Appendix 5: Text of Sample E-mails Piloted in 2000-01

Take 15 credits (if registered for 8-12):

Have you taken full advantage of your next registration? The College of Liberal Arts generally advises students to take at least 15 credits per regular semester. Taking at least 15 credits offers several advantages. First, all credits over 12 are offered at half price, and students should take advantage of the bargain.

Second, in order to graduate in a timely manner, you need to take at least 15 credits per semester. A recent cost-benefit analysis found that the additional lifetime income from a college degree is as much as $1.2 million, and the College believes you should begin realizing the financial gains offered by a university degree as soon as possible.

Planning for senior year (above; 75+ credits):

"Congratulations on becoming a senior and getting close to graduation. You should plan carefully for next year so that you can graduate a year from now. It is important for seniors to plan courses for the full year and not just the fall semester. Don't forget to check the summer courses—the course that you need may be available. Check in with your departmental adviser and your CLA adviser to make sure that you are on track to graduate next spring if not earlier."

Students who haven’t registered at the end of the queue

We have now reached the end of the registration queue for early registration for next fall semester and we’re concerned because our records show that you haven’t registered yet. Web registration remains open for those who still want to register. If you need some help or advice, now is a good time to contact your college adviser to consider your choices.

We want to help you stay on track for graduation from the U!
Sent to a small sample of CLA students nearing 60 credits:

I am writing on behalf of a University of Minnesota committee that is considering how we can better help students to graduate in four years, and also how we can encourage students to stay at the University until they graduate. One focus of our discussion has been the process of choosing a major. We are especially interested in students who are near the point of declaring a major but have not yet done so. Our records show that as of spring break, you had not yet declared a major in CLA. (If our records are incorrect and you have already declared a major, don't panic--just let me know and I will correct our files.)

We are interested in knowing more about how you are making this decision and what help you are using in the process. As you know, current University policy requires that you declare a major by the end of the semester in which you complete 60 credits. With your registration this semester, you are nearing the 60 credit level. Would you respond to three questions, by return e-mail?
-- Do you feel like you are on track in choosing a major?
-- If not, what problems are you encountering?
-- Is there anything we can do to assist you in this decision?

We would very much appreciate any insight you can provide into this process. I will also be sure that if you need assistance of some sort, someone from CLA will contact you as soon as possible.

Thanks for any help you can give us. We are trying to make the University a better place for you and for the students to come.