



**MEMBER COMMUNICATIONS TOOL KIT**  
Parchment Receive

## A Welcome Letter.

Hello!

Welcome to Parchment. We are excited to have you join our robust network of higher education institutions using the Parchment service. Now that you're on board, we want to make it easy for you to tell your staff and your feeder schools about how you are accepting and taking action on digital credentials. This tool kit will outline for you a checklist of communication methods you can employ. We've also included examples to show you just how easy it can be!

Current Parchment users tell us that connecting with in-network feeder schools is helpful to increase the volume of digital transcripts. In response, Parchment has built a Member Directory to include all of the institutions currently engaged with Parchment services. Updated monthly, this directory will allow your office to determine which of your feeder schools may already be in Parchment's network.

This tool kit is designed to help you communicate your improved credential management process. And, in case you run into additional questions, we have also provided a series of frequently asked questions for your reference.

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.



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## 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:

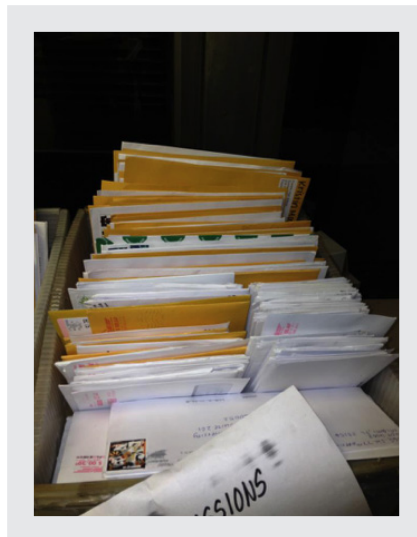
- ✓ Facebook
- ✓ Twitter
- ✓ Instagram
- ✓ Website
- ✓ College Nights
- ✓ High School Visits
- ✓ Email Signature
- ✓ Letters To Feeder Schools

### FACEBOOK

Facebook is a great way to inform your students about your new, process for receiving academic credentials. You could leverage it to demonstrate the efficiencies in your office through photos.

Example:

*“The Sun Devil Admissions Office is accepting eTranscripts! Click here to request your transcript through Parchment. Let’s make paper applications history.”*

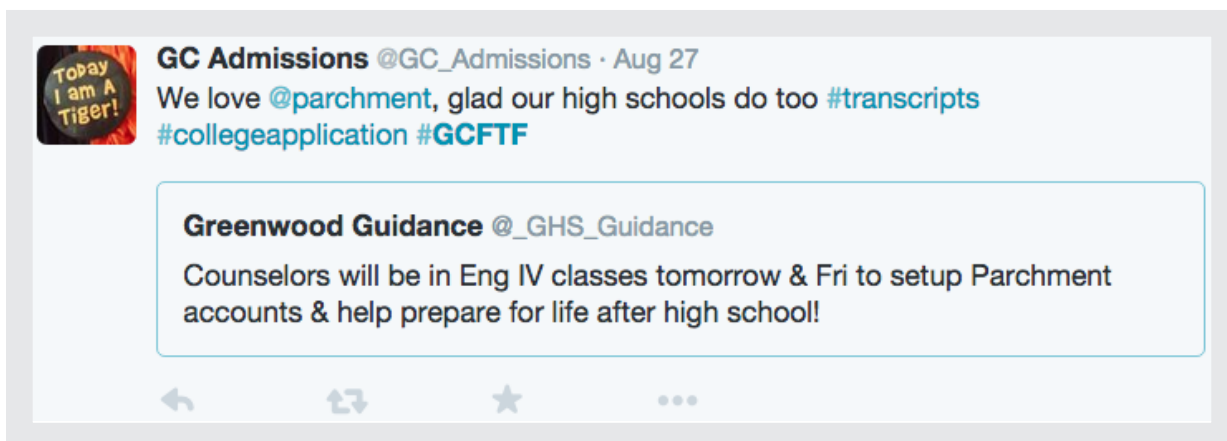


You could also post about transcript milestones. For example: *“Sun Devil Admissions Office processed 1,500 transcripts this year. We want #EveryStudent to reach their dream college. Keep them coming!”*

## TWITTER

In 140 characters or less, Twitter can be used to share updates with your followers, including students, parents 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](http://bitly.com) to save character space. Also consider using hashtags, #, to tag your topic.

**Georgetown College Admissions Office aimed a tweet at feeder schools using Parchment services to send to digital credentials:**



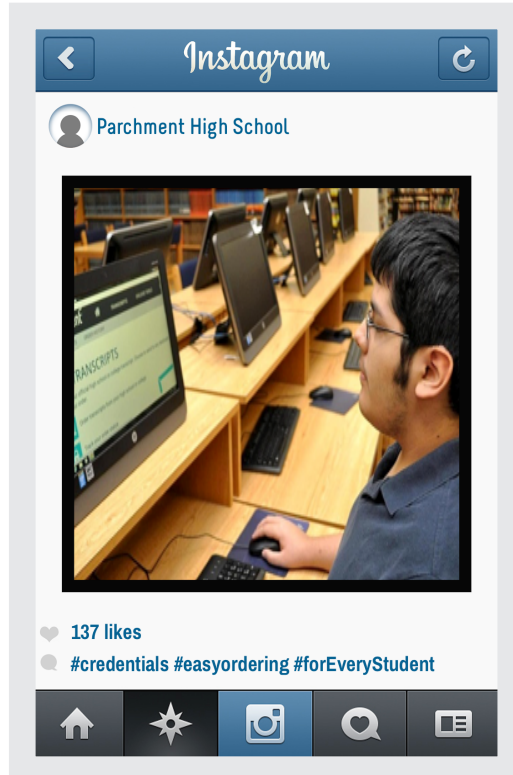
Other informative tweets could update students on upcoming deadlines, your process or even start a viral campaign asking applicants to post a photo of them sending their digital transcript using a branded hashtag.

Some examples could include:

- *“Future Sun Devils: Post a pic of you sending ASU your digital transcript using @Parchment. Use #SunDevilSelfie”*
- *“Future Sun Devils: Application deadline is approaching. Simplify the process and send transcripts through @Parchment. #SunDevil #ASU”*

## 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 your transcript receiving instructions and highlight the key benefits to your students.

**Brandman University in Irvine, CA uses their website to encourage students to engage with Parchment and Brandman will cover the credential processing fee:**

The screenshot shows the Brandman University website's 'How To Apply' page. At the top left is the Brandman University logo and 'CHAPMAN UNIVERSITY SYSTEM'. A navigation menu includes 'DEGREES & COURSES', 'LOCATIONS', 'MILITARY', 'ADMISSIONS', 'COMMUNITY', and 'ABOUT'. A search bar is located in the top right. Below the navigation, the breadcrumb 'Home > Admissions > How To Apply' is visible. A sidebar on the left lists 'ADMISSIONS' and 'HOW TO APPLY' with sub-links like 'ADMISSION DOCUMENTS', 'TRANSFERRING', 'INFORMATION SESSIONS', 'TUITION', 'FINANCIAL AID', and 'ADMISSIONS FAQs'. The main content area features the heading 'Step Into Opportunity' and a photo of a smiling man holding papers. Text describes the university's commitment to quality education and its partnership with Parchment Exchange for transcript ordering. A 'GET STARTED' form on the right includes fields for 'First Name\*', 'Last Name\*', 'Email Address\*', and 'ZIP\*', with a 'NEXT' button. Below the form is a banner for '\$7,000,000 IN MOVE UP SCHOLARSHIPS' and a 'Learn More' link. At the bottom, there is a note about Adobe Reader software and a 'Get Adobe Reader' button.

## COLLEGE NIGHTS & HIGH SCHOOL VISITS

A few Parchment employees are alumni of college admissions offices. These individuals recommended and helped to develop a portable, functional and effective tool for your admissions officers to use on college nights and/or high school visits.

These easy-to-carry-in-your-bag table tents can be placed on your tables reminding students to complete their application by sending their transcripts through Parchment, increasing the digital transcripts in your inbox vs. your mail box. To request table tents for your admissions officers, visit <http://info.parchment.com/AdmissionsTools>.



## EMAIL SIGNATURE

Establish your process for transcript 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 AWESOME** | ADMISSIONS OFFICER  
[jawesome@rockstaruniversity.com](mailto:jawesome@rockstaruniversity.com)  
 direct 123.456.7890 ext. 0000  
 9999 Hot Desert Road, Scottsdale, AZ 85250  
**Rockstar University** | Fighting For Every Student  
[www.rockstaruniversity.com](http://www.rockstaruniversity.com)

***If you are inquiring about the receipt of your official transcript and you have sent through parchment.com, you can logon to your parchment account to check the delivery status in real time.***

## LETTERS TO FEEDER SCHOOLS

Increasing the adoption of electronic transcripts being sent from your feeder schools will continue to improve efficiencies in your office. While some of your feeder schools may already be part of the Parchment network, others may not. To communicate with those out of network schools, consider mailing a letter or sending an email. Below is an example of a Parchment Out of Network Feeder School Letter:

Dear <<Principal or Counselor>>,

<<NAME OF UNIVERSITY>> has partnered with Parchment to receive student transcripts electronically. We encourage you to register with Parchment to securely send electronic admissions documents to schools like ours. Sending documents electronically with Parchment is a free service for your school and we believe it will streamline admissions processes and provide a better student, parent and alumni experience.

For <<NAME OF UNIVERSITY>>, Parchment helps us to accomplish the following:

- Automate the transcript upload process into our student information system
- Provide end-to-end tracking for students requesting admission
- Saves on staff time and helps to optimize our work load
- Self-service request for your students, including an online portal with end-to-end tracking allowing students to have access to the status of their request 24/7
- Automated sending to any institution in the world, in whatever format they prefer (image, data, paper)

Registration with Parchment is very simple to set up and implement. I would be happy to introduce you to my Parchment contact if you are interested in learning more. Also, if you're interested in learning a bit more on your own, they have an easy to navigate website with more information, <http://exchange.parchment.com/k12-2/>.

Thank you for your contributions to our community.

Sincerely,

<<SIGNATURE>>

Download a customizable letter for out of network feeder schools by [clicking here](#).



## A Sample Communication Strategy.

Let's work together to create the right communications strategy to help you reach your key audiences. The Parchment Communications 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 audiences
- Determine communication vehicles to reach target audiences
- Prepare messaging that supports university brand/reputation
- Create/engage social media accounts
- Identify seasonal messages (Back to School, Graduation, etc.)

### Launch (2 months)

- Activate through earned media and controlled assets (social media channels, website, blog, school newsletter, alumni newsletter, etc.)
- Leverage internal influencer relationships (Student Life Office, etc.)
- Leverage external influencer relationships (Feeder Schools)

### On-Going Communication

- Seasonal messages
- Milestones
- Reminders (Features, Functionality, Simplicity, Empowerment)
- Alumni Testimonials
- Student Survey

## QUESTIONS ABOUT THE PARCHMENT SYSTEM?

You can now see the various ways that other admissions offices are communicating with their students, parents and staff 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.

## 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 or you can always reach out to your designated Account Executive.

