

# Admissions Communication Request Handbook

If you are submitting a communications request with the Office of Admissions, please read this document carefully. We will outline the expected timelines and processes so that we can better work with you to get your messages to your audiences' inboxes.

## Filling out the [Request Form](#)

1. If you are submitting a request for communication, **we request, at minimum, two weeks' notice before delivery**. Please have all written materials, photos, dates and links included, reviewed and edited by your team before submitting your request. If materials are not reviewed and edited by your office beforehand, this will result in delays to your requested send date.
  - a. Example: If you have an event on October 15 and request that your invite arrive in students' inboxes on October 1, we would require your request (with all materials) to be submitted by September 15.
  - b. **NOTE: If your event needs to be built in Slate, our Slate team requires that you submit your request three to four weeks in advance.** If you are sending communications that include registration links to events built in Slate, please keep this in mind.
2. The primary contact for the request will receive confirmation of the request, the test message for approval and any questions from our team. Any secondary contacts you provide will also receive the test message.
3. The most common and accurate way to send emails to different populations is by using an audience in Slate. When you select "I am requesting an audience for this text/email message" on the request form, you will indicate your audience by describing which identifiers (admitted, international, parent, etc.) to INCLUDE and EXCLUDE. **Slate requires that we be very specific when describing our audience.** For help describing your audience, use the link below.
  - a. [Terminology for Audience Requests](#)
4. When selecting "Email Set Up and Content," choose the option that describes your needs:
  - a. One time: An email is sent on a specific date.
    - i. If you have a series of emails with different content that each send on a specific date, it is still a one time send. **Please provide the content for ALL emails in ONE Google doc.**
  - b. Recurring with multiple dates: An email is sent on 3 different dates with **no** changes to the content.
  - c. Continuous send with an end date: An email is sent **once** to the audience between two dates that you choose on the request form. When any new recipients are added to the audience in Slate within the time frame you provide, the email will be sent to them as well.

5. Select which email address you would like to appear as the sender of the communication and the direct reply address. Then choose the recipient and CC recipient type from the drop-down menus.
6. **Provide a subject line for your message.**
7. Provide a Google Doc link to the text content of your message that our team has permission to view and edit. **This content should be fully edited and finalized by your team before submitting the request.**
  - a. If you would like to include images in your message, please upload them as JPEGs to your folder in [this drive](#). If the image is a header, it must be sized at 600x244 pixels. Please name your files so that we can easily find them. **If you include the image in your text content Google Doc, you must also upload it to the shared drive or our team cannot access it.**

## Approval Process

1. **Editing text:** Project requests will **be reviewed within three business days**. We will evaluate whether or not the request can be completed and reach out to the primary contact with any questions that we may have.
  - a. Our team will review your content and may make edits or suggestions in the Google Doc. **The primary contact or document owner must be prepared to review and either accept or deny edits as soon as possible.** Note that some edits may be mandated by [UD style guidelines](#) (see [AP stylebook](#) as well). UD style guidelines and must be accepted in order to send your message.
  - b. **Please accept the edits within three to four business days.** If edits are not accepted within that time frame, our team will accept edits on your behalf, and your message may not be delivered on the day you requested due to delays in the approval process.
2. **Approving text:** After edits have been accepted and finalized, our office will send a test message to the primary contact and any other contacts who were named as reviewers on the request form. **At this point, the test message is to be reviewed by the requestor for accuracy in links, dates, typos and crucial information ONLY. Edits at this point should be minimal.** Please make sure to reply promptly to the test message so that we can send out your message without delay.
  - a. **The Office of Admissions may make minor edits to messages before sending the test message.** The requesters will be notified of any changes, and if larger changes must be made you will be contacted before any action is taken.
3. After confirming that all details are correct with all reviewers, the message will be queued and sent to your audience. If the requested date for sending has passed, the message will be sent as soon as possible.