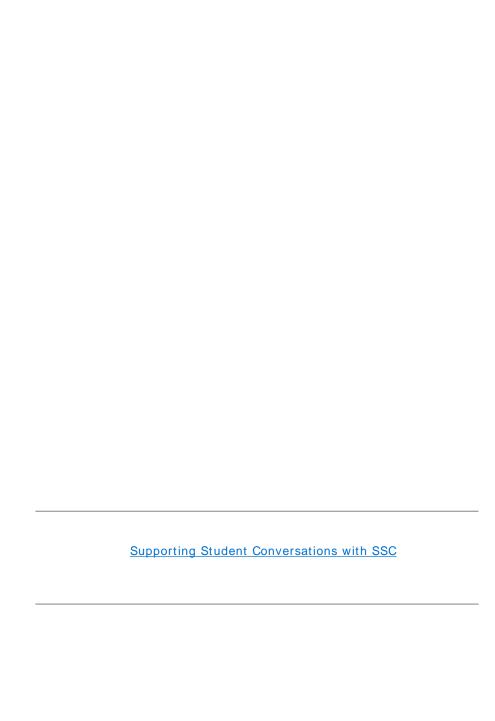




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## Worksheet: Student Communications Audit

Purpose of the Tool

1. Identify the purpose	of the message.	What is it mean	t to teach the stu	dent or get them to do?

2. Assess readability by copying and pasting the message into the Gunning-Fog Index online tool: <a href="https://www.gunning-fog-index.com">www.gunning-fog-index.com</a>. 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

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.)

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

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## **Email Templates**

Student Seeking Admission iv f2 275.9Tm(H)(i)-1();]TJE f21dn

3.7 and above.

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

? eab.com