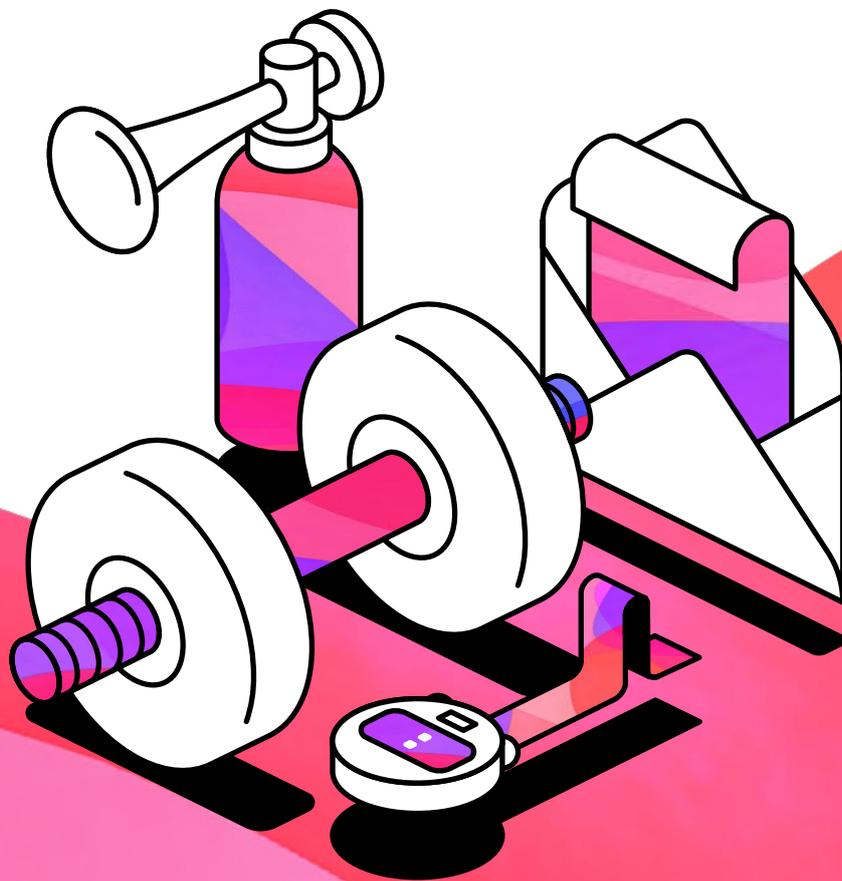




Your guide to running a student email campaign



Introduction

What's the idea?

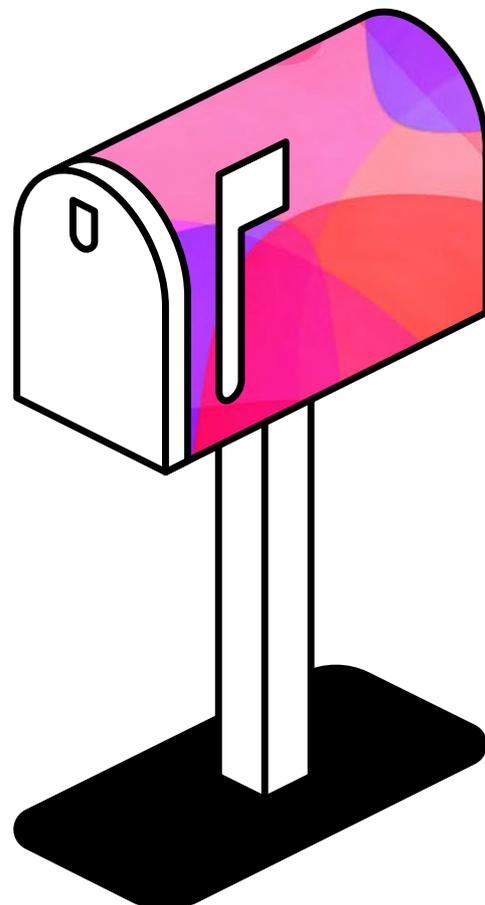
This guide is here to help you and your team run onboarding email campaigns with your students, ensuring more get signed up to Glean (and confident using it).

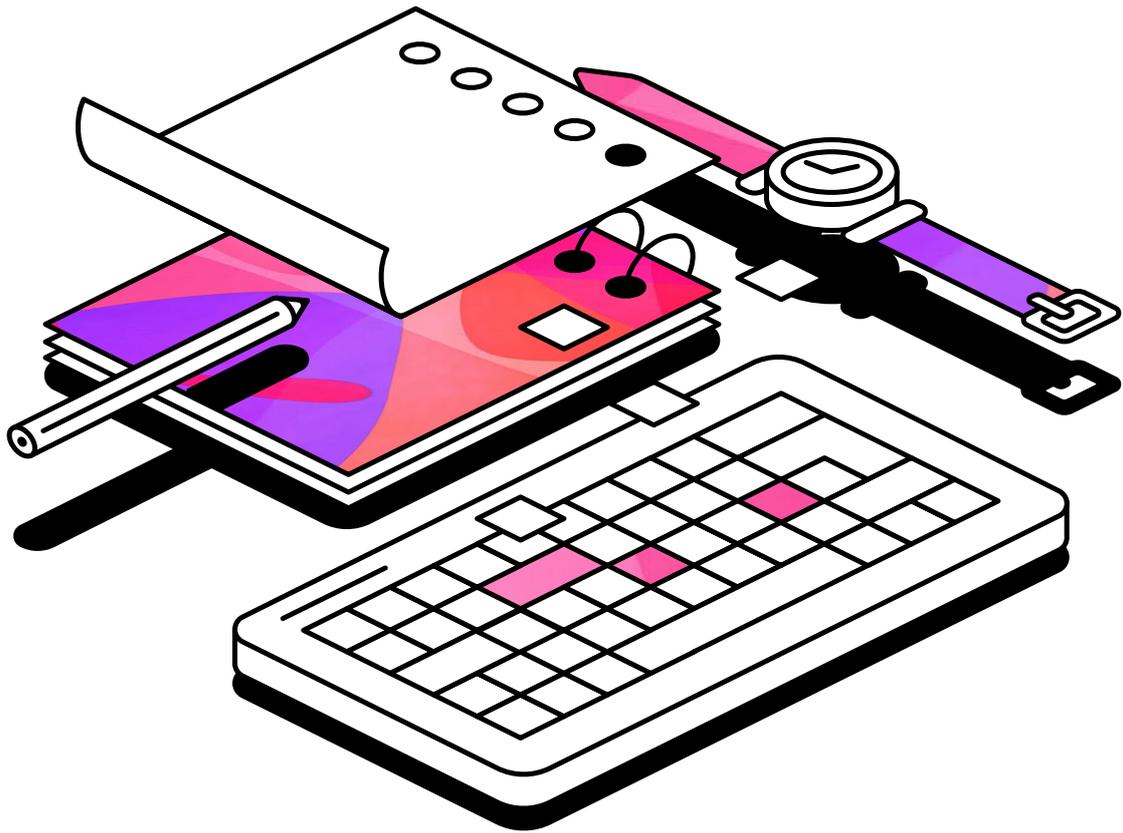
Why run a student email campaign?

Making well-timed connections with students can make a huge difference to uptake and success with Glean. By running a short email campaign, you can help give invited users a nudge in the right direction toward note taking independence.

How does it work?

We've created three email templates for you to use, and suggested dates for sending them. Simply follow the instructions to set up a winning email campaign.





Email templates

Email 1

Introducing the importance of note taking

When to send

Send seven days before you invite students to Glean.

What's it all about?

This email lists five important reasons to take notes, including the impact it can have on grades.

This will give your students (and especially ones unused to taking notes) a good grounding in the 'why' of note taking.

The image shows a collage of five email content cards. The cards are arranged in a staggered, overlapping fashion. Each card has a distinct background color and contains text and illustrations related to note-taking benefits.

- Card 1 (Top Left):** White background with a red wave graphic at the bottom. It features the Glean logo and the headline "Here's 5 reasons why note taking is important". The text below reads: "Taking notes has so many benefits for learning. We've picked out 5 that'll help you achieve more at college (and beyond)." Below this is a red and pink wave graphic.
- Card 2 (Middle Left):** White background with a pink background for the illustration. The headline is "1. Note takers get better grades". The text says: "It's official - by taking notes, you're improving your chances of hitting your grade targets. Research shows that note takers get higher grades than learners that don't, so it's a great way to get ahead!". The illustration shows a stack of books, a trophy, and a pen.
- Card 3 (Middle Right):** White background with a blue background for the illustration. The headline is "2. Taking notes helps create new connections in the brain". The text says: "One reason note taking is so good for learning is that it helps encode information into your long term memory, creating new connections in the process. Learning feeds off connections, so note taking is pure brain food!". The illustration shows a gear, a paint can, and a palette.
- Card 4 (Bottom Left):** White background with a red background for the illustration. The headline is "2. Taking notes helps Hands down - active learning beats passive learning". The text says: "When doing something active in a lecture, you're giving yourself a better chance of remembering the information later than doing nothing. It's the golden rule - active learning beats passive learning!". The illustration shows a microscope, a laptop, and a screen.
- Card 5 (Bottom Right):** White background with a pink background for the illustration. The headline is "3. Note taking is a skill for life". The text says: "If you pick up as a note taker come in real handy down the road when you start your career, being able to sort through a lot of information quickly will give you a real boost, and help you learn the skills to manage your own workload.". The illustration shows a laptop, a printer, and a smartphone.
- Card 6 (Bottom Right):** White background with a red envelope icon. The headline is "Look out for your Glean invite!". The text says: "Glean will help you take better notes and boost your learning. Your invite will arrive soon, in the meantime reach out to your Disability Services department with any questions."

Email 2

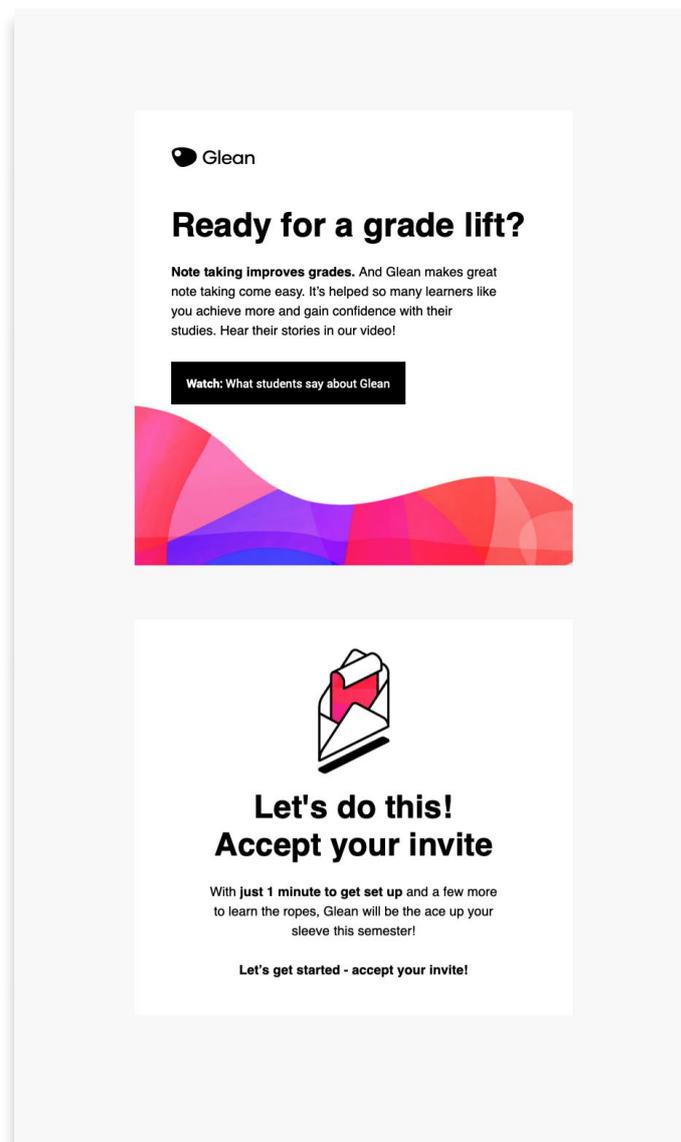
A post-invite nudge

When to send

Send this email to your students **along with their invite** to Glean.

What's it all about?

This email gives invited users a gentle nudge to accept their invitation by showcasing the impact Glean has had on learners like them.



Email 3

Offering direct support

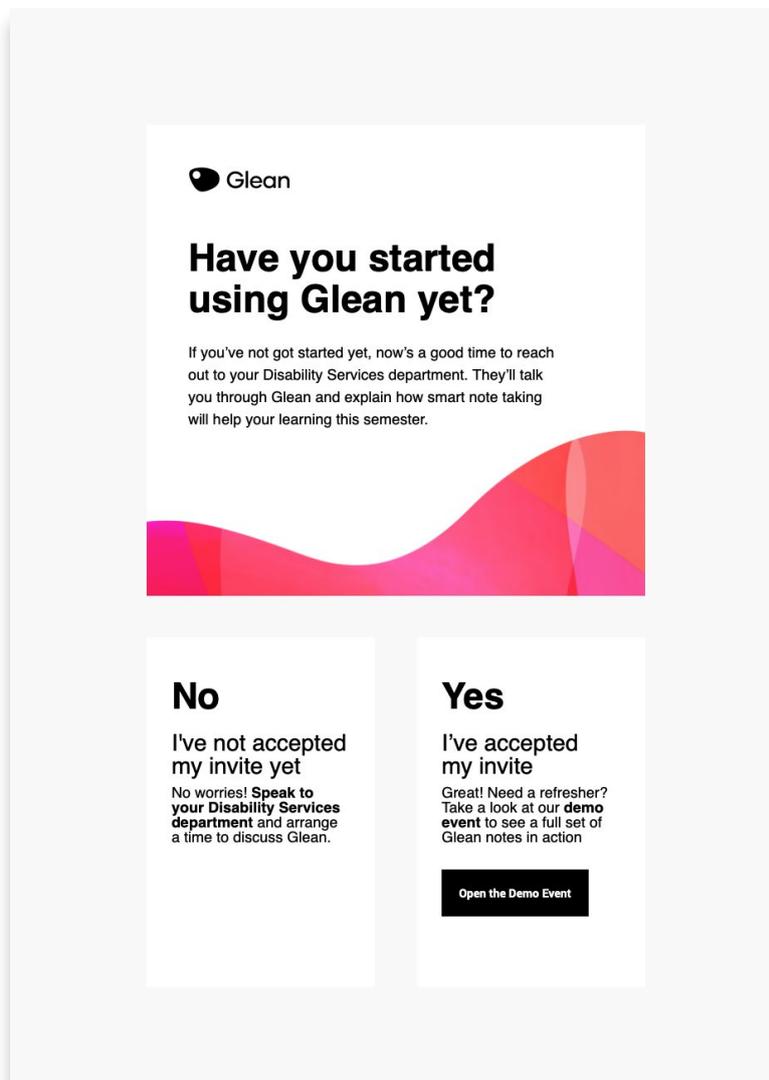
When to send

Send this email **14 days after** you've sent the initial invitation to Glean.

What's it all about?

If a student hasn't accepted their Glean invite after 14 days, there could be a number of explanations. The best route to getting them using Glean with confidence is to talk it through. This email encourages students to reach out to you and arrange a time to talk.

For those who have accepted their invite, we've included a link to Glean's demo event so they can see an effective set of notes in action.

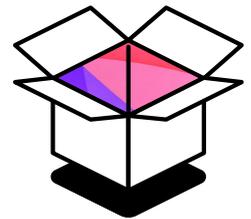


How to access and use the emails

Download the emails

Download all three emails [here](#). Simply open the .eml (Mac) or .msg (Windows) file normally and they will open using your computer's default email programme.

You may also be able to add these direct to a web based email client if you do not use a desktop application.



Request a email copy direct to your inbox

Having issues loading the .eml or .msg files? Or perhaps you'd prefer to receive these direct to your inbox ready to forward to your students?

If you complete [this form](#) a member of our team will forward you a copy of each of these emails as soon as they can.



Send a plain text version

If you'd prefer to send a more personal looking email, follow [this link](#) where you can copy paste just the text from your emails.



Help your students get started taking great notes

Contact the Customer Success Team for
more advice on getting your students
started with Glean

