parchment®

Turn Credentials into Opportunities.

MEMBER COMMUNICATIONS TOOL KIT
Parchment 6 Postsecondary Send

A Welcome Letter.

Hello!

Welcome to Parchment. We're excited to have you join our thriving network of higher education institutions using the Parchment Send service. We want to make it easy for you to tell your faculty, staff and students about how you're making credentials digital. This tool kit will provide you with a checklist of communication methods that will get you up and running. We've also included examples from within your community to show you just how easy it can be!

Current Parchment users tell us that regular communication has been critical to student engagement. For example, before going live with Parchment, the Registrar's Office at Temple University created their own blog to document their experiences as they transitioned to digital transcripts. They kept their students informed and built excitement and momentum!

Be it creating a blog or hopping on Twitter, we're here to help you reach your students and ensure that they know exactly where to find their digital credentials. And, just in case they have questions, we've also provided a series of FAQs so you're prepared. If you're interested in creating a communications strategy that is unique to your institution – let us know. Our Communications Team is at your service.

Every Parchment member has a dedicated Account Executive. We're here for you, so please don't hesitate to reach out with any questions. And as soon as you've successfully communicated out to your faculty, staff and students, let us know! We'd love to share your best practices with other institutions in the Parchment community.

Again, welcome to Parchment. We're so glad you're here.

LEN NAPOLITANO
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A Sample Communication Strategy.

Let's work together to create the right communications strategy to help you reach your key audiences. The Parchment Communication team is standing by and can help prescribe communications solutions that engage your audience, deliver compelling messages and support your institutional brand.

PRE-LAUNCH

- Identify target audience(s) (First-year freshman, transfer students, graduate students, faculty, alumni, administration)
- Determine communication vehicles to reach target audience(s)
- Prepare messaging that supports university brand/reputation
- Create/engage social media accounts
- Identify seasonal messages (Back to School, End of Semester, Graduation)

LAUNCH (2 MONTHS)

- Activate through earned media and controlled assets (social media channels, website, blog, school newspaper, alumni newsletter, etc.)
- Leverage internal influencer relationships (Student Life Offices, Career Office, etc.)
- Leverage external influencer relationships (Job Fairs, Hiring Agencies, etc.)

ON-GOING COMMUNICATION

- Seasonal messages
- Milestones
- Reminders (Features, functionality, simplicity, empowerment)
- Alumni testimonials
- Employer survey
- Student survey

Endless Communication Channels.

Today there are so many ways to get the word out to your students. From a Facebook post to your voicemail greeting, Parchment wants to help you succeed. Here is a checklist of various channels you could use:

- ✓ Facebook
- ✓ Twitter
- ✓ Instagram
- ✓ Website
- ✓ Blog
- ✓ Student Newspaper
- ✓ Press Release
- ✓ Voicemail Greeting
- ✓ Email Signature

FACEBOOK

Facebook is a great way to inform your students about your new, digital credential request process. This is how the University of Baltimore updated their students:

University of Baltimore
August 11, 2014 · Edited · 🌐

👍 Like Page

UB's transcript request process is now entirely online--no more submitting paper or PDF forms! Current students can process their requests through MyUB; former students simply need to visit a website to be guided through the process. Learn more: www.ubalt.edu/transcripts

BEST COLLEGES
U.S.News
REGIONAL UNIVERSITIES
NORTH
2014

Transcript Request - University of Baltimore

Electronic While electronic transcripts are considered official as long as the document has not been altered, be sure to confirm with your recipient that they accept this format before ordering.Cost: $6
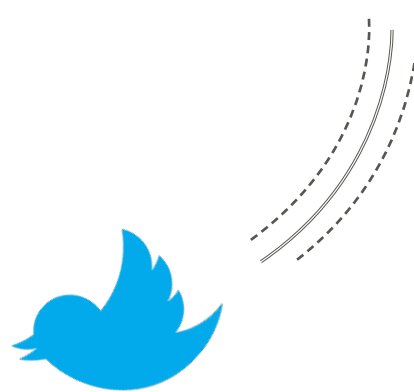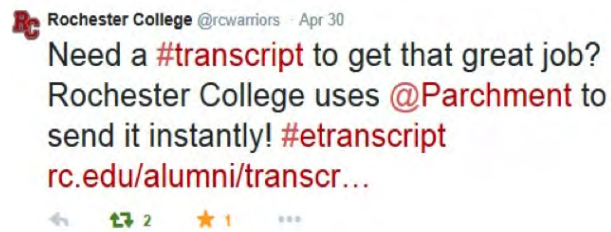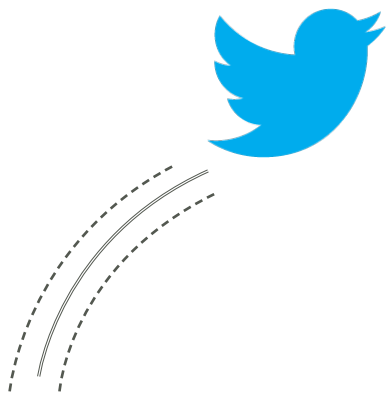
UBALT.EDU

You could also post about transcript milestones. For example: *"Rockstar University processed 10,000 transcripts this year. We want #EveryStudent to succeed. Keep the requests coming!"*

TWITTER

In 140 characters or less, Twitter can be used to share updates with your followers, including students, faculty and staff. Its popularity within the college demographic means students easily digest the short, direct messages. If you want to include links, you can use a tool like bitly.com to save character space. Also consider using hashtags, #, to tag your topic.

### Temple university tweeted a message aimed at current graduates:

Rochester College aimed this tweet at alums looking for jobs:

Rochester College @rcwarriors · Apr 30

Need a #transcript to get that great job? Rochester College uses @Parchment to send it instantly! #etranscript rc.edu/alumni/transcr…

↩ ⟲ 2   ★ 1   •••

Temple Registrar
@TempleRegistrar

⚙ Following

Look at our leaderboard at @TheTempleNews. We love that #eTranscripts are here just in time for our graduating owls! temple-news.com

↩ ⟲ ★ •••

RETWEET   FAVORITE
1   1

Another informative tweet could direct students to your website for easy digital credential ordering.

INSTAGRAM

Time Magazine reported in April 2015 that high school students are using Instagram to help them pick a college. Why not leverage your institution's Instagram account to showcase how your students engage with digital credential ordering?
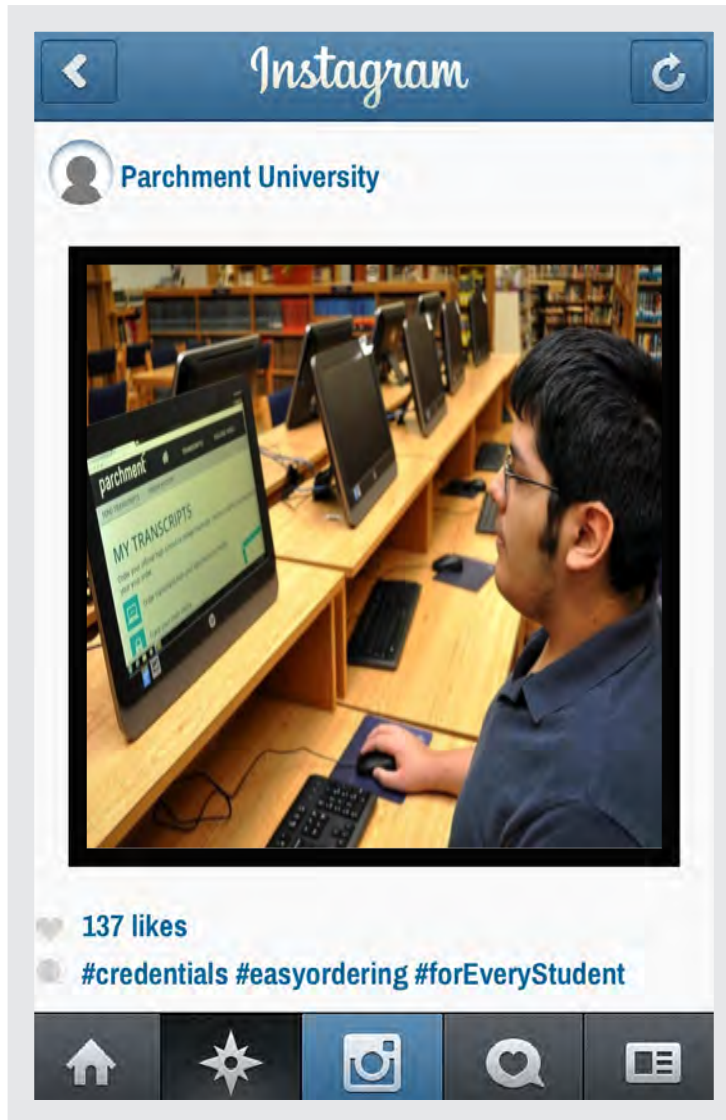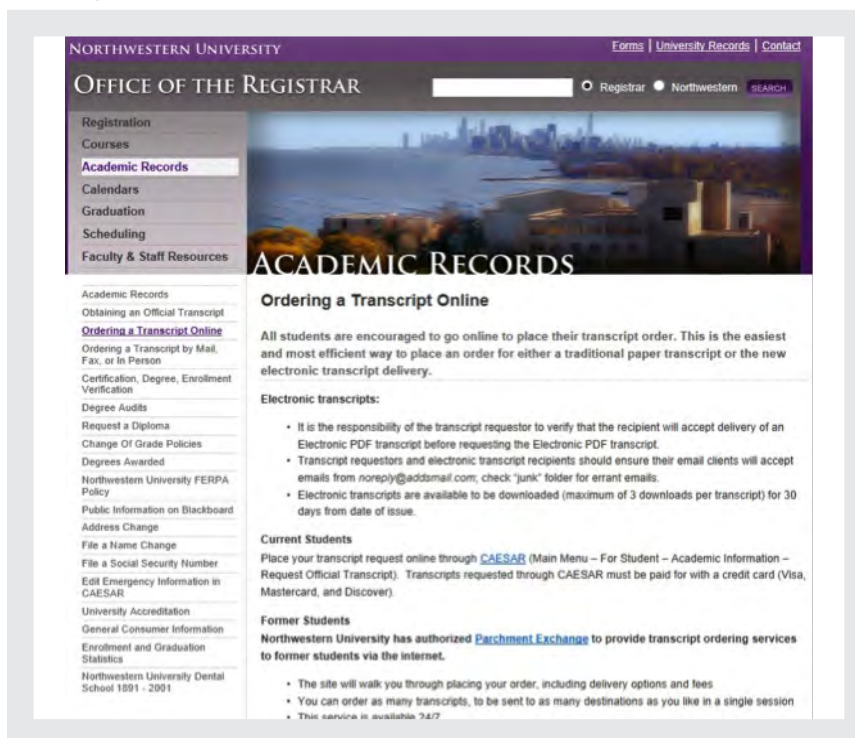

WEBSITE

Your website can often be the first interaction a student has with your office. Make it easy to find credential ordering and highlight the key benefits for your students.

Community College of Denver makes it front and center for their students:
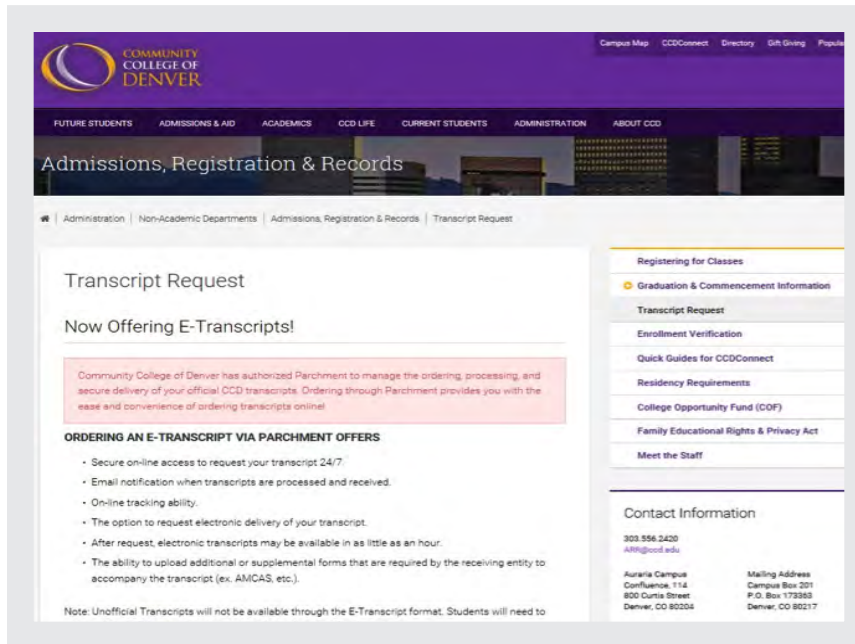
Northwestern University outlines the steps for alumni to request their transcripts through Parchment:

BLOG

A blog can be heavy lifting for any Registrar's Office but the commitment to providing regular updates and content for students helps you as you continue to empower your learners. Before going live with Parchment Send, the Temple Registrar introduced a blog, Transcription, to provide updates to students, faculty and staff on their implementation of eTranscripts.
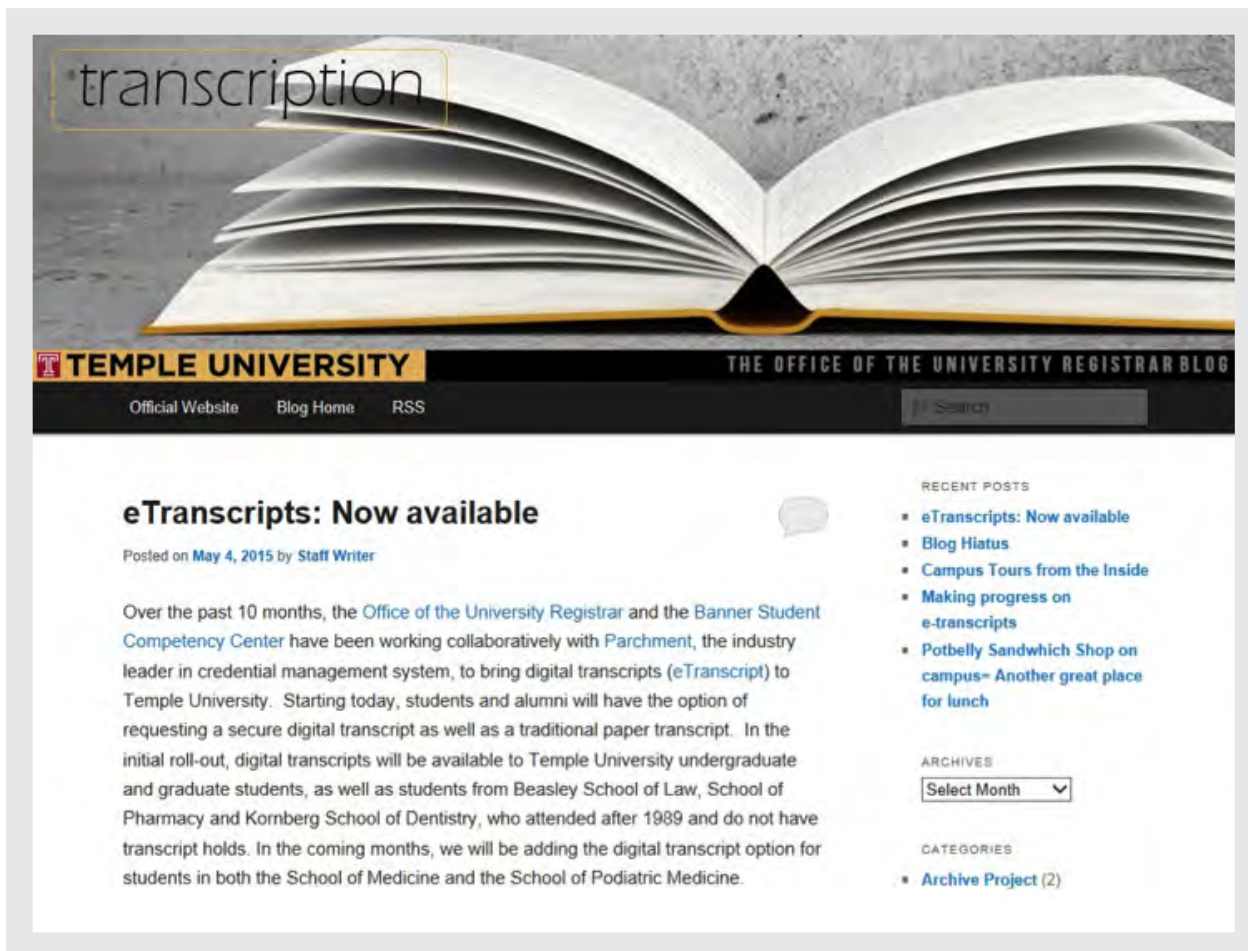
STUDENT NEWSPAPER

A great sense of community and pride exist in student newspapers. Whether in print or digital formats, make headlines with the news of your new digital credential process through this channel.

PRESS RELEASE

Oftentimes your local media may be interested in a story on how your office is innovating and creating new and unique ways to best position your students for success. Tell the story of how you empower your students by offering digital credentials. King University and Kansas City Kansas Community College each published a press release on being live with digital credentials.

VOICEMAIL GREETING

To limit the number of transcript requests that come in after hours and/or on weekends into your voicemail, consider updating your voicemail greeting to direct callers to the specific location online to place their order. An example message could include:

"Thank you for calling Rockstar University Registrar's Office. If you are calling to request an official transcript, please log on to <www.parchment.com / www.rockstar.edu> to place your request online. Unless there is a hold on your account, your request will be processed within <x> days."

EMAIL SIGNATURE

Establish your process for credential requests in one of the most common forms of communication today, email. Update your email signature to detail the process at your institution. An example could be:

Jane Cool | AWESOME ADMIN
jcool@rockstaruniversity.com
direct 999.888.0000 ext. 555 | mobile 123.456.7890
1234 Desert Way, Scottsdale, AZ 85250
Rockstar University | Fighting For Every Student
www.rockstaruniversity.com

If you are requesting your official transcript, please log on to: <web address> to place your request online.

PARCHMENT QUESTIONS?

You can now see the various ways that other higher education institutions are communicating with their faculty, staff and students about Parchment. But wait, what if you get questions about Parchment? Look no further than these frequently asked questions that should help position you as the Parchment pro at your school!

CREATE YOUR OWN FREQUENTLY ASKED QUESTIONS (FAQS)

When your students place orders, they can click the Support link at the top of the page to view FAQs. They will find generic FAQs about ordering, tracking, downloading, and more. You can add your own FAQs that are specific to your institution, and these will appear after the existing FAQs. Simply send a list to your Account Executive and we'll include them.

ABOUT PARCHMENT

Parchment is the most advanced academic credential management system available, allowing learners, academic institutions, and employers to request, verify, and share credentials in simple and secure ways. The platform has helped millions of people and thousands of schools and universities exchange more than 18 million transcripts and other credentials globally. Founded in 2003, Parchment Inc. is headquartered in Scottsdale, AZ, with offices in Roseville, CA, Denver, CO, Grand Rapids, MI, Toronto, ON and Washington, DC. Follow Parchment on Twitter, LinkedIn and Facebook.

WHAT IF I NEED MORE HELP?

Never fear, Parchment is here. Whenever you need technical support, you'll find all the help you need at our Help Center - user guides, videos, help topics, and ways to get in touch.

To access the Help Center, sign in to your account first and then click Support.