**University of North Carolina Admissions Department**

Interoffice Memorandum

**To** Employees of the Admissions Department

**From** Blaine Killen, Dean of Admissions

**Date** January 25th, 2007

**Subject** Grade Request Email Error and Responding to Inquiries

Our mid-semester grade request emails that were intended for our early decision students further congratulating them on their acceptance were sent to normal decision prospective students not yet admitted.

**The Situation**

As you all may or may not know, last Tuesday two employees from our department accidentally sent out an email to 2,700 prospective freshmen that further congratulated them on their admission into our program. These applicants had not yet been admitted to our program, and they were supposed to receive our admittance decisions in March. The email gave these students false knowledge about their admission status, and prematurely reduced some of the stresses that are experienced during the admissions process. This email was intended to request mid-semester grades from our early decision students that have already been admitted.

**The Resolution**

Our school's director of undergraduate admissions, Stephen Farmer, said this in a news release yesterday, "We deeply regret this disappointment, which we know is compounded by the stress and anxiety that students experience as a result of the admissions process." We have sent follow-up emails apologizing for our errors to all students, parents or legal guardians, and admission counselors that were directly involved. We understand that this was an honest mistake, and are working to resolve confusion for any one involved.

**Responding to Inquiries**

When a concerned parent calls, please respond in the following way

* Apologize for any confusions that our email has caused
* Inform them that their child is still considered for admission, and our official admittance decision will be emailed to them in March
* Answer any questions they have with a comforting and apologetic tone
* Thank them for their interest in pursuing higher education at UNC, and that we are excited for their child’s academic future even if they don’t attend the university