



Dear [insert name]:

Thank you for your interest in **Xavier University of Louisiana**—a school of **national distinction**. In New Orleans, XULA is known as the Emerald City because of the green roof tops. You will be part of a unique **student life** experience. Come as you are, and **LEAVE READY**—for wherever your passions take you. **Apply now.**

Hope to see you soon,

Jazmane N. Brown
Assistant Vice President for Enrollment Management

1 Drexel Drive | New Orleans, LA 70125 | 504.520.7411 | xula.edu

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1. Nurture Email R+ 48

Subject Line: The Emerald City Awaits

DESTINATION FOR UNDERLINED LINKS ABOVE

1. <http://xula.edu/>
2. <http://www.xula.edu/mediarelations/quickfacts.html>
3. <http://www.xula.edu/student-life/index.html>
4. <http://xula.edu/admissions/applicationinfo.html#>



Hi, [insert name],

Xavier University of Louisiana creates a vibrant and engaging experience. While your **academics** are important, so is having fun. **It happens** at Xavier. Be part of our community—**apply** today.

Jazmane N. Brown
Assistant Vice President for Enrollment Management

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2. Nurture Email R + 10 Days

Subject Line: Job Opportunities for You

DESTINATION FOR UNDERLINED LINKS ABOVE

1. <http://xula.edu/>
2. <http://xula.edu/cas/undergradprograms.html>
3. <http://www.xula.edu/academics/index.html>
4. <http://xula.edu/admissions/applicationinfo.html#>



Hey, [Insert Name]!

Did you know that The Learning Channel's **Home Made Simple** show is hosted by a Xavier alumna? That's right. XULA prepares you to **LEAVE READY** to do anything you can imagine.



We are **affordable**, offer **excellent career services**, and **Greek Life**. Learn more about how we will prepare you to live the life of your dreams—**apply** or plan a **visit**, now.

Jazmane N. Brown
Assistant Vice President for Enrollment Management

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3. Nurture Email R + 17 Days

Subject Line: Be a National TV Star

DESTINATION FOR UNDERLINED LINKS ABOVE

1. <http://www.xula.edu/financial-aid/index.html>
2. <http://www.xula.edu/career-services/Car%20Maj%20Pages/index.html>
3. <http://www.xula.edu/student-life/greeklife/index.html>
4. <http://www.xula.edu/admissions/applicationinfo.html>
5. <http://www.xula.edu/admissions/campustour.html>