

SUBJECT: Why you've made a great decision

COPY:

Hi [FIRST NAME],

While your application is being reviewed, I just wanted to take a moment to reiterate how you've made a great decision in choosing the [PROGRAM NAME] program at Goshen College.

As you already know, going back to school is a good move for your future. But selecting the right college is vital, too. Here are some factors that make our graduate and continuing studies programs a great choice:

- **Built with you in mind:** From course offerings to schedules, our [PROGRAM NAME] program is designed to help you pursue your goals without disrupting your busy lifestyle.
- **Convenient for working adults:** Our learning model allows you to enhance your skills and finish your bachelor's degree in evening classes that meet only one night per week.
- **Accredited:** Goshen College is accredited by the Higher Learning Commission and classified as a Baccalaureate–Arts & Sciences college by the Carnegie Foundation.
- **Nationally recognized:** Founded in 1894, Goshen College is ranked one of "America's Top Colleges" by Forbes.com and is consistently recognized as one of the best colleges for working adults in the country.
- **Affordable:** Students in our graduate and continuing studies programs pay a discounted tuition rate. Plus, most of our students are eligible for financial aid, and we have multiple payment options to suit your needs.
- **Career-centered approach:** We'll help you get college credit for your real-world knowledge. We also incorporate practical experience into the classroom to help you navigate today's complicated workplace.
- **Achievable:** Goshen College has an 80% graduation rate in our adult programs.

[FIRST NAME], put simply, you've made a smart decision in choosing Goshen!

REMINDER: If you haven't already, be sure to have official transcripts sent to us from any colleges or universities you've previously attended.

Thanks again – we'll be in touch soon!

[COUNSELOR SIG]