**MPA Public and Nonprofit Administration and Public Policy concentrations:**

**Inquiry Communication Plan and Plan Content (Emails)**

**Inquiry Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| Days | Type | Template/Message | Notations |
| 0 | Email | Initial inquiry about MPA |  |
| 180 | Email | Still interested in MPA? | Check in, unsubscribe opportunity |

**Plan Content: Email #1 of 2:**

Email title: Initial inquiry about Evergreen MPA

Email subject: Your inquiry about the Evergreen MPA program

From: gibbonsr@evergreen.edu

Reply to email address: gibbonsr@evergreen.edu

Sequence/when to queue: Immediately after inquiry (Day 0)

Audience: Prospective MPA students

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**Email Text:**

Hello <First Name> --

Thank you for expressing interest in the Evergreen MPA program! We know that there are many options for graduate school, and we’re honored that you’re considering us. We encourage you to [visit the MPA website](http://www.evergreen.edu/mpa/) to read about our program. You’ll see that there are many ways to find out more about us, including [visiting one night of class](http://www.evergreen.edu/mpa/infosessions.htm), [attending an evening group information session](http://www.evergreen.edu/mpa/infosessions.htm) and [taking an MPA elective course before admission](http://www.evergreen.edu/mpa/reginfo.htm).

Please feel welcome to contact me at any time with any questions you may have.

Best to you,

Randee

Randee Gibbons, MPP, MA

Assistant MPA Director, Public & Nonprofit Administration and Public Policy Concentrations

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360.867.6554

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*"Determination, energy, and courage appear spontaneously when we care deeply about something. We take risks that are unimaginable in any other context." ~ Margaret J. Wheatley*

**Plan Content: Email #2 of 2:**

Email title: Still interested in MPA?

Email subject: Evergreen MPA: checking in…

From: gibbonsr@evergreen.edu

Reply to email address: gibbonsr@evergreen.edu

Sequence/when to queue: 180 days after initial inquiry

Audience: Prospective MPA students who we haven’t heard from/haven’t taken any other action

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**Email Text:**

Hello <First Name>:

Once again, thank you for expressing interest in [the Evergreen MPA program](http://www.evergreen.edu/mpa/)!

I’m just writing to check in to see if you are still interested in our program: the last thing we want to do is bug you with unwanted emails! Please feel welcome to let us know.

And, you can feel welcome to contact me with any questions you may have about Evergreen MPA, anytime.

Best to you,

Randee

Randee Gibbons, MPP, MA

Assistant MPA Director, Public & Nonprofit Administration and Public Policy Concentrations

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