PRE- CAMPAIGN REQUEST COMMUNICATION CHECKLIST

PURPOSE

- ◯ One primary communication objective is identified.
- ◯ The desired recipient action is stated (Call to Action)
- ◯ The relevant deadline/event date is provided.
- ◯ Supporting links and authoritative source information are supplied.

AUDIENCE

- ◯ Primary audience is explicitly named. (Example: Fall 2027 admitted applicants)
- ◯ Inclusion criteria are stated. (Example: Major, FAFSA submitted)
- ◯ Exclusion criteria are stated. (Example: International Students)
- ◯ Any special segmentation/filtering request is identified. (Example: In FYS1010)
- ◯ If population is outside of Slate, requester has provided an .xls or .csv for the audience criteria, where known.

APPROVAL

- ◯ Requester is considered final content approver. Be sure Stakeholder feedback has been consolidated rather than sent as competing edits.
- ◯ Factual/program information has been verified before request is submitted.
- ◯ Requested send date is identified
- ◯ (must be 10 days before request submission).

MESSAGE

- ◯ One primary Call to Action (CTA).
- ◯ Secondary CTA only when necessary.
- ◯ Email draft targets 150–200 words.
- ◯ SMS/text targets ≤320 characters.
- ◯ Message CRM team if those limits cannot reasonably be met.

OPERATING RULE

CRM team review should refine the communication, not discover the audience, objective, deadline, or underlying facts.

Thank You! Strategic Enrollment Management CRM/Communications Team
Questions? Please email susan.dials@wayne.edu.
Submit a campaign request here: https://slate.wayne.edu/register/campaign_request