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Catchy	
Direct	

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*[Supporting Student Conversations with SSC](#)*

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# Worksheet: Student Communications Audit

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## Purpose of the Tool

1. Identify the purpose of the message. What is it meant to teach the student or get them to do?

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2. Assess readability by copying and pasting the message into the Gunning-Fog Index online tool: [www.gunning-fog-index.com](http://www.gunning-fog-index.com). Then fill in the following information.

Recommended score: 10 or lower

Recommended number: <200 words

Recommended number: <20 words

3. Use the rubric below to assess the effectiveness of the message's copy.

4. Identify jargon in the message (words of three or more syllables that someone outside of higher education might not know). Translate jargon into plain-speak explanations.

Jargon	Translation
e.g., Prerequisite	e.g., a course you must complete before X

### Word Bank: Common Higher Education Jargon

prerequisite      bursar  
disbursement      deficit  
subsidized      registrar  
  
probation  
academic standing

## Worksheet: Student Communications Audit (cont.)

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5. *Based on the audit you just completed, revise the message by removing passive voice, appealing to*

# Email Templates

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Student Seeking Admission iv f2 275.9Tm[(H)4i)-14 3]TJE f21dn

3.7 and above.

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Please use the link below on or before Wednesday, October 22, to schedule an appointment during the week of October 27.

