

From: Lavoie, Amy [/O=HARVARD-FAS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=AALAVOIE]
Sent: Thursday, October 31, 2013 3:15:04 PM
To: Fitzsimmons, William; McGrath, Marlyn; Donahue, Sally; Waters, Vaughn; Hewitt, Perry; Neal, Jeff A.; Banks, Roger; Ortiz, Lucerito; Ray, Tia; Kim, Charlene; Howrigan, Kaitlin; Bowman, Pharen; Yong, Elizabeth
Subject: Search, Video & UMRP Email Reports
Attachments: Fall2013_email_report_search_10302013.pdf;
UMRP_Fall2013_email_report_search_10302013.pdf

Dear all,

Attached, please find reports on the Search Letter, Video and UMRP emails that were sent in late September and in October. As you know, this was the first year we sent via email to our complete search list and we should take note of these numbers as we benchmark for our social media strategy.

A few takeaways:

- Open rates are strong overall but this is a moving target. We don't have an open rate to compare for the search letter, but the UMRP open rates are slightly down from the summer. The average open rate for the 6/26 mailing was 45% and the 10/1 mailing was 38.3%. Industry standard open rates for education are 36.1%. One possible reason is that Gmail introduced their mobile tabbed interface between the two mailings.
- 7,177 of the 103,793 emails for the search mailing either bounced or were suppressed because they previously bounced. This is 6.91% of our search contacts. This is on the high side, and is dependent on the data we get from the lists.
- Our unsubscribes and abuse rates remain low. For the search letter, it was .03 and .004%. Industry standards are .129 and .028%. For the Search Letter and Video mailings, I uploaded previous opt-outs to unsubscribe from the new list before sending.

Open rates are dependent on the pictures in the email loading, so we may want to think about how we are using images and encouraging users to click to see images. Our current messages are text heavy, so users may read but not download the images. As we expand our email strategy we should be A/B testing to assess the effects of images, text, subject lines on open rate and click through rate.

Please let me know if you have questions about the reports and I am glad to discuss further.

Thanks,
Amy

Search Email Letter

Subject: Consider Applying to Harvard
September 26, 2013

Contacts: 103,793
Sent: 101,176
Received: 98,896
Hard Bounces: 1,989
Soft Bounces: 291

Unique Open Rate: 26.87%
Unique Opens: 26,574
Gross Opens: 59,992

Click Rate: 3.7%
Unique Clicks: 3,664
Gross Clicks: 7,867

Unsubscribes: 306
Abuse complaints: 40

Top Domains

Gmail: 39.8%
Yahoo: 20.4%
Hotmail: 6.53%

Top Links:

Application Process: 14.55%
Fee Waiver: 12.25%
COFHE: 10.12%
Net Price Calculator: 11.17%
Ivy League: 8.69%

*Note that this mailing went into spam
for Gmail users.

HARVARD COLLEGE
Admissions & Financial Aid

Dear %%FIRST_NAME%%,

We are writing to you once again to encourage you to consider [Harvard College](#). We also hope you will think about applying to other colleges as well, colleges that – like Harvard – have high graduation rates, generous financial aid, and application fee-waiver policies that allow students from modest income backgrounds to apply to multiple colleges.

Your strong grades and standardized test scores indicate to us that Harvard and other selective institutions may be possibilities for you. As we noted in our previous letter, admission to such colleges is competitive. Nevertheless we believe that you would do well to consider applying to [Ivy League](#) [colleges](#), colleges that comprise the [Ivy League](#) [group](#), and other outstanding public and private colleges.

Your family and your guidance counselor can offer further advice, and there is much information available on [our website](#), the websites of other colleges, and in the many helpful guidebooks available at your school or local library.

Your chances of graduating from college may be even better at a more rigorous institution because of greater resources for advising and other sources of support. Too many of our nation's outstanding students, particularly those from modest economic backgrounds, fail to attend college or do not consider selective colleges where their chances of graduation and success might be better.

Regardless of your economic background, we hope you will consider Harvard and other selective institutions. Our website [provides tips](#) on how to apply to college – and if financial aid is an issue, please read the information to the right about our financial aid program. If the application fee presents a

Affording Your
Education [237 / 3.06%]

Harvard's commitment to financial aid [has increased](#) dramatically in recent years. Students with annual family incomes under \$65,000 and typical assets – now 20% of Harvard – pay nothing. If you believe your family's income is in this range and you want more information, please email us at college@fas.harvard.edu. Those with incomes from \$65,000 to \$150,000 and typical assets pay 0-10% of their annual income. Students who work during the academic year 10-12 hours per week and are able to contribute money from summer jobs do not need to take out loans.

Our easy-to-use on-line [Net Price Calculator](#) demonstrates Harvard's affordability to families planning for college. Harvard costs the same or less for 90% of American families compared to public universities in students' home states.

Harvard's graduation rate remains as high as ever – about 98%. Need-based financial grants average

Search Email Letter, Gmail Resend
Subject: Consider Applying to Harvard
 September 26, 2013

Contacts: 40,818
 Sent: 39,691
 Received: 39,691
 Hard Bounces: 0
 Soft Bounces: 0

Unique Open Rate: 35.34%
 Unique Opens: 14,025
 Gross Opens: 25,447

Click Rate: 5.58%
 Unique Clicks: 2,215
 Gross Clicks: 2,974

Unsubscribes: 182
 Abuse complaints: 0

Top Domains
 Gmail: 100%

Top Links:
 Fee Waiver: 19.2%
 Application Process: 17.51%%
 COFHE: 15.79%
 Ivy League: 12.76%
 Application Tips: 11.52%



Dear %%FIRST_NAME%%,

We are writing to you once again to encourage you to consider [applying to Harvard](#) [509 / 17.51%]. We also hope you will think about applying to other colleges as well, colleges that – like Harvard – have high graduation rates, generous financial aid, and application fee-waiver policies that allow students from modest income backgrounds to apply to multiple colleges.

Your strong grades and standardized test scores indicate to us that Harvard and other selective institutions may be possibilities for you. As we noted in our previous letter, admission to such colleges is competitive. Nevertheless we believe that you would do well to consider applying to [Ivy League](#) [371 / 12.76%] colleges that comprise the [American Ivy League](#) [459 / 15.73%] group, and other outstanding public and private colleges.

Your family and your guidance counselor can offer further advice, and there is much information available on [Harvard's website](#) [164 / 5.33%], the websites of other colleges, and in the many helpful guidebooks available at your school or local library.

Your chances of graduating from college may be even better at a more rigorous institution because of greater resources for advising and other sources of support. Too many of our nation's outstanding students, particularly those from modest economic backgrounds, fail to attend college or do not consider selective colleges where their chances of graduation and success might be better.

Regardless of your economic background, we hope you will consider Harvard and other selective institutions. Our website [provides tips](#) [300 / 11.62%] on how

[14 / 0.48%] Affording Your Education [14 / 0.48%]

Harvard's commitment to [financial aid](#) [25 / 0.86%] has increased dramatically in recent years. Students with annual family incomes under \$5,000 and typical assets – now 20% of Harvard – pay nothing. If you believe your family's income is in this range and you want more information, please email us at [college@fas.harvard.edu](#). Those with incomes from \$5,000 to \$150,000 and typical assets pay 0-10% of their annual income. Students who work during the academic year 10-12 hours per week and are able to contribute money from summer jobs do not need to take out loans.

Our easy-to-use on-line [Financial Aid Calculator](#) [261 / 8.98%] demonstrates Harvard's affordability to families planning for college. Harvard costs the same or less for 90% of American families compared

Video and Website Announcement
Subject: See the New Harvard
Admissions Video

Sent October 28, 2013

Contacts: 101,742
 Sent: 97,163
 Received: 96,930
 Hard Bounces: 98
 Soft Bounces: 145

Unique Open Rate: 29.65%
 Unique Opens: 28,746
 Gross Opens: 45,682

Click Rate: 4.75%
 Unique Clicks: 4,607
 Gross Clicks: 6,823

Unsubscribes: 400
 Abuse complaints: 22

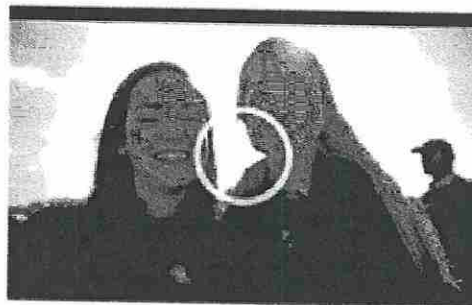
Top Domains

Gmail: 40.05%
 Yahoo: 20.57%
 Hotmail: 6.55%

Top Links:

Video (Banner): 66.98%
 Video (text): 8.85%
 Apply: 7.52%
 Admissions website: 7.07%
 Universal App: 4.84%
 Common App: 2.49%

HARVARD COLLEGE
 Admissions & Financial Aid



DISCOVER YOUR HARVARD

[4443 / 66.98%]

Watch the [new video \[587 / 8.85%\]](#) from Harvard College Admissions and Financial Aid, and experience undergraduate life at Harvard through the people who know it and love it!

Our newly relaunched [website \[469 / 7.07%\]](#) has everything you need to [apply to Harvard \[499 / 7.52%\]](#). Our application deadlines are November 1 for Early Action and

January 1 for Regular Action. Remember, we accept both the [Common Application \[166 / 2.49%\]](#) and the [Universal Application \[327 / 4.84%\]](#).

[\[77 / 1.16%\]](#)

[\[64 / 0.96%\]](#)

[Yes \[8 / 0.12%\]](#)

This email was sent to you from college@fas.harvard.edu

Office of Admissions & Financial Aid
 Harvard College
 36 Brattle Street
 Cambridge, MA 02138

Unsubscribe from future communications

Fall 2013 UMRP Search Emails

Sent October 1, 2013

African-American Division

Redacted

Contacts: 6,245
Sent: 5,855
Received: 5,836
Hard Bounces: 4
Soft Bounces: 15

Unique Open Rate: 36.51%
Unique Opens: 2,131
Gross Opens: 4,598

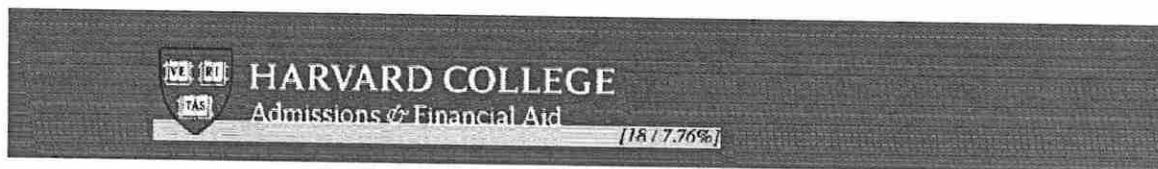
Click Rate: 2.98%
Unique Clicks: 174
Gross Clicks: 239

Top Domains

Gmail: 34.94%
Yahoo: 29.58%
AOL: 6.11%

Top Links:

Learn more about UMRP: 45.69%
Admissions website (body) 43.97%
Admissions website (header) 7.76%
Harvard.edu 2.59%



Dear %%NAME_FIRST%%,

My name is **Red** and I currently am a sophomore at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

I wanted to reach out to you to let you know that I am available to answer any questions you may have about applying to or attending Harvard College. You can contact me via e-mail: umrp@fas.harvard.edu; phone: (617) 495-1614; or at the following postal address: Harvard College Undergraduate Minority Recruitment Program, 85 Brattle Street, Cambridge, MA 02138.

I encourage you to visit the Harvard Admissions Office website at

admissions.college.harvard.edu (102 / 43.97%), and to [learn more about the UMRP](#) (106 / 45.69%).

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted
PII/SPI

Undergraduate Minority Recruitment Program
umrp@fas.harvard.edu

African-American DivisionRedacted:
PII/SPI

Contacts: 6,247

Sent: 5,830

Received: 5,828

Hard Bounces: 4

Soft Bounces: 8

Open Rate: 38.37%

Unique Opens: 2,236

Gross Opens: 4,987

Click Rate: 3.72%

Unique Clicks: 217

Gross Clicks: 321

Top Domains

Gmail: 34.45%

Yahoo: 30.68%

AOL: 6.59%

Top Links:

Learn more about UMRP: 41.4%

Admissions website (body) 38.22%

Admissions website (header) 13.38%

Harvard.edu 7.01%

**HARVARD COLLEGE**
Admissions & Financial Aid

[42 / 13.38%]

Dear %%NAME_FIRST%%,

My name is **Reda** and I currently am a sophomore at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

I wanted to reach out to you to let you know that I am available to answer any questions you may have about applying to or attending Harvard College. You can contact me via e-mail: umrp@fas.harvard.edu; phone: (617) 495-1514; or at the following postal address: Harvard College Undergraduate Minority Recruitment Program, 86 Brattle Street, Cambridge, MA 02138.

I encourage you to visit the Harvard Admissions Office website at

admissions.college.harvard.edu/120/36.22%, and to learnmoreabouttheumrp/30/41.4%.

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted:
PII/SPI

Undergraduate Minority Recruitment Program
umrp@fas.harvard.edu

Asian-American Division

Redacted:

Contacts: 8,293

Sent: 8,020

Received: 8,017

Hard Bounces: 1

Soft Bounces: 13

Open Rate: 45.35%

Unique Opens: 3,636

Gross Opens: 7,372

Click Rate: 3.6%

Unique Clicks: 289

Gross Clicks: 369

Top Domains

Gmail: 54.17%

Yahoo: 22.39%

Hotmail: 6.82%

Top Links:

Learn more about UMRP: 55.15%

Admissions website (body) 41.09%

Admissions website (header) 9.03%

Harvard.edu 4.26%



HARVARD COLLEGE

Admissions & Financial Aid

[35 / 9.75%]

Dear %%NAME_FIRST%%,

My name is Reda and I currently am a sophomore at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

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I encourage you to visit the Harvard Admissions Office website at

admissions.college.harvard.edu #15 / 22.03%, and to comproadmission@fas.harvard.edu #08 / 55.55%.

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted:

Undergraduate Minority Recruitment Program

umrp@fas.harvard.edu

Asian-American Division

Redacted:

Contacts: 8,284

Sent: 8,086

Received: 8,073

Hard Bounces: 1

Soft Bounces: 13

Open Rate: 43.23%

Unique Opens: 3,490

Gross Opens: 7,251

Click Rate: 3.46%

Unique Clicks: 279

Gross Clicks: 341

Top Domains

Gmail: 54.19%

Yahoo: 22.43%

Hotmail: 6.26%

Top Links:

Learn more about UMRP: 57.44%

Admissions website (body) 30.65%

Admissions website (header) 9.82%

Harvard.edu 2.08%



HARVARD COLLEGE

Admissions & Financial Aid

[33 / 9.82%]

Dear %%NAME_FIRST%%,

My name is **Re** and I currently am a sophomore at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

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I encourage you to visit the Harvard Admissions Office website at

admissions.college.harvard.edu/103/30.65%, and to [learn more about the UMRP: 57.44%](#).

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted:
PII/SPI

Undergraduate Minority Recruitment Program

umrp@fas.harvard.edu

Latino Division

Redacted:
PII/SPI

Contacts: 10,328
Sent: 9,816
Received: 9,793
Hard Bounces: 1
Soft Bounces: 22

Open Rate: 40.8%
Unique Opens: 3,996
Gross Opens: 8,494

Click Rate: 2.53%
Unique Clicks: 248
Gross Clicks: 417

Top Domains

Gmail: 35.95%
Yahoo: 21.94%
Hotmail: 9.69%

Top Links:

Admissions website (body) 38.86%
Learn more about UMRP: 37.62%
Admissions website (header) 14.6%
Harvard.edu 8.91%

**HARVARD COLLEGE**

Admissions & Financial Aid

(59 / 14.6%)

Dear %%NAME_FIRST%%,

My name is Redacted and I currently am a sophomore at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

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I encourage you to visit the Harvard Admissions Office website at

admissions.college.harvard.edu (157 / 38.86%), and to [learn more about the UMRP](#) (152 / 37.62%).

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted:
PII/SPI

Undergraduate Minority Recruitment Program
umrp@fas.harvard.edu

Latino Division**Redacted**

Contacts: 10,342

Sent: 9,805

Received: 9,775

Hard Bounces: 1

Soft Bounces: 29

Open Rate: 40.1%

Unique Opens: 3,920

Gross Opens: 7,993

Click Rate: 2.79%

Unique Clicks: 273

Gross Clicks: 479

Top Domains

Gmail: 35.06%

Yahoo: 22.89%

Hotmail: 10.41%

Top Links:

Learn more about UMRP: 41.67%

Admissions website (body) 36.54%

Admissions website (header) 12.82%

Harvard.edu 8.97%

**HARVARD COLLEGE**

Admissions & Financial Aid

[60 / 12.82%]

Dear %%NAME_FIRST%%,

My name is **Redacted** and I currently am a sophomore at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

I wanted to reach out to you to let you know that I am available to answer any questions you may have about applying to or attending Harvard College. You can contact me via e-mail: umrp@fas.harvard.edu; phone: (617) 495-1514; or at the following postal address: Harvard College Undergraduate Minority Recruitment Program, 86 Brattle Street, Cambridge, MA 02138.

I encourage you to visit the Harvard Admissions Office website at

admissions.college.harvard.edu [17 / 36.54%], and to [learn more about the UMRP](#) [195 / 41.67%].

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted.
PII/SPI

Undergraduate Minority Recruitment Program

umrp@fas.harvard.edu

Mexican-American Division**Redacted:**

Contacts: 4,998

Sent: 4,662

Received: 9,775

Hard Bounces: 1

Soft Bounces: 18

Open Rate: 36.79%

Unique Opens: 1,708

Gross Opens: 3,523

Click Rate: 2.28%

Unique Clicks: 106

Gross Clicks: 249

Top Domains

Gmail: 33.44%

Yahoo: 29.28%

Hotmail: 9.74%

Top Links:

Admissions website (body) 38.52%

Learn more about UMRP: 32.79%

Admissions website (header) 16.39%

Harvard.edu 12.3%

**HARVARD COLLEGE**

Admissions & Financial Aid

[40 / 16.39%]

Dear %%NAME_FIRST%%,

My name is **Reda** and I currently am a senior at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

I wanted to reach out to you to let you know that I am available to answer any questions you may have about applying to or attending Harvard College. You can contact me via e-mail: umrp@fas.harvard.edu; phone: (617) 495-1514; or at the following postal address: Harvard College Undergraduate Minority Recruitment Program, 86 Brattle Street, Cambridge, MA 02138.

I encourage you to visit the Harvard Admissions Office website at admissions.college.harvard.edu [94 / 38.52%], and to [learn more about the UMRP](#) [80 / 32.79%].

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted:

Undergraduate Minority Recruitment Program
umrp@fas.harvard.edu

Mexican-American Division

Redacted:
PII/SPI

Contacts: 4,995

Sent: 4,667

Received: 4,621

Hard Bounces: 1

Soft Bounces: 15

Open Rate: 37.94%

Unique Opens: 1,753

Gross Opens: 3,698

Click Rate: 2.81%

Unique Clicks: 130

Gross Clicks: 210

Top Domains

Gmail: 34.63%

Yahoo: 29.93%

Hotmail: 9.25%

Top Links:

Admissions website (body) 45.00%

Learn more about UMRP: 39.50%

Admissions website (header) 9.0%

Harvard.edu 6.5%



HARVARD COLLEGE

Admissions & Financial Aid

[18 / 9.0%]

Dear %%NAME_FIRST%%,

My name is Redacted and I currently am a junior at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

I wanted to reach out to you to let you know that I am available to answer any questions you may have about applying to or attending Harvard College. You can contact me via e-mail: umrp@fas.harvard.edu; phone: (617) 495-1514; or at the following postal address: Harvard College Undergraduate Minority Recruitment Program, 86 Brattle Street, Cambridge, MA 02138.

I encourage you to visit the Harvard Admissions Office website at admissions.college.harvard.edu (9.0 / 45.0%), and to [learn more about the UMRP \(39.5%\)](#).

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted:
PII/SPI

Undergraduate Minority Recruitment Program
umrp@fas.harvard.edu

Native-American Division**Redacted:**

Contacts: 1,016

Sent: 960

Received: 952

Hard Bounces: 2

Soft Bounces: 6

Open Rate: 35.5%

Unique Opens: 338

Gross Opens: 656

Click Rate: 2.42%

Unique Clicks: 23

Gross Clicks: 29

Top Domains

Gmail: 35.1%

Yahoo: 23.85%

AOL: 5.1%

Top Links:

Learn more about UMRP: 60.71%

Admissions website (body) 28.57%

Admissions website (header) 7.14%

Harvard.edu 3.57%

**HARVARD COLLEGE**

Admissions & Financial Aid

(21.7.14%)

Dear %%NAME_FIRST%%,

My name is **Redacted** and I currently am a junior at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

I wanted to reach out to you to let you know that I am available to answer any questions you may have about applying to or attending Harvard College. You can contact me via e-mail: umrp@fas.harvard.edu; phone: (617) 495-1514; or at the following postal address: Harvard College Undergraduate Minority Recruitment Program, 86 Brattle Street, Cambridge, MA 02138.

I encourage you to visit the Harvard Admissions Office website at admissions.college.harvard.edu/8/28.57%, and to [learn more about the UMRP \(60.71%\)](#).

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted:

Undergraduate Minority Recruitment Program
umrp@fas.harvard.edu

Native-American Division

Redacted:
PII/SPI

Contacts: 1,016

Sent: 934

Received: 933

Hard Bounces: 0

Soft Bounces: 1

Open Rate: 33.01%

Unique Opens: 308

Gross Opens: 572

Click Rate: 2.36%

Unique Clicks: 22

Gross Clicks: 25

Top Domains

Gmail: 35.12%

Yahoo: 21.31%

Hotmail: 7.39%

Top Links:

Learn more about UMRP: 50.00%

Admissions website (body) 37.5%

Admissions website (header) 12.5%

Harvard.edu 0%



Dear %%NAME_FIRST%%,

My name is **Redac** and I currently am a junior at Harvard College. I'm writing on behalf of the Undergraduate Minority Recruitment Program (UMRP), and we work in collaboration with the Admissions Office to encourage promising students to consider Harvard in their college selection process.

Harvard students represent a wide array of personal backgrounds—racial, economic, and religious, among many others. Building a strong community in an ever more diverse society is part of what makes the Harvard experience both unique and important. Living together in a residential community dedicated to a full range of pursuits—academic, extracurricular, and social—provides the opportunity for a complete and exciting undergraduate education. I have had amazing experiences here, and I would love to share them with you!

I wanted to reach out to you to let you know that I am available to answer any questions you may have about applying to or attending Harvard College. You can contact me via e-mail: umrp@fas.harvard.edu; phone: (617) 495-1514; or at the following postal address: Harvard College Undergraduate Minority Recruitment Program, 86 Brattle Street, Cambridge, MA 02138.

I encourage you to visit the Harvard Admissions Office website at admissions.college.harvard.edu [9 / 37.5%], and to [learn more about the UMRP: 12 / 50.0%](#).

I hope you're enjoying senior year, and I look forward to hearing from you!

Sincerely,

Redacted:
PII/SPI

Undergraduate Minority Recruitment Program
umrp@fas.harvard.edu