



Myth Busted: Students Don't Read Their Emails

July 13, 2022



NASFAA 2022 Virtual Conference

Myth Busted: Students Don't Read Their Emails

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July 2022



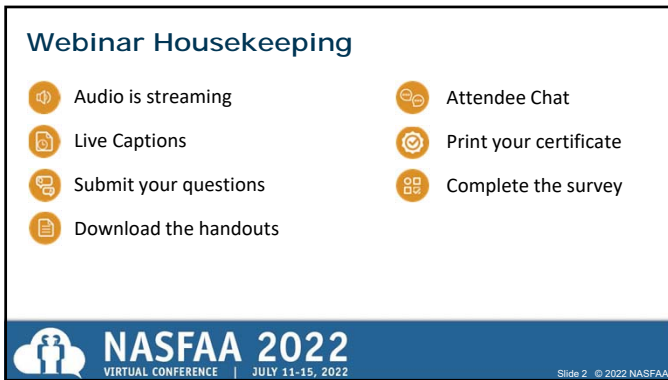
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Presenters

- **Heather Rosinbum**
 - Associate Director, Eligibility and Awarding
 - University of Arizona
- **Sarah Everitt**
 - Director of Financial Aid
 - Gonzaga University

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"I wonder if we teach our students based on what we think they can understand, based on our own limitations- not theirs"

-Dr. Richard White and Pamela Pyle
Diversity Matters
June 26, 2022
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Poll Question

How many emails does the average person receive per day?

- Less than 50
- 50 -100
- 100 - 120
- 120 or more

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Work Retire Die
@WorkRetireDie
Can't believe I went to college for 4 years to basically just become a professional emailer

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"These are college students, they should know what it means"

No really though, I don't

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Simple Language is Better

What is your "reading level analysis"

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Writing Resources

Hemingway App makes your writing bold and clear.

Hemingway
 Readability
 Grade 10
 OK, but not 100%
 more 100
 more 100

Grammarly
<https://app.grammarly.com/>

Nicely Said: Writing for the Web with Style and Purpose
 by Nicole Fenton & Kate Kiefer Lee

Hemingway Editor:
<https://hemingwayapp.com/>

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But I didn't know I had to


"Students don't do what we ask"

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Check for Road Blocks



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<https://readable.com/>

Is your language disguising the message?

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I think I got lost in your email

"If I don't tell them everything, they'll never know"

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TL;DR

The best communication outlines 1 or 2 steps

You have time to get the information you need out.

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Make it easy to take the next step

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Poll Question

What percentage of emails is read on mobile devices in the United States?

- 25%
- 33%
- 50%
- 66%
- 75%

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Other Types of Communication

Text Messages	Printed Letters
Calling Campaigns	Walk-in Appointments
Chatbots	Google or Microsoft Forms
School-wide announcements	Webinars

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Resources


Article: This Surprising Reading Level Analysis Will Change the Way You Write
<https://contently.com/2021/01/28/this-surprising-reading-level-analysis-will-change-the-way-you-write/>

Article: How to write better emails as a leader
<https://www.forbes.com/sites/benjaminaker/2021/08/05/how-to-write-better-emails-as-a-leader/?sh=2068278223f7>

Book: *Nicely Said: Writing for the Web with Style and Purpose*
<http://www.nicelysaid.co/>

App: Hemingway Editor
<https://hemingwayapp.com/>

Padlet: Resources from Myth Busted, students don't read their emails
<https://padlet.com/everitt/rvdlxoaxerabz5mx>



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Resources


App: Grammarly
<https://app.grammarly.com/>

App: Be Readable
<https://readable.com/>

How to: Get your document's readability and level statistics
<https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2>

How to: Create a form with Microsoft Forms
<https://support.microsoft.com/en-us/office/create-a-form-with-microsoft-forms-4ffb64cc-7d5d-402f-b82e-b1d49418fd9d>

Padlet: Resources from Myth Busted, students don't read their emails
<https://padlet.com/everitt/rvdlxoaxerabz5mx>



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Resources


How to: Embed a Microsoft form in a website

- <https://support.microsoft.com/en-us/office/send-a-form-and-collect-responses-2eaf3294-0cff-492d-884d-a1dee909e845#:~:text=Select%20the%20Embed%20button%2C%20and,whom%20you%20intend%20the%20form.>

How to: Google Forms: Easy to create surveys and forms for everyone

- <https://support.google.com/docs/answer/6281888?hl=en&co=GENIE.Platform%3DDesktop>

Padlet: Resources from Myth Busted, students don't read their emails
<https://padlet.com/everitt/rvdlxoaverabs5lx>



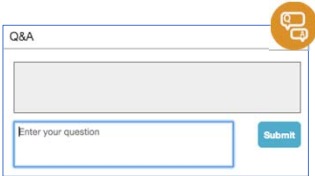
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Thank you!

- **Heather Rosinbum**
 - University of Arizona
 - hrosinbum@email.arizona.edu
 - <https://www.linkedin.com/in/heather-rosinbum-3b47b799/>
- **Sarah Everitt**
 - Gonzaga University
 - everitt@gonzaga.edu
 - <https://www.linkedin.com/in/sarah-everitt-b372a6b9/>

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Submit Your Questions



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Download Your Certificate of Attendance

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Complete the Survey

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Article: This Surprising Reading Level Analysis Will Change the Way You Write

- <https://contently.com/2021/01/28/this-surprising-reading-level-analysis-will-change-the-way-you-write/>

Article: How to write better emails as a leader

- <https://www.forbes.com/sites/benjaminlaker/2021/08/05/how-to-write-better-emails-as-a-leader/?sh=2068278223f7>

Book: *Nicely Said: Writing for the Web with Style and Purpose*

- <http://www.nicelysaid.co/>

App: Hemingway Editor

- <https://hemingwayapp.com/>

App: Grammarly

- <https://app.grammarly.com/>

App: Be Readable

- <https://readable.com/>

How to: Get your document's readability and level statistics

- <https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2>

How to: Create a form with Microsoft Forms

- <https://support.microsoft.com/en-us/office/create-a-form-with-microsoft-forms-4ffb64cc-7d5d-402f-b82e-b1d49418fd9d>

How to: Embed a Microsoft form in a website

- <https://support.microsoft.com/en-us/office/send-a-form-and-collect-responses-2eaf3294-0cff-492d-884d-a1dee909e845#:~:text=Select%20the%20Embed%20button%2C%20and,whom%20you%20intend%20the%20form>

How to: Google Forms: Easy to create surveys and forms for everyone

- <https://support.google.com/docs/answer/6281888?hl=en&co=GENIE.Platform%3DDesktop>

Padlet: Resources from Myth Busted: Students Don't Read Their Emails

- <https://padlet.com/everitt/rvdlxoaxerabz5nx>



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NASFAA's [live webinars](#) bring you the latest information, hot off the press, and allow you to actively engage with NASFAA staff and featured presenters from government, partner organizations, and fellow aid administrators.

[On Demand Webinars](#) are recordings of previously broadcasted events. The recordings are available for purchase and viewing at your convenience.

All webinars begin at 2:00 pm ET, unless otherwise noted, and last 60 to 90 minutes. Archives are usually available after the webinar for purchase; these archives are also free to webinar package purchasers.

Webinar Schedule for 2022-23 - See You Online!

<u>Topic</u>	<u>Air Date</u>
Return of Title IV Funds: To Freeze or Not To Freeze	July 27, 2022
Professional Judgment: Best Practices	September 28, 2022
FAFSA Update: 2023-24	October 12, 2022
Verification: 2023-24 (Extended Edition)	October 26, 2022
Why Your Financial Aid Office Needs an Operational Calendar*	November 2, 2022
Cash Management: Late Versus Retroactive Disbursement	November 16, 2022
Gainful Employment	December 7, 2022
NASFAA Policy Update*	December 14, 2022
A Conversation With: Guest Speaker TBD	January 25, 2023
Management Structures and Their Influence on Financial Aid	February 22, 2023
Graduate and Professional School Update*	March 16, 2023
Professional Development Panel: Honing in on your Emotional Intelligence	March 29, 2023
How to Get Started on your P&Ps*	April 12, 2023
NASFAA Quiz Show: Test Your Financial Aid Knowledge	April 19, 2023
Cost of Attendance: Exceptions and Adjustments	May 10, 2023
NASFAA Policy Update*	May 24, 2023
FAFSA Simplification: Planning for the Future	June 7, 2023

* Complimentary for all Members. All other webinars are offered at the following rates: Site License: \$120 members/\$240 non-members/no charge for [webinar package](#) purchasers or Value Plus Members.



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Upcoming online Courses

Course	Starts
Fundamentals of Student Financial Aid	July 5, 2022
Return of Title IV Funds (5 weeks)	September 6, 2022
Higher Ed Loans (8 weeks)	October 11, 2022
Fundamentals of Enrollment Management	October 18, 2022
Satisfactory Academic Progress	January 9, 2023
Fundamentals of Student Financial Aid	January 10, 2023
Verification 2023-24	February 13, 2023
Return of Title IV Funds (5 weeks)	March 14, 2023
Administrative Capability	April 17, 2023
Cost of Attendance	May 16, 2023
Fundamentals of Student Financial Aid	July 11, 2023

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1801 PENNSYLVANIA AVENUE, NW, SUITE 850
WASHINGTON, DC 20006-3606

202.785.0453 FAX. 202.785.1487 WWW.NASFAA.ORG