

With a different heading and a different spin on the body copy and questionnaire, we can "recycle" the We Miss You version of the mailer for use with people who inquired about attending but never enrolled.

Front: Outside back (top panel): Photo and heading

**Head:** Wish You Were Here

**Art:** Typical classroom with non-traditional students to the left, right and behind an empty seat. The empty seat has the outline of a missing student in it.

Front: Outside front (middle panel): Outgoing address

Front: Inside flap (bottom panel): Questionnaire

Don't plan to enroll? Please tell us why by checking one or more of the following:

- Didn't find the classes or programs you needed
- Class days or times didn't match your schedule
- Enrolled somewhere else
- Too expensive
- Can't afford to attend right now
- Personal reasons
- Other (describe) \_\_\_\_\_

If you're still thinking about registering for classes in the future, we'd be glad to send you registration information. Just fill in the information below, tear off the card and drop it in the mail.

I plan to take classes beginning \_\_\_\_\_ (semester) \_\_\_\_\_ (year) \_\_\_\_\_

You can also contact us by calling [*Jean Andrik's phone number*] or via email at [whnunn@uakron.edu](mailto:whnunn@uakron.edu).

(Should the card include some indication that it is from UA Adult Focus?)

Back: Top and middle panel: Body copy

**Where are you!**

You recently requested information about attending The University of Akron but didn't register for any classes. We wanted to follow up with you, ask why you decided not to enroll, and see if you're still considering taking classes at some time in the future.

If you don't plan to enroll, could you please take a few seconds to tell us why so we can update our records? If you *are* thinking about taking classes in the future, remember that The University of Akron offers many benefits for adult learners like you:

- Associate, bachelor's, master's and doctoral degree programs
- Professional degree and certification programs
- Day, evening and weekend classes
- Financial aid for adult students

If you're interested in signing up for classes, use the attached card to request a Quick Registration Guide. Registering is quicker and easier than ever. It will only take you a few minutes to get the process started and get you on the way to completing your educational, personal or life goals.

*[signed]*

William Nunn  
Associate VP for Enrollment

Back: Bottom panel: Return address

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Akron University  
Akron OH [ZIP?]

**Art:** Indicia / Permit  
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