

# Wallace State Community College

## 2023: CRM Campaign emails

EMAIL 1 (Stop-outs):

SUBJECT LINE:

Roar back for more.

### **Door's still open.**



Once you're a Lion, you're a Lion for life. Wallace State Community College is keeping the door open, so when you're ready to roar, we'll be here to help you complete your comeback story.

*One Door... to a world of support and more!*

- **Open to opportunity...** Finish your degree plan... and raise the roof on your earning potential.
- **Open to flexibility...** Earn credits on-campus or online, choosing a convenient class schedule to de-stress your day.
- **Open to everyone...** Find new ways to connect to your college community, including clubs, athletics, campus events, career connections & more.

We've made it easy to pick up where you left off... you don't even need to re-apply! Just [browse our course catalog](#) to lock in your classes for the upcoming semester, and [connect with your advisor](#) to start re-mapping your degree plan.

Don't wait another semester to claw back into college. [Register now.](#)

[Wallace State LOGO + "One Door." wordmark]

EMAIL 2 (Applied Not Enrolled):

SUBJECT LINE:

You're accepted. Get accelerated.

**You've joined the Pride. Now take the ride.**



Welcome to Wallace State Community College. We look forward to having you on board. We're reaching out to remind you to register early to guarantee a smooth schedule for the upcoming semester.

At Wallace State, you're supported from the day you walk through the door. Once you've locked in your classes, it's time to explore all of the support options available to you, like degree advising, academic assistance, career planning, financial aid... and *more!*

One Door. *Wide open* to new students.

- **Hit the ground running...** Start your college adventure with a roar, letting our experts help you [find the fastest path to your goals.](#)
- **Afford the experience...** Connect with [grants, scholarships and other ways to pay for college](#) with the advice of our financial aid staff.
- **Live the Lion life...** Explore [clubs, organizations, athletics and events](#) at Wallace State.

Ready to roar? [Register now.](#)

[Wallace State LOGO + "One Door." wordmark]

EMAIL 3 (FAFSA received not enrolled):

SUBJECT LINE:

It's not too late to claim your financial aid award!

**Don't let the Door close...**



Good news! You have successfully submitted your Free Application for Federal Student Aid (FAFSA), which means you're just one step away from living the Lion life.

A new semester starts soon at Wallace State Community College... but you can still claim your financial aid in time to join us. Get started in just a few clicks!

- [Submit an application](#) for admission, if you have not already done so.
- Check in with your [myWallaceState account](#) for information on your financial aid award.
- Browse our schedule and [choose your classes](#) for the upcoming semester.

Stuck on a step? Let us know how we can help you get your foot in the door.

**[wallacestate.edu/admissions](http://wallacestate.edu/admissions)**

[Wallace State LOGO + "One Door." wordmark]

EMAIL 4 (ACT received not enrolled):

SUBJECT LINE:

What's next @ Wallace?


**One more step... and you're on the doorstep.**



Welcome to the Lions' Lair. You're in the right place at the right time, ready to put Alabama's best higher education value to work for *you*. Our admissions office has received your ACT results and is waiting to process your application.

We look forward to helping you launch your new adventure. Take a few minutes to make it official by [submitting an application](#), [meeting with an advisor](#), and [choosing your classes](#) for your first semester.

**Already applied? Roar through the Door with a campus tour.**

 Explore support services and connect to campus life. Schedule your tour at [www.wallacestate.edu/recruiting/campustour](http://www.wallacestate.edu/recruiting/campustour)

*[Wallace State LOGO + "One Door." wordmark]*

EMAIL 5 (FALL registration reminder):

SUBJECT LINE:

Start your semester with a roar.

**Let's get you ready to roar.**



Welcome to the pride! We look forward to helping you launch your one-of-a-kind success story this semester at Wallace State. This is a reminder to verify your class schedule and check in on your financial aid status *before* things get busy.

We'd also like to take this opportunity to pass along some *pro tips* for setting a strong foundation at Wallace State Community College. Remember, "your success is our top priority," which means you have full access to expert assistance at *every stage* of your academic journey.

#### **Steps for success @ Wallace State:**

- > Download the [WSCC App](#)
- > Bookmark the [Events Calendar](#)
- > Connect with us on [Social Media](#)
- > Explore [Student Life](#)
- > Log into your personal dashboard on [Blackboard](#)
- > Schedule your [placement test](#)
- > Attend Lion's Pride [orientation](#)
- > Schedule an [advising appointment](#)

One Door. Wide open to opportunity.

[Wallace State LOGO + "One Door." wordmark]

EMAIL 6 (COLLEGE APP adult prospects):

SUBJECT LINE:

Wallace State works for you.

***Never too late to let your Lion loose.***



Whether you're looking to level up your career skills or re-launch your college degree plan, the door never closes for adult learners at Wallace State Community College.

With pathways available in basic education, GED prep, ESL, workforce training and more, there has never been a better time to get connected. The best part? Thanks to flexible classes offered on-campus and online, you can continue to earn a full-time salary while you build toward your higher education goal.

### **One College...**

Discover Wallace State's 100+ degree and certificate options, leading to unlimited college and career paths.

### **One Community...**

Connect with classmates, campus activities and support services... And start living the Lion life.

### **One Door.**

Get wide-open access to whatever you need to take your next step. Wallace works for working adults!

Put the power of the Pride to work for YOU this semester. Complete your application in minutes – then browse our course catalog to secure a convenient schedule for the upcoming term.

### **[Get started.](#)**

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