COALITION FOR COLLEGE

EMAIL COMMUNICATIONS

There's a good chance the first impression you make to a college admissions officer will be via email. Make sure you're putting your best foot forward in every element of the message, from the "From" and "Subject" fields to the closing.

DON'T Send the message from an email account with an inappropriate username.
DO Ensure the "From" field displays your name. Send a test message to yourself to review how your name displays.

DON'T Leave the subject line blank.
DO Write a short subject line that summarizes the purpose of your message for the recipient.

DON'T Be overly casual or use texting language.
DO Ensure you're using correct grammar and spelling throughout. Always proofread your messages, paying careful attention to common errors (i.e. its vs. it's).

DON'T Send emails in the middle of the night. Remember that your email will be time-stamped.
DO Consider your recipient's time zone, and send emails during business hours (Monday-Friday, between 8 a.m. and 5 p.m., avoiding holidays).

DON'T Use a tone that's demanding or critical.
DO Be friendly and appreciative of the recipient's time and attention.

DON'T End the email abruptly, without signature information.
DO Use a respectful closing (i.e. Sincerely or Best regards), followed by your full name, your affiliation (like your high school and year) and relevant contact information.

PUT IT INTO PRACTICE

Look at the Contact Us page for the admissions offices at three of your top schools. Find the best contact for you (admissions counselors may be assigned to specific states or regions). Send an email asking your top question. Before sending, double check that your question is not one that is easily answered by information available on their website.