

Communication Plans 2025

Student Group

Dual Credit
Dual Crdit

Suspects

Freshman Prospects

Sophomore Prospects
Sophomore Prospects

Junior Prospects
Junior Prospects
Junior Prospects

Senior & Transfer Prospects/Applicants
Senior & Transfer Prospects/Applicants
Senior & Transfer Prospects/Applicants

Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits
Freshmen Admits

Juniors, Seniors and Transfer
Juniors
Freshmen Admits
Freshmen and Transfer Admits

Postcard Name

Thank You
Finish Here

Campus Visit

Join the Family/Campus Visit

MSU Intro
MSU Reputation

MSU Brags
Parent Resources
Campus Visit

Campus Visit
Affordability/Best Value
Scholarships (one time drop)

Next Steps
President's Message
Student Life/Traditions
Residential Life
Campus Visit - Admitted Event
Best Value
Faculty/Academic Reputation
Student Life/Athletics
Health & Wellness
Outcomes/Alumni
Why I Chose MSU
Expand Your Horizons
Hands-on Learning
Next Level
Finance your Journey

Mustangs Rally event invite (one in the fall and one in the spring)
Junior Day Event
Admitted Event (2-3 events)
Orientation

****MSU will supply the creative for these postcards.**