

# Email Marketing Analysis

## Yeshiva University Digital Presence Benchmarking Study

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October 2025

## Executive Summary

This report provides a comprehensive analysis of email marketing strategies employed by Yeshiva University and its competitive institutions. The analysis covers newsletter frequency, audience segmentation, messaging tone, design consistency, and brand alignment across email campaigns targeting prospective students, current students, alumni, and donors.

### Key Findings:

- YU maintains a **monthly alumni newsletter** with consistent delivery
- Multiple audience-segmented newsletters demonstrate strategic targeting
- Newsletter frequency lags behind competitor Touro's quarterly model for specialized content
- Strong alumni base of **70,000+ worldwide** provides substantial email reach
- Personalization options allow subscribers to customize content preferences

## 1 Email Marketing Landscape - Yeshiva University

### 1.1 Newsletter Portfolio

Yeshiva University operates a multi-tiered email marketing system with distinct newsletters serving different audience segments:

#### 1.1.1 Alumni Affairs Newsletter

- **Frequency:** Monthly
- **Recent Editions:** May 2025, April 2025, March 2025, February 2025

- **Content Focus:** Alumni news, professional networking opportunities, reunions, and events
- **Distribution:** Subscribers who update contact information at alumni@yu.edu
- **Reach:** 70,000+ alumni worldwide
- **Contact:** 646.592.4490 — alumni@yu.edu

### 1.1.2 The View from YU

- **Type:** General university news newsletter
- **Audience:** All YU community members
- **Content:** University-wide announcements, achievements, and news

### 1.1.3 School-Specific Newsletters

- **Sy Syms School of Business:** Business program updates and opportunities
- **Katz School of Science and Health:** Research and academic developments
- **Personalization:** Users can select which school newsletters to receive

### 1.1.4 Donor Communications

- **Primary Channel:** Annual giving updates and campaign news
- **Contact:** 646.592.6850 — annualgiving@yu.edu
- **Featured Campaign:** "Rise Up: The Campaign for 613"

## 1.2 Email Marketing Infrastructure

### Subscription Management:

- Centralized preference center allows subscribers to customize content
- Users can opt-in/out of specific newsletter categories
- Contact information update system ensures deliverability

### Audience Segmentation:

- Alumni (70,000+ contacts)
- Current students
- Prospective students and families
- Donors and potential donors
- Faculty and staff

## 2 Competitive Email Marketing Analysis

### 2.1 Brandeis University

#### 2.1.1 Newsletter Structure

- **URCC (Undergraduate Research) Newsletter:** Quarterly distribution
- **Business Program Announcements:** Periodic event-based emails
- **Mailing List System:** Targeted opt-in for specific programs

#### 2.1.2 Strategic Observations

- Less frequent but more concentrated content delivery
- Strong program-specific targeting
- Emphasis on academic research and career preparation

### 2.2 Touro University

#### 2.2.1 Newsletter Structure

- **Alumni Newsletter:** Quarterly (Touro University California)
- **New York Medical College Alumni Connections:** Quarterly e-newsletter
- **Departmental Communications:** Monthly and quarterly by department
- **Distribution:** Office of Public Relations manages alumni communications

#### 2.2.2 Strategic Observations

- Quarterly alumni focus allows for deeper, more substantial content
- Departmental flexibility with monthly/quarterly options
- Strong emphasis on alumni professional achievements

## 3 Email Design and Brand Consistency

### 3.1 Brand Element Assessment

Based on YU's institutional branding guidelines and marketing communications resources:

#### Visual Identity:

- **Color Palette:** Light blue accents, dark/light contrast scheme
- **Logo Usage:** Yeshiva University seal and wordmark

- **Typography:** Clean, hierarchical structure consistent with website
- **Tone and Messaging:**
- **Voice:** Aspirational yet data-driven
- **Key Messaging:** "Deeply Rooted, Forward Focused"
- **Values Integration:** Emet (Truth), Adam (Human Potential), Chaim (Values), Chesed (Compassion), Tzion (Redemption)

## 4 Email Marketing Performance Indicators

### 4.1 Current Metrics Available

| Metric                      | YU Status | Notes                   |
|-----------------------------|-----------|-------------------------|
| Alumni Newsletter Frequency | Monthly   | Consistent delivery     |
| Total Alumni Reach          | 70,000+   | Worldwide distribution  |
| Donor Email Contact         | Active    | Dedicated team          |
| Newsletter Segmentation     | High      | Multiple audience types |
| Preference Customization    | Available | User-controlled         |

Table 1: Yeshiva University Email Marketing Infrastructure

## 5 Recommendations

### 5.1 Short-Term Improvements (0-3 months)

#### 1. Frequency Benchmarking:

- Consider quarterly deep-dive newsletters for alumni (following Touro model)
- Maintain monthly updates but supplement with richer quarterly content

#### 2. Content Enhancement:

- Feature more alumni success stories with professional impact
- Include data-driven achievements (97% employment rate, 92% medical school acceptance)
- Highlight "Rise Up" campaign progress and donor impact

#### 3. Design Consistency:

- Ensure all newsletters reflect updated brand guidelines
- Use consistent color palette (light blue accents, institutional colors)
- Integrate Hebrew values (Emet, Adam, Chaim, Chesed, Tzion) visually

## **5.2 Medium-Term Strategy (3-6 months)**

### **1. Prospective Student Newsletter Launch:**

- Create dedicated drip campaign for prospective students
- Frequency: Bi-weekly during recruitment season
- Content: Campus life, academic programs, success stories

### **2. Donor Engagement Series:**

- Monthly donor impact newsletters
- Campaign-specific updates for "Rise Up: The Campaign for 613"
- Personalized giving level communications

### **3. Analytics Implementation:**

- Track open rates, click-through rates, conversion rates
- A/B test subject lines and send times
- Monitor unsubscribe rates and engagement decay

## **5.3 Long-Term Vision (6-12 months)**

### **1. Marketing Automation:**

- Implement behavior-triggered email sequences
- Personalized content based on engagement history
- Lifecycle stage-specific messaging

### **2. Cross-Channel Integration:**

- Coordinate email themes with social media campaigns
- Align messaging with digital advertising initiatives
- Integrate website content with email CTAs

### **3. Competitive Positioning:**

- Differentiate from Brandeis/Touro through unique Jewish values messaging
- Emphasize NYC location and urban opportunities
- Highlight 70,000+ alumni network as key differentiator

## 6 Conclusion

Yeshiva University maintains a solid email marketing foundation with monthly alumni communications, segmented audience targeting, and personalization options. The 70,000+ alumni reach represents significant engagement potential. However, opportunities exist to enhance content depth (quarterly deep-dives), expand prospective student targeting, and better integrate brand messaging across all email touchpoints.

Competitive analysis reveals that Touro's quarterly alumni focus and Brandeis's program-specific targeting offer valuable models for content strategy evolution. By combining YU's monthly frequency with richer quarterly content and enhanced brand consistency, the university can strengthen its email marketing effectiveness across all audience segments.

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**Research Methodology:** This analysis was conducted through web research of public university communications, subscription processes, and published newsletter archives. Data collected October 2025.

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