must be sent by Enrollment Management. For email to remain an effective means of communication, the university must be strategic in its use of mass email messages. Using email impersonally or indiscriminately will harm the credibility of the entire university and make prospective students less likely to welcome or read email that would be of interest to them. For this reason, Enrollment Management is both strategic and conservative when sending emails to prospective students.

Enrollment Management uses Dispatch as a system for sending mass emails to prospective and admitted undergraduate students. All emails sent through Dispatch are branded (copy, message, style, and design) according to university standards. Additionally, emails are designed to be easily viewable and responsive on both desktop and mobile devices.

Enrollment Management does, however, recognize the importance of departments and colleges contacting prospective and admitted students, and will work with individual departments and colleges to develop the best possible messaging and timing to communicate with students interested in a specific department or academic area. Message timing is based on other messages scheduled to send to prospective and admitted student populations so as not to over-message certain groups of students in a short period of time.

Besides providing relevant information to prospective students, all emails sent by Enrollment Management suggest a true call-to-action on the part of the student. That action may include encouraging them to visit campus, watch a video, apply for admission, apply for specific scholarships, and the like. True calls-to-action provide a reason for students to open and read a message, subtly training students over time to pay attention to messages from the University of Iowa.

In order to continue to improve both the content and targeting of emails, Enrollment Management evaluates the effectiveness of messages using a variety of data including open rates, click-through rates, unique click-through rates and conversions. Emails with low rates of engagement are analyzed, and changes to audience or content are made before using them again. Additionally, email metrics and tracking are used as data points in Enrollment Management statistics for predictive enrollment as well as creating future student populations/lists. All messages (print or electronic) sent by Enrollment Management are tracked via individual student records in MAUI to gauge effectiveness and to provide information to front line staff when questions arise.

Although many students who receive email messages from admissions and Enrollment Management have specifically requested more information from the University of Iowa, a significant portion, the pre-prospects, have not. Due to spam email legislation, every email sent to prospective students includes a link that allows the student to unsubscribe from future email communications from the university. This unsubscribe feature must be managed centrally to be in compliance with the law.