

## COE Yield Stream

Yield – COE Email 1 – 30 days

Subject: We're holding your place in the College of Engineering



Video link: <https://www.umassd.edu/video/2016/coe-branding-final.html>

Dear {!Contact.FirstName},

Congratulations on your acceptance into UMass Dartmouth College of Engineering. At UMassD, you'll be encouraged to ask questions, seek answers, and solve complex problems. In short, you'll be prepared for your future career.

As a Tier 1 national research university, UMassD provides you with a private college educational experience and public university value. You'll find our alumni working at the most elite companies and organizations, including NASA, Lockheed Martin, Amazon Robotics, Oracle, Johnson & Johnson, Siemens Industry, Inc., and Raytheon.

You'll also find our students entering leading graduate programs at MIT, Duke, Johns Hopkins, Purdue, Princeton, University of Michigan, and UMass Dartmouth.

UMass Dartmouth will prepare you to invent your future. Reserve your spot in the Class of 2023 by making your deposit now.

RESERVE MY SPOT [Button]

Best wishes,  
Jean VanderGheynst  
Dean, College of Engineering

More questions? Please call Admissions at 508.999.8605.

Yield – COE Email 2 – 45 days  
Subject: UMassD was the right place for me



Dear {!Contact.FirstName},

Congratulations on being offered admission to my alma mater, the University of Massachusetts Dartmouth. My years at UMassD played a key role in shaping who I am today – a full-time project engineer at Environmental Partners in Quincy, MA.

Many of my UMassD professors were instrumental to my success, and helped lay the foundation for me to land a great job at Environmental Partners right after graduation. I design water distribution systems, execute water treatment studies, perform construction administration services, build water distribution system hydraulic models, and much more.

While engineering is challenging, I also had a lot of fun at UMassD! I was a trip leader for the Outdoor Club and led exciting trips like camping and whitewater rafting. I played tenor saxophone in the University Wind Ensemble, and was an Admissions Ambassador. All these activities allowed me to meet a lot of people, and make a lot of friends.

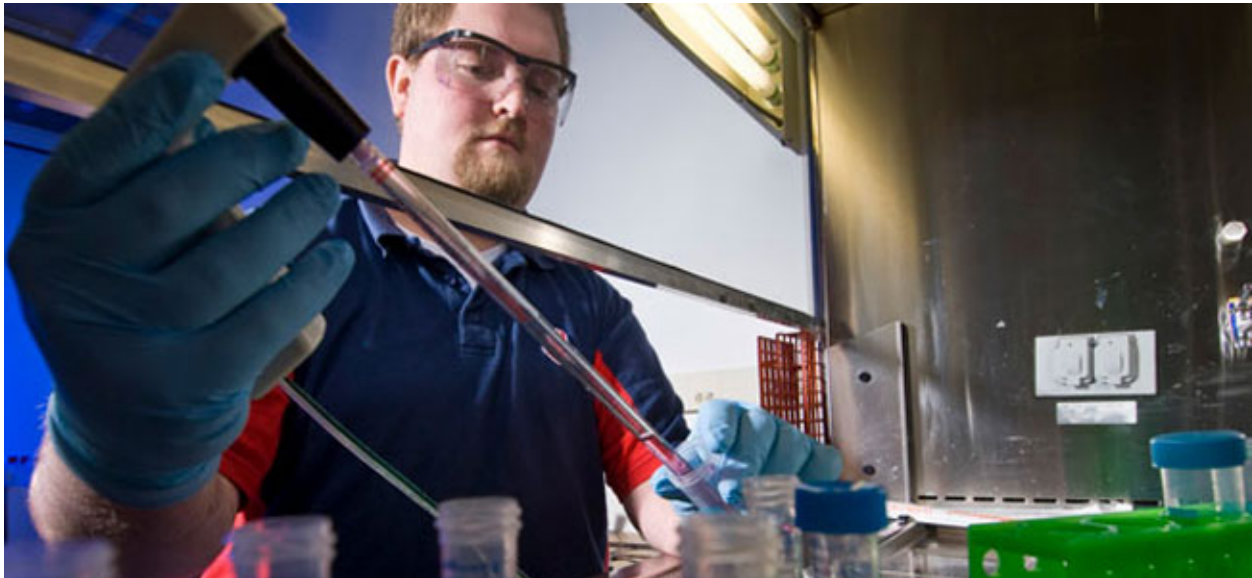
UMass Dartmouth was the right place for me. I hope you will find that it is the right spot for you as well. Congratulations on your acceptance and I wish you all the best.

JOIN THE CLASS OF 2023 [Button]

Sincerely,

Lauren Underwood  
Class of 2013, Civil Engineering  
Project Engineer, Environmental Partners

Yield – COE Email 3 – 60 days  
Subject: Engineer your education



Dear {!Contact.FirstName},

Hands-on experience is essential for every discipline. At UMassD, you will have numerous opportunities to work in teams with your classmates on challenging projects, just like in the real world.

- **Capstone project:** Seniors work on teams to solve an industry-sponsored engineering/computing problem. You will present your analysis and recommendations to the client and the public at the conclusion.
- **Internships:** We have many paid and academic internship opportunities across disciplines. The Career Center works with you to prepare your resume and practice interviewing skills.
- **Undergraduate research:** Work with faculty who are leaders in their fields. Our faculty have more than \$13 million of research funding, and they are enthusiastic about employing students during the school year and the summer.

Our graduates are very successful in landing terrific jobs or pursuing advanced degrees. Join our dynamic community and excel at UMassD. I hope to see you here at Orientation this summer.

RESERVE MY SPOT [Button]

Best wishes,

Jean VanderGheynst  
Dean, College of Engineering

Yield – COE Email 4 – 80 days

Subject: Come engineer your world at UMass Dartmouth



Video link: [https://www.umassd.edu/video/2016/college-of-engineering.html?utm\\_source=targetx&utm\\_medium=email&utm\\_campaign=COEyield3](https://www.umassd.edu/video/2016/college-of-engineering.html?utm_source=targetx&utm_medium=email&utm_campaign=COEyield3)

Dear {!Contact.FirstName},

Why choose the College of Engineering at UMass Dartmouth? You will receive a private educational experience at a public education value. In the UMassD College of Engineering that means

- You are directly advised by faculty who are leaders in their disciplines,
- You enroll in the classes you need to graduate (no waitlists!),
- You earn a degree in a sought-after discipline with little college debt,
- You receive high-touch academic support including tutoring, peer mentoring, and career development,
- You are part of a community striving to prepare the next generation of innovation leaders: more than 120 of our undergraduate students work in our college to support our teaching and research missions.

In addition to your engineering friends, you get to know people who are studying art, nursing, political science, business, and biology. You can choose among 180 student clubs and organizations. From creating animated films to student entrepreneurial competitions, from intramural sports to Engineers Without Borders, you'll find other people who share your interests and enthusiasm.

Reserve your spot in the Class of 2023 by making your deposit today.

Button: RESERVE MY SPOT

If you have any remaining questions about UMass Dartmouth or the College of Engineering, please contact Admissions at 508.999.8605. We want to help make your dreams a reality.

Best wishes,

Jean VanderGheynst  
Dean, College of Engineering

