

University Graduate School (UGS) Intelliworks CRM Communication Plan

Plan Flow:

CYCLE	TYPE	PUBLICATION
1 DAY	EMAIL	Thank you for your interest!
2 DAYS	EMAIL	Hospitality and Tourism Management Graduate Program at FIU
1 WEEK	EMAIL	Get Worlds Ahead at FIU!
2 WEEK	EMAIL	Miami is a Worlds Ahead Destination
3 WEEK	EMAIL	Hospitality and Tourism Management at FIU
4 WEEK	EMAIL	Applying to the University Graduate School at FIU
5 WEEK	EMAIL	Message from the Vice Provost about BBC
6 WEEK	EMAIL	Graduate Housing and Transportation at FIU
7 WEEK	EMAIL	Funding Your Graduate Education at FIU
8 WEEK	EMAIL	Graduate Degrees in Hospitality and Tourism Management
9 WEEK	EMAIL	Don't Forget to Apply!

- All of highlighted emails were developed for the initial test phase of the UGS Communication Plan in conjunction with the Chaplin School of Hospitality & Tourism Management.
- Graduate programs interested in using the UGS Communication Plan should develop 3-5 emails that can fit into the highlighted spaces.
- Emails can be developed for specific degree programs or for graduate programs or colleges.
- All emails should be short and simple. Use of bullet points and links to department/program websites is encouraged so prospects do not become overwhelmed with text-heavy emails. Consider your email(s) to be a "call to action" so the prospect is encouraged to learn more about your programs.
- All emails should be accompanied by a College/School header (see emails for examples), pictures highlighting your program or college to be used with the header, and pictures or digitized signatures of the individuals who will be the point of contact for replies to each email.
- All materials and questions can be sent to the UGS Graduate Recruiter, Albert Hoyt (ahoytiii@fiu.edu).
- Please Note: All emails are a standard 8.5" x 11" and float above a grey background. The attached emails are lower quality and smaller than the emails students receive to decrease the size of this document and provide a general sense of what prospective students see.



University Graduate School



Dear \${Contacts.First Name},

Thank you for your interest in our \${Contacts.Program} graduate program at Florida International University. As a leading public research university located in one of the nation's most vibrant international cities, FIU provides a combination of vast resources, personal attention, and affordability.

In addition to a [World's Ahead](#) education, FIU offers:

- Cutting edge research facilities
- Nationally and internationally recognized faculty
- World-class research and professional opportunities
- Convenient schedules and course offerings
- Excellent value for your tuition dollar

To find out more about the graduate program you are interested in as well as contact information for your academic unit, please visit our [Admissions Requirements](#) web page.

As you search for a graduate school that best suits your needs and aspirations, we hope Florida International University becomes the right choice for you.

Sincerely yours,



Albert L. Hoyt III
Recruiter
University Graduate School
Florida International University

11200 S.W. 8th Street, MMC - PC 230, Miami, FL 33199
(305) 348-7442
gradadm@fiu.edu



Dear \${Contacts.First Name},

Thank you for your interest in the School of Hospitality and Tourism Management at Florida International University. As one of the Top 5 graduate programs in Hospitality Management in the world, you will benefit from the unique features of our program including:

- Industry Experienced Faculty Members
- Participation in the Food Network South Beach Wine & Food Festival
- A Career Development Office Specializing in Hospitality Positions
- A Diverse Campus Community
- State-of-the-Art Facilities including the Carnival Student Center and the Southern Wine & Spirits Beverage Management Center
- Our Location in South Florida is a Living Laboratory for the Hospitality Industry

We hope that you will take some time to explore our website at <http://hospitality.fiu.edu/> to become more familiar with the graduate programs that we have available both on-campus in Miami and via distance from anywhere in the world. This website is designed to answer many of the questions that you may have about our programs and the curriculum.

As Enrollment Manager for the School of Hospitality and Tourism Management, it is my pleasure to assist you with questions that you may have about the School and the admissions process. If you are planning to visit our Biscayne Bay Campus in North Miami, I invite you to contact me to arrange a tour of the School's facilities or to attend one of our [pre-scheduled tours](#).

Please let me know how I may assist you. You are welcome to contact me directly at any time via phone at (305) 919-4513 or email at hospitality@fiu.edu. I look forward to receiving your application!

Sincerely,



Dawn M. Fagnan, M.S.Ed.
Enrollment Manager
Graduate Programs
School of Hospitality and Tourism Management

Follow Us:



FIU

University Graduate School



How can FIU offer you a *Worlds Ahead* Education?

FIU's leadership, research and creative expertise gives you the opportunity to engage locally and globally in high-quality educational environments, develop into ethical and well-prepared global citizens, and participate in economic and social change. From Chemistry to Public Affairs, FIU is [Worlds Ahead](#) in its commitment to graduate education and the [University Graduate School](#) community.

FIU enrolls over 44,000 students annually and graduate students make up nearly 20% of the total student population.

When you attend you will have access to:

- The largest library in the Southeastern United States
- World-class research, internship and professional opportunities and facilities
- Nationally and internationally distinguished faculty
- Nationally ranked graduate programs
- Over 200 academic, cultural and social organizations
- Convenient schedules, diverse course offerings, and excellent value for your tuition dollar
- A vibrant graduate community!

Our Mission

Florida International University is an urban, multi-campus, public research university serving its students and the diverse population of South Florida. We are committed to high-quality teaching, state-of-the-art research and creative activity, and collaborative engagement with our local and global communities.

Let FIU and UGS help you get *Worlds Ahead!* [Apply](#) today!

11200 S.W. 8th Street, MMC - PC 230, Miami, FL 33199

(305) 348-7442

gradadm@fiu.edu



Dear \${Contacts.First Name},

Miami, as a city, has always been [Worlds Ahead](#). Known as the “Gateway to the Americas”, Miami has grown into a giant, multi-ethnic metropolis. Though young (the city was incorporated in 1896), Miami has a rich history, woven together by the millions who live and travel here every year.

Miami is known for its beaches, nightlife, rich cultural heritage and popular young professional scene. Many also refer to Miami as the “Magic City” for its sights, sounds, people and dynamic cultural community.

FIU students benefit from the university’s prime research location, access to diverse populations and the urban environment of Miami. To truly appreciate FIU, Miami’s only public-research university, we recommend that you review the links below to learn more about Miami’s history, current events and opportunities:

Miami’s famed history:

http://www.miami-info.com/history_of_Miami.php

The Greater Miami Chamber of Commerce:

<http://www.miamichamber.com/>

Miami Dade County’s website (for general information, public services, jobs, etc.):

MiamiDade.gov

The Miami Herald – Miami’s long-time, home-town newspaper:

www.miamiherald.com

Sincerely,



Albert L. Hoyt III
Recruiter
University Graduate School
Florida International University



Dear \${Contacts.First Name}:

Thank you for your interest in the Hospitality Management Master's degree at Florida International University. I am the graduate academic advisor and Assistant Dean of Student Services and am happy to work with you to make your experience at FIU a great one.

First, the basics: our regular [Master of Science in Hospitality Management](#) requires 42 credits, which includes 12 credits of hospitality electives. If you have previously taken accounting, finance, marketing and cooking, you will have room for all four electives. If you have not had those prerequisites, you can use your electives to take HFT 5485 (Financial Accounting and Analysis for the Hospitality Industry), HFT 6596 (Marketing Management) and FSS 5755 (International Food Production Management). That will leave you with one elective in the graduate program. For suggested sequencing information, visit the [Graduate Course Sequence Form](#). For those students who'd like to conduct research, we've designed our Thesis Track, which allows students to take several statistics courses and write a Thesis. This program is especially popular for students who may be interested in pursuing a Ph.D. Students with extensive management experience who are currently in a managerial position, may also consider our [Executive Master's Program](#). We also have a Master's degree and Executive Master's degree available via distance learning for students desiring that option. See the following websites for more information:

[Master of Science – Distance Option](#)
[Executive Master's Program – Distance Option](#)

Our program attracts a wonderfully diverse student body--energetic, fun, and interesting people from all over the world! Our students work in various sectors of the hospitality industry while they are attending school. We are fortunate to be located in Miami, a flourishing tourism destination with many career opportunities. Our graduates have a *World's Ahead* degree coupled with significant work experience. This combination is ideal for positioning yourself to succeed in the hospitality industry.

To familiarize yourself with our program and offerings, I encourage you to check out our website: myhospitality.fiu.edu. Perhaps you already know that we are considered one of the top ranked hospitality programs in the world. If I can answer any of your questions to help you make your decision to join our program, please feel free to contact me at newmand@fiu.edu.

It will be my pleasure to welcome you!

Sincerely,



Diann Newman, Ed.D.
Assistant Dean of Student Services
School of Hospitality and Tourism Management
Florida International University

Follow Us:





Dear \${Contacts.First Name},

Pursuing a graduate degree is an exciting endeavor, but the application process can be intimidating while balancing everything else in your busy schedule. The University Graduate School (UGS) at Florida International University understands this and wants to make sure that you know we are here to help you with the admissions process for your graduate program. If you have not applied yet, we recommend that you use the following resources:

- Download the [Admissions Process Checklist](#) to monitor your progress.
- [Apply](#) using our online application.
- Visit our [Admissions Requirements](#) page to determine what your graduate program requires for you to be considered for admission.
- Use our [Live Chat](#) system to ask our admissions experts any questions you may have.

If you run into any difficulty or have trouble locating any necessary information, please feel free to [contact me](#).

Sincerely Yours,



Albert L. Hoyt III
Recruiter
University Graduate School
Florida International University



Dear \${Contacts.First Name}:

Thank you for considering Florida International University's (FIU) School of Hospitality and Tourism Management for your graduate education. As you may know, the School is housed on the gorgeous Biscayne Bay Campus. If you have not heard about FIU's Biscayne Bay Campus (BBC), I would like to take this opportunity to personally invite you to explore our campus by the Bay.

BBC, located in North Miami, sits on the edge of historic Biscayne Bay and is just minutes away from Ft. Lauderdale, Miami, and the Beaches. The campus offers a serene environment for learning, a close-knit community, much like that of a small liberal arts college, while still benefitting from the extensive resources of a major research university.

Some of our assets include:

- Nationally ranked Schools of Hospitality and Tourism Management and Journalism and Mass Communications
- Newly created School of Environment, Arts and Society with a state-of-the-art Marine Sciences facility
- Recreation facility which includes a full-service gym plus an Olympic size pool, kayaking on the Bay program, personal training, and a triathlon club
- Three mile bike path along the bay that features a nature trail
- On-campus housing with kitchens in every room
- Myriad student organizations and diverse student programming
- Convenient shuttle and bus services both between campuses and to nearby attractions

Come explore all our campus has to offer you to compliment the academic pursuit of your graduate degree! If you would like to take a guided tour of the campus, please call our Admissions Office at (305) 919-5760. I look forward to seeing you soon at BBC.

Sincerely,



Steven J. Moll
Vice Provost
Biscayne Bay Campus
Florida International University

Office of the Vice Provost
Biscayne Bay Campus
3000 NE 151st Street, North Miami, FL 33181
(305) 919-5500



Graduate Student Housing

FIU offers several housing options on campus through the office of [Housing & Residential Life](#). Graduate students often choose to live on campus so that they can have immediate access to their classes, labs and the myriad resources available to them. [Graduate student housing](#) is available both at the [Modesto Maidique Campus \(MMC\)](#) and [Biscayne Bay Campus \(BBC\)](#).

Should you prefer to live off-campus, FIU's [Office of Orientation & Commuter Student Services](#) maintains an off-campus housing listing at classifieds.fiu.edu.

Transportation

Whether you will be driving to campus or not, FIU's [Department of Parking and Transportation](#) provides several resources for students:

[General information](#) about parking at FIU (including passes, rates, locations, and more).

[Frequently Asked Questions \(FAQs\)](#) regarding parking and transportation (including bus/metro information).

Want to live closer to the beach but avoid making the drive to the MMC campus every day? FIU offers the [Golden Panther Express](#) between the Biscayne Bay campus and the Modesto Maidique campus. For a fraction of the cost that you would spend on gas a week, you can take one of the 20+ daily shuttles while using the travel time to study. There is also a smaller CATS Shuttle between MMC and the Engineering Center that is free for students.

Scheduling information for both the Golden Panther Express and CATS Shuttle is available at: http://parking.fiu.edu/bus_schedule.htm

The City of Miami also offers a [College Discount Pass](#) that can be used on the Miami [Metrobus](#) and [Metrorail](#). For a reduced rate, students have unlimited use of 90 different bus routes and over 22 miles of railway. This is just another way you can save money, utilize your free-time, and reduce your impact on the environment!



Dear \${Contacts.First Name}

Finding ways to finance your graduate education can be a daunting task and that is why we want to make sure you are aware of the variety of ways to fund your graduate education.

Here is what you need to do:

- Speak to your Graduate Program Director (GPD) or program representative about departmental opportunities like teaching assistantships (TA) or general assistantships (GA).
- Visit the [University Graduate School](#) website for further information on scholarships, fellowships, and awards.
- Visit the [University-Wide Scholarships](#) website to apply for scholarships and/or Out-of-state Tuition Waivers (if applicable).
- Visit the [Council of Graduate Schools](#) website for outside fellowship and scholarship opportunities.
- Domestic students can apply for loans and grants by completing the online Free Application for Federal Student Aid (FAFSA) at <http://www.fafsa.ed.gov/>. Don't forget to use FIU's institution code: 009635.

Once your FAFSA has been processed by the Department of Education and you have been officially admitted into a graduate program, you will be given instructions by the [Financial Aid Office](#) on how to proceed.

Note: You may have to meet earlier admissions deadlines to be eligible for some forms of financial assistance. Don't wait to [apply](#)!

Sincerely Yours,



Albert L. Hoyt III
Recruiter
University Graduate School
Florida International University



Dear \${Contacts.First Name}:

Thank you for your interest in the School of Hospitality and Tourism Management at Florida International University. As a student in our \${Contacts.Program} Program, you will have access to exciting academic and research opportunities, including:

- Sharpening your critical thinking, problem solving, management and research skills through various courses
- Critically analyzing hospitality business opportunities and threats
- Creating new competitive methods and projecting the performance of selected local hotels, restaurants or other hospitality and tourism related businesses
- Learning to identify the problems and future trends of the industry
- Creating industry research projects through individual and team work

Under the guidance of our professors, students may conduct research in a number of areas, including strategic management, organizational behavior, employee behavior, customer perception, sustainable tourism, medical tourism and many other interesting research topics. Since 2002, more than 40 student presentations have been accepted for the International CHRIE conferences and the Graduate Conference of Hospitality and Tourism Education.

I welcome each of you to join in our exciting graduate program in Miami or via distance learning throughout the world. Please let me know how I can make your academic experience more enriching.

Sincerely,



Jinlin Zhao, Ph.D.

Professor & Director of Graduate Programs
School of Hospitality and Tourism Management
Florida International University

Follow Us:





Dear\${Contacts.FirstName},

As the deadline approaches for the \${Contacts.Term of Entry} Semester, many prospective students find it helpful to review our [Admissions Process Checklist](#). Reviewing this resource will ensure that your application to the University Graduate School (UGS) is successfully completed before the deadline. Our [Admissions Requirements](#) web page covers any program specific information you may need, while any other admissions questions should be covered under the Prospective Students tab on the [UGS website](#). If you cannot locate a requirement or have any questions about the admissions process, you can also use the Graduate Admissions Office (GAO) [Live Chat](#) option to speak to one of our admissions staff in real-time.

The University Graduate School is committed to ensuring that you are successful in obtaining your graduate degree and this starts with the admissions process. We offer a wide variety of online resources to help you successfully [apply](#) to FIU and are always happy to help you join our Panther family!

If you have any questions, please don't hesitate to [contact me](#).

Sincerely yours,



Albert L. Hoyt III
Recruiter
University Graduate School
Florida International University