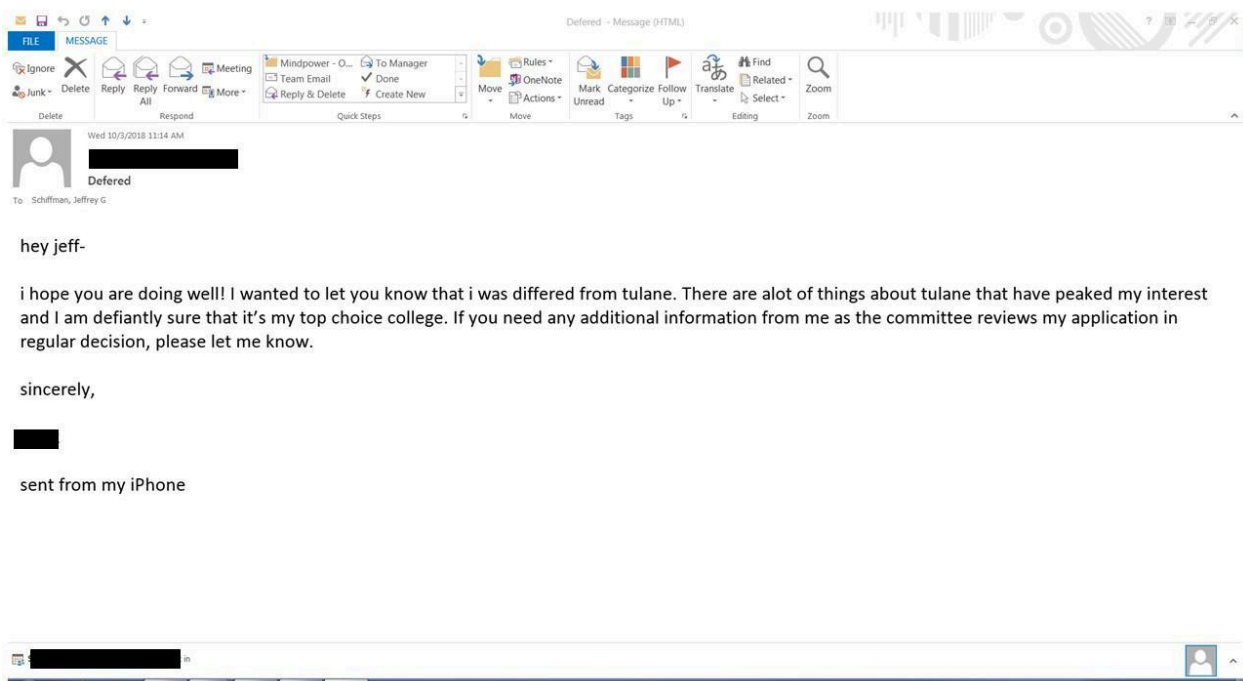


# Eight Emails Better Left Unsent

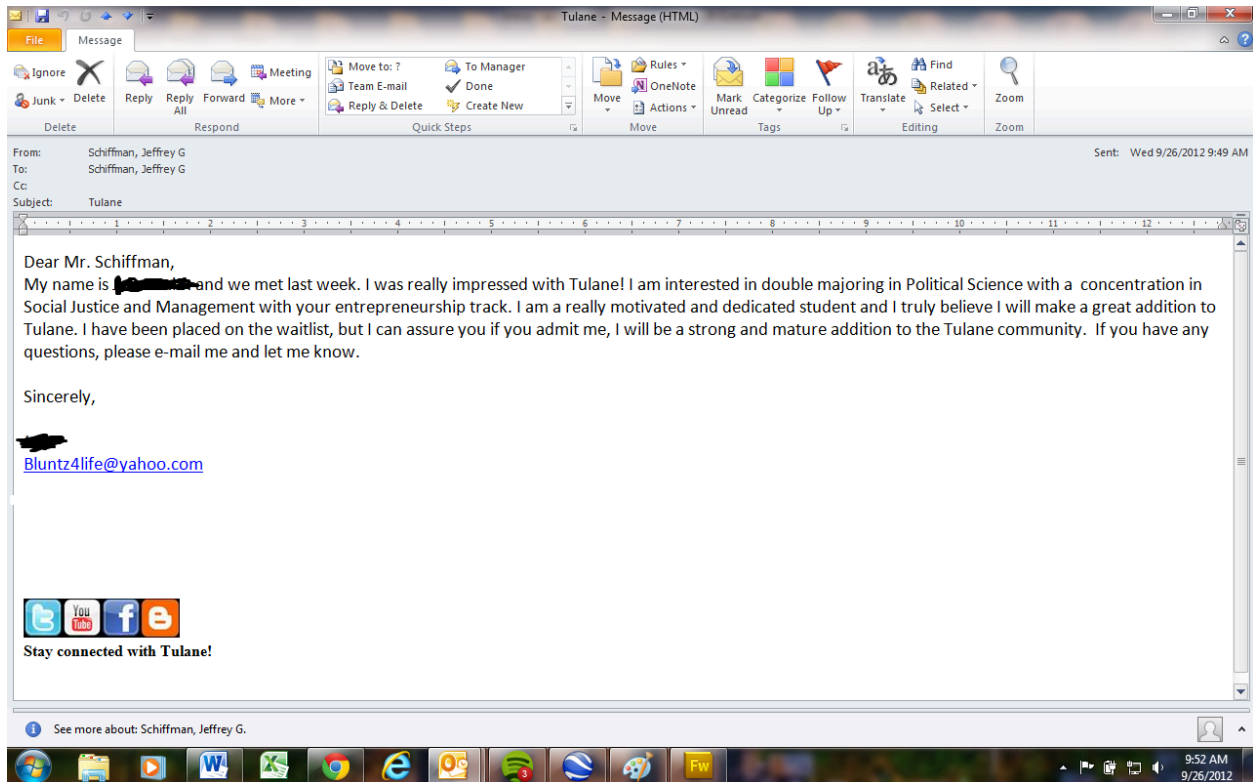
Jeff Schiffman Tulane Admission Blog March 1, 2021

I know, I know. Trying to ascertain if a college or university is a good fit for you is a lot different these days. In the absence of real life college visits, college fairs, info sessions and the like, at this point you're reliant on the virtual offerings that colleges and universities are putting out right now. Tune in to as many as you can! On top of those virtual experiences, now's also a time when we're all using email more than we usually do.

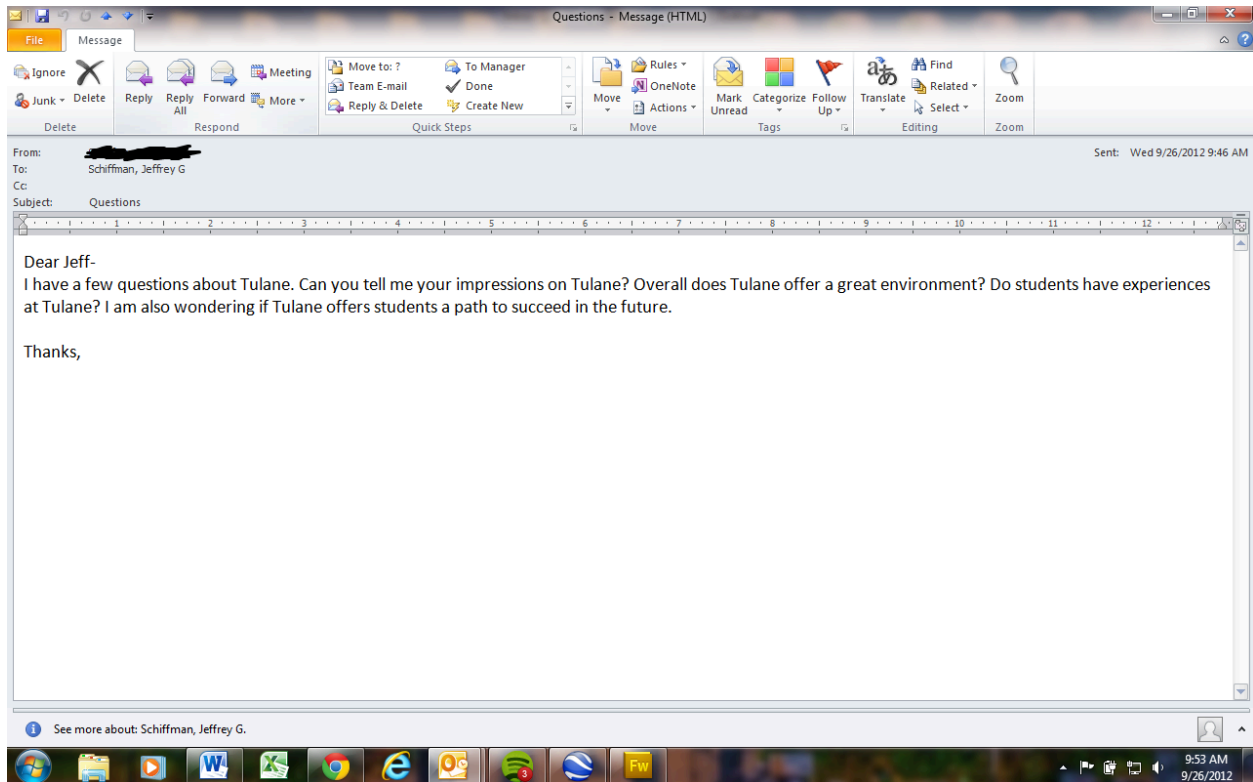
Speaking of emails, I read a lot of emails. A lot lot. Like, thousands per week. Our admission team enjoys hearing from students with your questions, your interest in Tulane and your follow-up emails; however, there are eight kinds of emails that admission officers around the country generally bemoan. In the time of coronavirus, I thought it would be a great service to you, the applicant, and to us admission officers to give you all a few tips on emails that you should not send, or at least be very wary of sending. So, here is a list of eight emails to not send to your admission officer. Hope this helps you all as you enter the application process. Selfishly, I know it will help me!



1) Take the time to communicate effectively with your admission counselor. I know it seems like a no-brainer, but "i" is a lot different than "I". When emailing with your admission counselor, take the time to write thoughtful, error-free messages. I suggest sitting down at a computer to do these. Don't treat these like text messages. In my years of getting emails from students, I can officially confirm that the two most challenging words for 17-year-olds to get right are "deferred" and "piqued." Also, here's a pro tip: always start your email to an admission staff member with "Dear Mr. or Ms. so-n-so." Then, see how they reply. I'll reply with "Sincerely, Jeff" and that's your cue that it's cool to address me as Jeff. Always take the lead from the admission rep for how formally they want to be addressed. I like to keep it casual, others may be more formal.

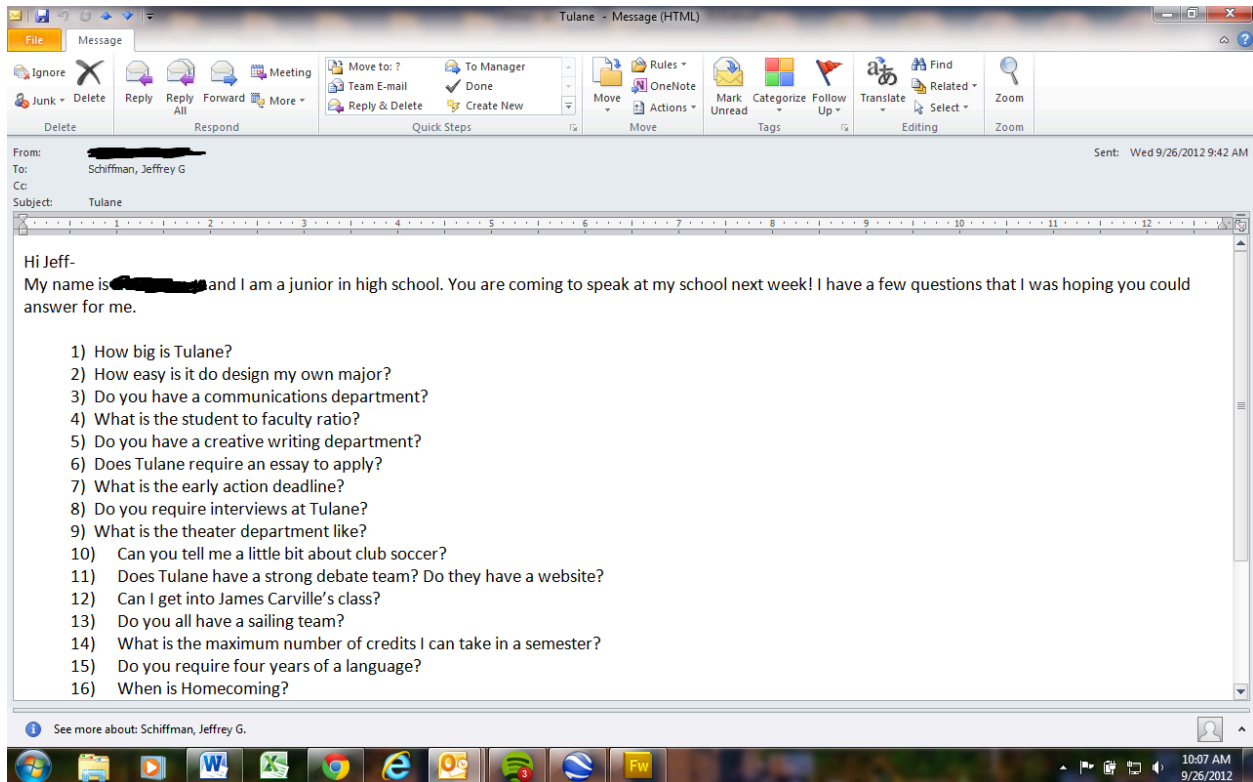


2) This hasn't been as much of a problem in recent years, but please do create a professional email address to communicate with colleges. Listen, I know the times they are a-changin' and things that used to be illegal are now not. That said, where this comes more into play is your social media presence. Be careful with your Tweets, Snaps, Instas, and TikToks. I honestly don't check them (we don't have the time troll you, nor do we want to) but remember, all it takes is someone else pressing two buttons and a screenshot is sent to me of you doing something dumb. This happens every single year and is the most frequent reason we [rescind admission](#) at Tulane. It's pretty simple—be a good person on social media (and in life, too). Just be smart, compassionate and good to each other. Think that this would never happen to you? I bet those [Harvard students](#) thought the same thing.

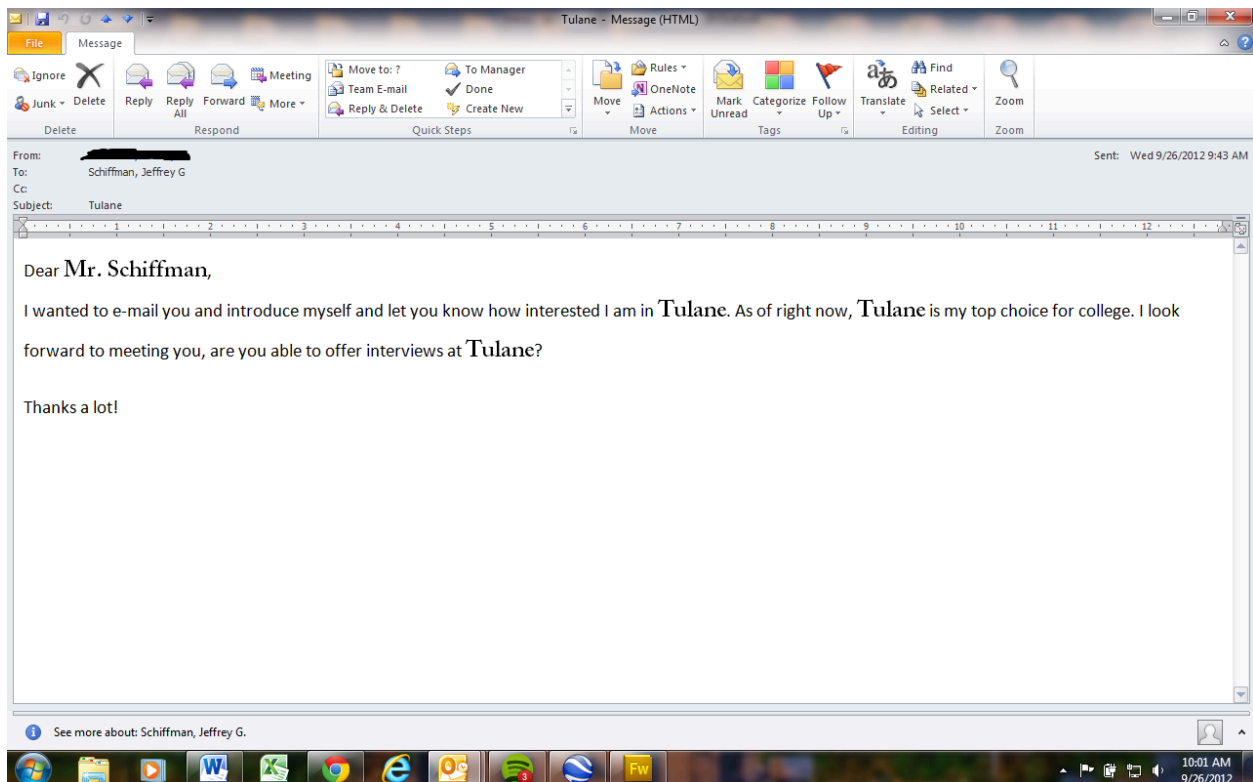


3) I really do love replying to your emails, but it gets hard when we get very vague or broad questions that become difficult to respond to. For questions that are not really easy to find out by reading our website, I'd love for you to chat with our incredible team of student interns. They are great and talking to students is literally their job! You can visit [our website](#) and click that green box in the lower right corner to chat (M-F from 8-5.) Or, connect with our amazing team of ambassadors who you can [reach here](#). You should definitely have these kinds of broad questions, but since we do get such a high volume of emails, don't feel the need to email an admission rep just for the sake of emailing us. I read this great story on CNBC that says emails should be [kept to five sentences](#) or less and if you have broad or long-winded questions, it's best to pick up the phone and call. During our social isolation, admission officers and student ambassadors would love to set up FaceTimes or Zoom calls with you. It's the best way to get long lists of questions answered.

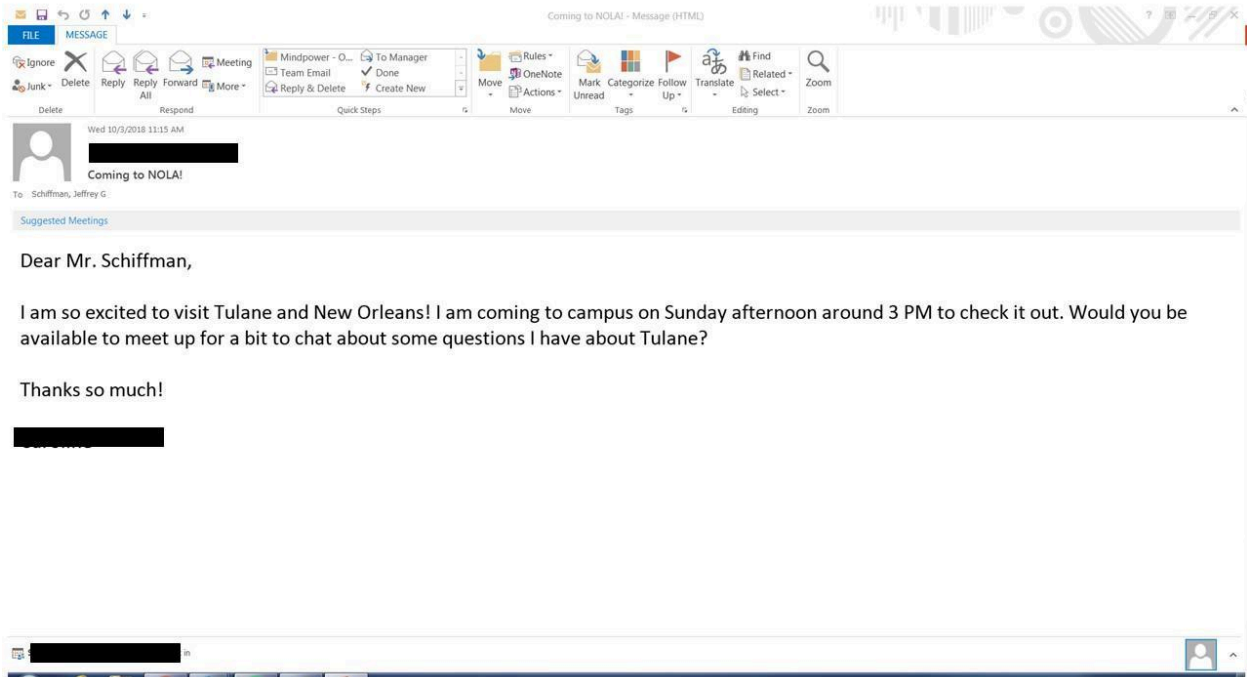
On a related note, I'd like to dispel a myth: emailing us plays no role in your admission to Tulane. We don't count the number of times you email us; don't feel pressured to reach out with a question unless you genuinely have one. I once got an email that started "my counselor says I need to email you to demonstrate my interest in Tulane, so I am doing it here." Don't feel like you have to email us if you don't need to, especially with the broad and vague questions. Instead, give us a call or reach out to our students as they truly are our best resource.



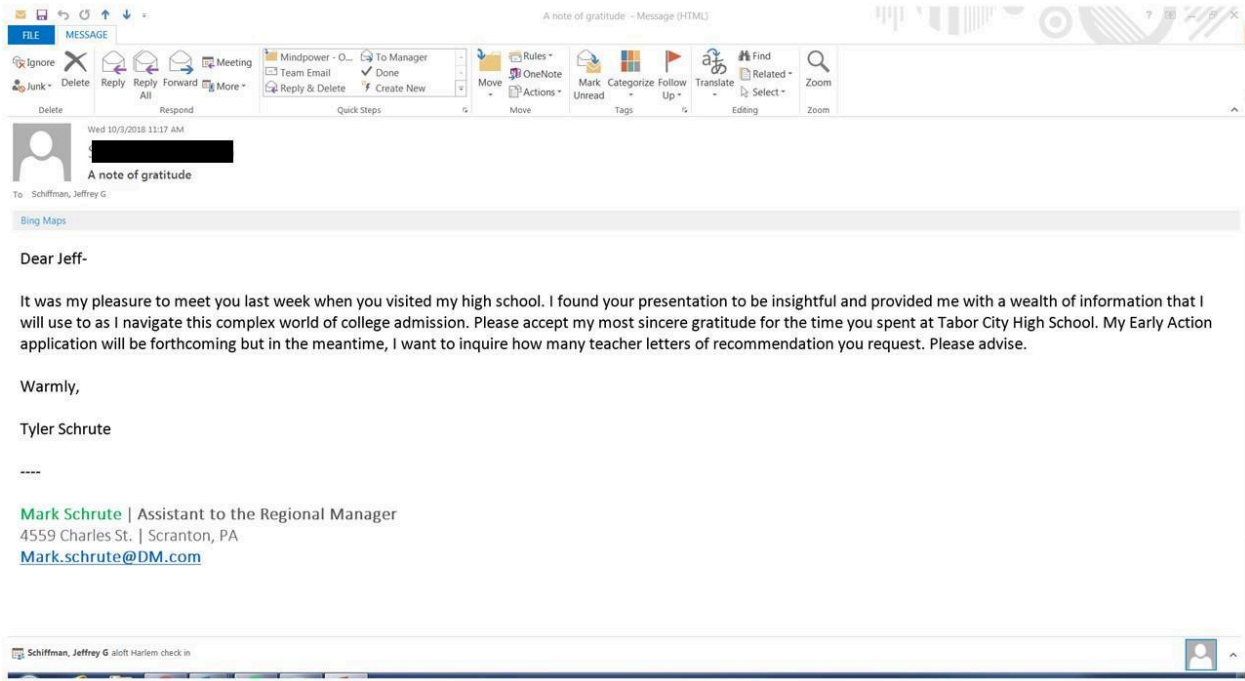
4) Oh man, okay. Great questions, really! But again, see above on this one. For the most part, you can get the answer to every single one of these questions on our website. We want you to ask us questions, but we also expect that you do your own research as well. There is so much information out there on Tulane, and on school sites in general- use it! When you list out 24 questions on an email to me, it just is not the best use of our time.



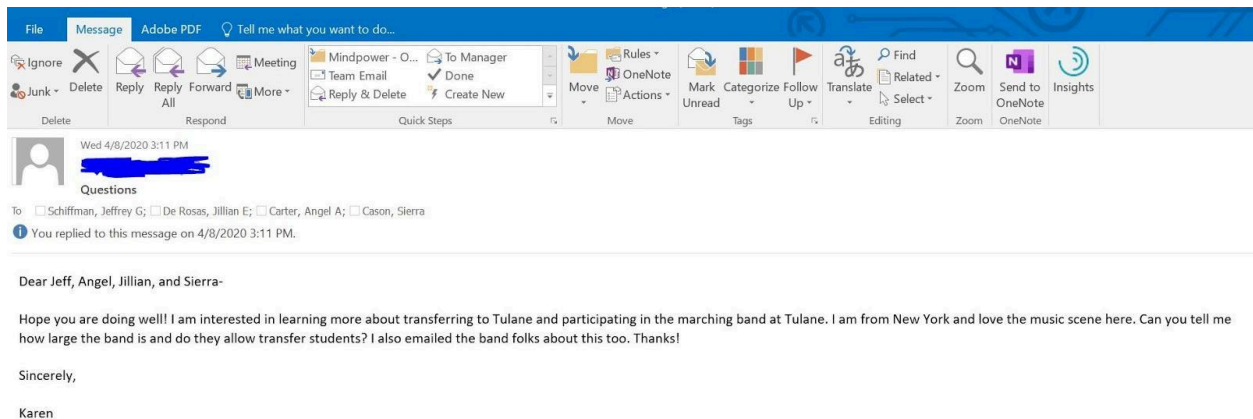
5) I get an email like this every single week, without fail. Don't cut and paste! We can tell! Especially when just the name and school are different. Take the time to send individual emails to each school, even if they say the same thing. We want to know you have taken the time to contact us personally with your questions, especially if you are expressing your interest in our school.



6) This one obviously comes from a time when campus is open for visitors, but, come on! Admission officers have lives, too. I always chuckle when I get requests to meet up on the weekends. I love my job but I like to use my weekends to get out and enjoy NOLA. If you are visiting during our Saturday tour, we'll always have one admission rep on duty to meet and answer your questions. We also offer a great [interview program](#) that you can participate in this summer.



7) Admittedly, we really don't know who the emails we get come from. But there are some times when it's just painfully obvious that a parent has written an email posing as their student. Sometimes there are easy clues like a parent's work signature or an email address that is **SmithFamily@aol.com**. It's okay to email me as a parent, it happens all the time! No need to fake it as your kid. [I've blogged about this once before](#). Let them take charge of this process, even if they make a few mistakes along the way. I can't remember a time in life when a 17-year-old used the phrase "please advise."



8) Choose only one person to direct your email to. We are all here to help, but when we all get one email it's hard to know who is going to reply and ends up just duplicating everyone's work. You can always address your emails to someone and CC anyone you think needs to be in the loop.

Oh and one more thing. Please stop emailing to ask for free shirts. Please. Please.

Don't worry, all of the above are fabricated emails I made. But, they represent real email situations that happen all the time. If you've emailed one of the above to an admission rep in the past, *don't fret*. No big deal. I just want to make sure you put your best foot forward when you apply, and I also want to make the very hectic and very busy lives of college admission staff members a little bit easier. I know it's not easy in this time of isolation, but hopefully these tips on how to best connect with admission reps in this virtual world we are all living in will be helpful.

I'm never one to only look on the negative side and tell you what not to do, so here are my tips for [great questions to ask!](#)

Hope this helps. Email me if you have any questions about it (seriously)!