

Mailer edited with Track Changes on

Subj: Transform from a surviving campus to the ~~Campus~~College of Tomorrow

Comment [j1]: Consistency with the name.

Dear [name],

Is your institution surviving or thriving?

Today, higher education institutions are struggling to overcome many challenges and pressures to simply survive in an already intense competitive environment.

Is your institution being challenged in one or more of the following areas?

1. -Delivering a quality education to the new traditional student.
2. -Finding innovative ways to reduce the cost of education.
3. Leveraging existing technologies.
4. Increasing student retention and graduation rates.
5. Meeting new requirements for state and federal funding.

If you ~~selected~~ answered "yes" to one or more of the above challenges, then ~~this is a great time to speak with~~ Enterprise Hive ~~can help you~~. Enterprise Hive is an emerging enterprise engagement platform provider ~~that is~~ immersed in higher education. The company's mission is to partner with higher education institutions to innovate and transform their campuses ~~to be into~~ a "eCollege of Tomorrow."

Comment [j2]: Okay, but a little passive. Instead, position Enterprise Hive as the solution – here for your customer. You could also word this as "is here for you." or "has a solution for you."

Here is what one leading higher education institution has to say about Enterprise Hive:

"As a provider of modern technology and engagement solutions, Enterprise Hive's knowledge of higher education is instrumental in helping Oral Roberts University innovate as we transform our university and achieve our global mission of serving the whole person in mind, body and spirit. Enterprise Hive's Engagement Platform that includes gamification is the solution to building engagement with our students, faculty, staff and alumni. Partnering with Enterprise Hive will allow us to excel ahead today and deliver award-winning services to faculty, staff and students."

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- Michael Matthews, CIO
Oral Roberts University

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Enterprise Hive will be at Educause 2014, but you won't find them hanging around in a booth. The team will be dispersed among the attendees of the conference - listening and learning. So if you're ~~would be~~ interested in an exclusive meeting with Lauren, Enterprise Hive's Vice President of Product Management, and Vicki, President and CEO, ~~we they~~ would love to schedule a time to talk with you at ~~Educause~~Educause about ~~the~~ how engagement can ~~help you~~ reduce ~~the your~~ cost of education while increasing the quality of learning.

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Let me know and we can get you scheduled for an exclusive meeting.

Warm regards,

Liz

Mailer edit with final changes accepted

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Dear [name],

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If you answered “yes” to one or more of the above challenges, then Enterprise Hive can help you. Enterprise Hive is an emerging enterprise engagement platform provider immersed in higher education. The company’s mission is to partner with higher education institutions to innovate and transform their campuses into a “College of Tomorrow.”

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