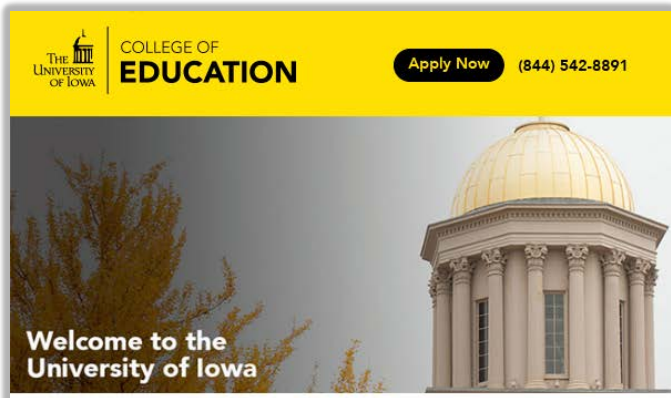




## **Lead Nurturing Emails**

# Welcome



**THE UNIVERSITY OF IOWA** COLLEGE OF **EDUCATION** **Apply Now** (844) 542-8891


**Welcome to the University of Iowa**

Dear Brooke,

Thank you for requesting information about the University of Iowa's award-winning online education master's programs. Our fully online programs are designed to allow working professionals to pursue advanced degrees while maintaining their existing careers.

One of our enrollment specialists will contact you soon to provide information and answer your questions. If you would like to speak with us sooner, please call us toll-free at [844.542.8891](tel:844.542.8891). You can also start your application online immediately [here](#).

**Sincerely,**  
**The University of Iowa Online Enrollment Team**  
T: [\(844\) 542-8891](tel:844.542.8891)  
E: [education-info@uiowa.edu](mailto:education-info@uiowa.edu)



**Contact Us: (844) 542-8891** **Apply Now**

Subject Line:

Your information request

Email Body:

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# Quality



**A Top-Tier Education**

Dear Brooke,

As Iowa's first public university founded in 1847, the University of Iowa is a world-renowned university recognized for excellence in education.


What's better than earning your degree from a globally acclaimed university with a stellar reputation? The opportunity to pursue your master's in teaching at the university's top-ranked College of Education with a track record of graduate success. In fact, our teacher preparation program is consistently ranked the #1 program in the state.

A testament to the quality of our academic programs, the University of Iowa is a proud recipient of numerous accolades, including:


- Ranked **#1** College of Education in Iowa - *U.S. News & World Report*
- Ranked **#15** Best Online Graduate Education Program - *U.S. News & World Report*
- Ranked **#38** Best Public College of Education in the nation - *U.S. News & World Report*
- Ranked **#34** among the nation's top public universities - *U.S. News & World Report*
- Ranked **#52** on "Best Colleges for Veterans" list - *U.S. News & World Report*
- Ranked among the **top 250** world universities - *Times Higher Education*
- Ranked **#14** on "Best Career Services" list - *Princeton Review*
- "Best Buy" university for **15 straight years** - *Fiske Guide to Colleges*

Ready for a world-class education at one of the nation's premier Big Ten research universities? Call us today at [844.542.8891](tel:844.542.8891) or start your application online [here](#).

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Contact Us: (844) 542-8891



Apply Now

## Subject Line:

A premier education from a recognized university

## Email Body:

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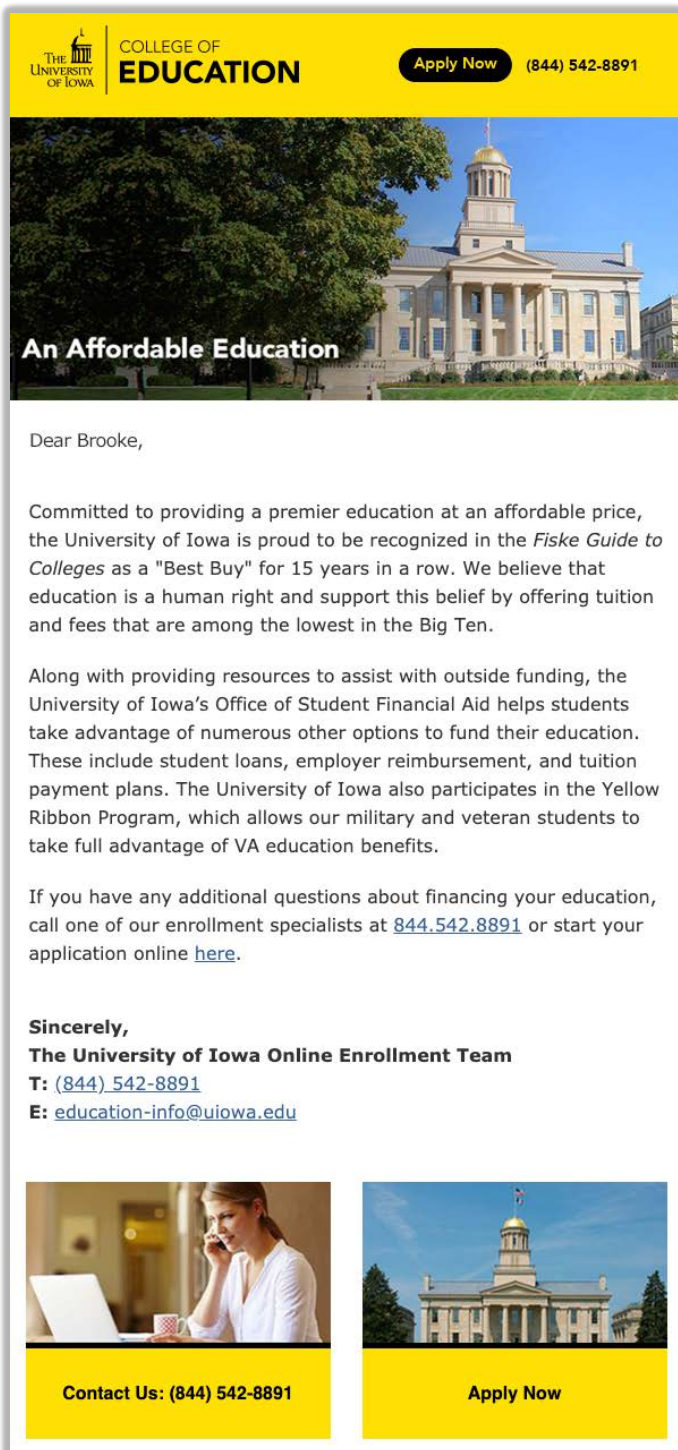
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# Affordability



The banner features a yellow header with the University of Iowa logo, 'COLLEGE OF EDUCATION', and a 'Apply Now' button with the phone number (844) 542-8891. Below the header is a photograph of the Old Capitol building with the text 'An Affordable Education' overlaid.



Dear Brooke,

Committed to providing a premier education at an affordable price, the University of Iowa is proud to be recognized in the *Fiske Guide to Colleges* as a "Best Buy" for 15 years in a row. We believe that education is a human right and support this belief by offering tuition and fees that are among the lowest in the Big Ten.

Along with providing resources to assist with outside funding, the University of Iowa's Office of Student Financial Aid helps students take advantage of numerous other options to fund their education. These include student loans, employer reimbursement, and tuition payment plans. The University of Iowa also participates in the Yellow Ribbon Program, which allows our military and veteran students to take full advantage of VA education benefits.

If you have any additional questions about financing your education, call one of our enrollment specialists at [844.542.8891](tel:844.542.8891) or start your application online [here](#).

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The bottom of the banner contains two yellow buttons. The left button is labeled 'Contact Us: (844) 542-8891' and features an image of a woman talking on a phone. The right button is labeled 'Apply Now' and features an image of the Old Capitol building.

Subject Line:

A nationally recognized degree at an affordable cost

Email Body:

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# Flexibility



COLLEGE OF  
**EDUCATION**

**Apply Now** (844) 542-8891



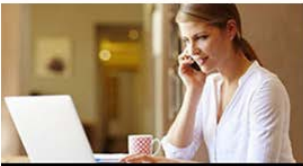
**Flexible & Convenient**

Dear Brooke,


Advance your teaching career in as little as 20 months. With accelerated courses, five convenient start dates aligned with the K-12 academic calendar, and the flexibility to transfer credits from past coursework, University of Iowa's online master's programs support the success of working teachers.

The University of Iowa's 100% online education master's programs are designed to give you maximum flexibility to balance work, school, and family, so you can get ahead in life. Call us at [844.542.8891](tel:844.542.8891) or start your application online [here](#).

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**Contact Us: (844) 542-8891**



**Apply Now**

## Subject Line:

An online degree that fits your life

## Email Body:

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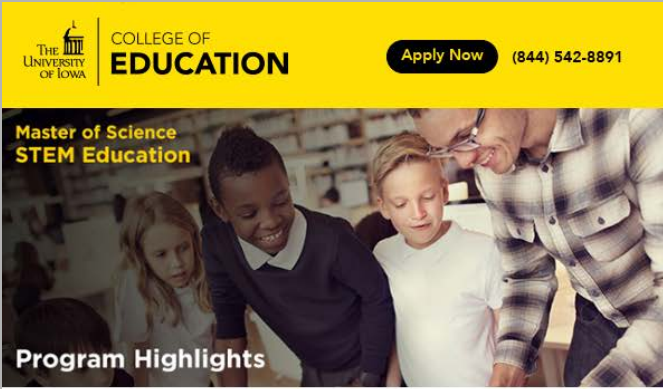
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# Master of Science in STEM Education



**COLLEGE OF EDUCATION** [Apply Now](#) (844) 542-8891

**Master of Science in STEM Education**

**Program Highlights**

Dear Brooke,

The **Master of Science in STEM Education** at the University of Iowa fulfills a critical need for improving STEM education by honing the skills of current educators and equipping them with specialization in science, technology, engineering, and mathematics to effectively engage K-12 learners in the 21st century.


***This flexible program can be completed in just 24 months, and includes five convenient start dates that coincide with the K-12 academic calendar.***

The fully online M.S. in STEM Education program prepares teachers with the essential knowledge needed to foster learning and investigation through a rigorous curriculum including:


- STEM Research & Leadership Seminar
- STEM Through Mathematical Modeling
- STEM Experiential Learning
- Issues in U.S. Schools

If you are ready to take the next step in your career and gain the knowledge needed to inspire the next generation of learners, call us today at [844.542.8891](tel:844.542.8891) or start your application online [here](#).

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Contact Us: (844) 542-8891



Apply Now

Subject Line:

An online degree that fits your life

Email Body:

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# Master of Science in STEM Education

THE UNIVERSITY OF IOWA COLLEGE OF EDUCATION Apply Now (844) 542-8891

**Master of Science in STEM Education**

**Developing Innovative STEM Education Leaders**

Dear Brooke,

If you are looking to advance your skillset in the STEM disciplines and learn techniques to effectively engage and inspire K-12 learners in the 21st century, the [Master of Science in STEM Education](#) at the University of Iowa is an excellent choice.

***"Employment in occupations related to STEM is projected to grow to more than 9 million by 2022." - Bureau of Labor Statistics***

Building upon existing experience, the fully online program develops leadership skills and deepens current educators' understanding of STEM concepts to effectively improve students' performance in STEM subject areas and inspire the next generation to embrace STEM principles.

Ready to become a leader in STEM education and take the next step in your career? Call us at [844.542.8891](tel:844.542.8891) or start your application online [here](#).

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Contact Us: (844) 542-8891 Apply Now

Subject Line:

Become an Innovative STEM educator

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# Master of Arts in Teaching, Leadership, and Cultural Competency (MATLCC)



**THE UNIVERSITY OF IOWA** COLLEGE OF **EDUCATION** [Apply Now](#) (844) 542-8891

**Master of Arts Teaching, Leadership, and Cultural Competency**

**Program Highlights**

Dear Brooke,

The 21st-century classroom requires a fresh approach to educating an increasingly culturally diverse audience. As the education landscape changes, so do the skills and perspectives required to advance and thrive in this rapidly changing environment.


***The forward-thinking [Master of Arts in Teaching, Leadership, and Cultural Competency](#) program is designed to equip today's teachers with the skills needed for professional development.***

Small online classes taught by leading practitioners and scholars in the field strengthen students' knowledge in key areas such as English Language Learner (ELL) instruction and cultural competency in the classroom.

The program's continually evolving curriculum also offers a rich range of in-demand electives, including LGBTQ Issues, STEM, Experiential Learning, and many more current and emerging topics.

Ready to become a thought leader in the classroom? Call us at [844.542.8891](tel:844.542.8891) or start your application [here](#).

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Contact Us: (844) 542-8891 [Apply Now](#)

Subject Line:

Preparation for the 21st-century classroom

Email Body:

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## Master of Arts in Teaching, Leadership, and Cultural Competency (MATLCC)



Dear Brooke,


Whether you want to restart your teaching career, or hone and strengthen your skillset to get ahead, the University of Iowa's cutting-edge [Master of Arts in Teaching, Leadership, and Cultural Competency \(MATLCC\)](#) program will give you the tools to succeed.

***The MATLCC program is aligned with the National Board for Professional Teaching Standards (NBPTS) Certification process.***

A collaboration between the leading scholars and established practitioners in the field, the innovative curriculum blends critical teaching areas such as English Language Learner (ELL) instruction and cultural competency in the classroom with current topics in education. MATLCC program graduates are well-equipped for leadership roles in the 21<sup>st</sup>-century classroom.

In addition to building the skillset necessary for leadership in education, the MATLCC program allows teachers to fulfill their continuing education requirements without interrupting their career. Moreover, a 100% online format allows working teachers to complete the program in as little as 20 months. Call us today at [844.542.8891](tel:844.542.8891) to find out how you can get started or begin your application online [here](#).

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Subject Line:

Build leadership skills inside and outside of the classroom

Email Body:

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# Deadline Approaching



Dear Brooke,

Are you ready to start the next phase of your career with a prestigious online education degree? You had expressed interest in our online education programs at the University of Iowa in the past, and our next session is starting soon.

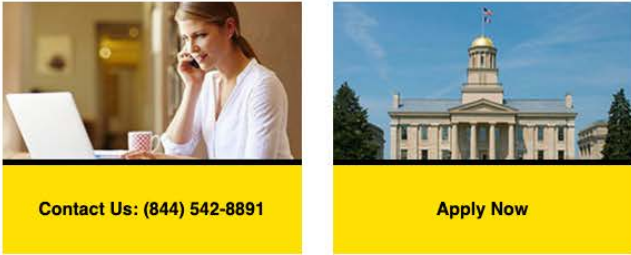
**To start classes on *March 23rd*, complete your application by *March 16th*.**

The University of Iowa College of Education's online programs were recently ranked among the top in the nation (*U.S. News*), so we hope you'll choose to join us as we continue to train and support educators committed to making a difference.

There is no fee to apply, and our dedicated enrollment specialists are happy to help you through the application process from start to finish.

So, what are you waiting for? Let us help you become a leader in the classroom and the field of education. [Apply now](#), or call us at [844.542.8891](tel:844.542.8891). You can also learn more about the application process [here](#).

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## Subject Line:

Ready to start classes? Don't miss the deadline to apply.

## Email Body:

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# Closed Leads - Future Interest




Dear Brooke,


You expressed interest in the top-ranked online education master's programs at University of Iowa, and we wanted to check if you have any further questions about how our online programs will help you further your career.

We would be happy to provide you with more information about your program of interest. Please call us toll-free at [844.542.8891](tel:844.542.8891) to speak with an enrollment specialist, or reply to this email and let us know the best way to contact you.

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Contact Us: (844) 542-8891



Apply Now

Subject Line:

Ready to move your teaching career forward?

Email Body:

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