**MPA-TG Communication Plan – *Draft***

**Target:** New Inquiry

**Rule:** New inquiry ONLY

**Email #1**: Immediate response to inquiry

(Possible header: “Want to promote your career in Administration in Tribal, City, State or Federal arenas, Check us out!”)

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| --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | |  | | --- | |  | | Dear ${Contacts.First Name},  Thank you for expressing your interest in our [Master of Public Administration in Tribal Governance](http://www.evergreen.edu/nativeprograms/mpa.htm)  concentration at The Evergreen State College! If you requested a catalog, it is on the way to you.  Our unique weekend intensive concentration is designed for busy working adults who want to advance their administrative careers. Look at our [program overview](http://www.evergreen.edu/mpa/program.htm) to see if it is a good fit for your future career goals.  For more information on how you can be an excellent candidate, feel free to contact me with any questions and concerns you may have about our interdisciplinary concentration. | | |
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| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  | | --- | | Sincerely, | | <Puanani Nihoa, MPA  Assistant Director  (360) 867-6202 > | | http://evergreen.edu/_assets/crm/email/spacer.gif | | <MPA logo> | | 2700 Evergreen Parkway NW  Olympia, WA 98505  <http://evergreen.edu/mpa> | | |

MPA Inquiry Email #2: 5 days later

(Subject:Get your MPA-degree with an Emphasis in Tribal Governance

(Possible header: “Your Evergreen MPA Graduate degree”)

Dear ${Contacts.First Name},

Earn your Master’s degree in just two years! Our weekend intensive concentration allows working students to continue your employment while pursing your graduate degree!

~Our classes meet every other week for five weekends per quarter~

Classes meet on Friday afternoons from 1 pm until 5 pm; then all day Saturday and Sunday.

To find out more about our weekend program, we encourage you to feel welcome to contact me with any questions, concerns, or comments you may have.

Thanks again for your interest in Evergreen’s MPA!

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| --- |
| Sincerely, |
| <Puanani’s signature> |
| http://evergreen.edu/_assets/crm/email/spacer.gif |
| <MPA logo> |
| 2700 Evergreen Parkway NW  Olympia, WA 98505  <http://evergreen.edu/mpa> |