

# How To Use CPL To Attract and Retain Students

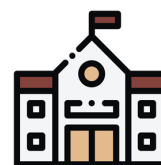


## *A Student Outreach Communications Toolkit for CPL Champions*

An institution with a robust credit for prior learning program is ready to reach out to prospective students and promote how Credit for Prior Learning (CPL) can help them start a degree — and reach the finish line.

This Student Outreach Communications Toolkit is designed to help CPL champions in their effort to spread the word to current and prospective students. It contains:

- A Student Outreach Checklist with tips to help guide your overall outreach strategy
- Sample website language
- Sample email language for direct email campaigns
- Sample social media posts for promotion campaigns



### **CREDIT FOR PRIOR LEARNING HAS A POWERFUL INFLUENCE ON A PROSPECTIVE STUDENT'S CHOICE OF COLLEGE**

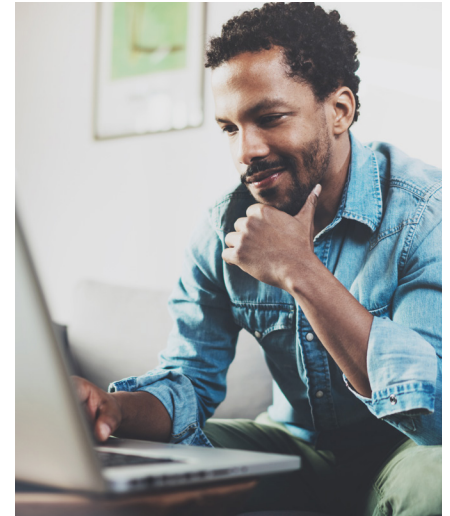
Among students who identify themselves as “likely to enroll,” an opportunity to receive credit for prior learning strongly influences their decision about where to attend college.



## Credit for Prior Learning: Student Outreach Checklist

As you consider your larger strategy for increasing adult learner engagement with CPL, keep these communication tips in mind:

- Explain what CPL is and how it works at your institution.** When describing CPL, use language that clarifies what it is without minimizing the work it requires. With some forms of CPL that involve individual assessments of learning (e.g., exams and portfolio), students must demonstrate what they know and can do. Be sure to indicate whether and how students can get support or assistance through this process.
- Make sure each student touch point is an opportunity for CPL outreach.** Train multiple contacts at your institution who interact with students and can answer questions about CPL.
- Offer CPL information at the first point of contact.** Think broadly about who a prospective student's first point of contact might be. Does your institution's marketing staff know about CPL? How about enrollment advisors? Offer training to anyone who is interested in spreading the message that your institution cares about the success of adult learners.
- Leverage social media platforms.** Connect with staff charged with managing how your institution interacts with social media and work with them to share how CPL can be a powerful influence on a student's decision to enroll.
- Create a website** where students can explore CPL options and reach out for more information. (More resources below.)
- Provide tools to help students understand what learning they may already have.** Offer an online resource that prospective students can use to explore whether CPL can help in their credential completion.
- Think like an adult learner** as you build a student outreach program. Consider the demands on their time, attention, and resources — financial and otherwise — and also how vulnerable individuals may feel about their chances for success.
- Proactively contact prospective students to offer information about CPL.** Use resources in this toolkit to craft outreach messages, emails, and social media posts.
- Make it easy** for prospective students to inquire about CPL. Instead of directing prospective students only to phone lines answered in the daytime, for instance, provide an online contact form or email address you can use to manage their inquiries.





## Credit for Prior Learning: Sample Webpage Language

Your website will be an important starting point for many adult learners. Make sure information about CPL is easy to find. Here is some language that you might consider adapting for your own purposes:

### **Learning doesn't just happen in a classroom.**

It happens through work. Through certifications or licenses you earn for your job. Through your experiences in pursuing a personal passion or caring for a loved one.

At [\[INSERT INSTITUTION NAME\]](#), we believe in meeting students where they are in life — and giving them a path to earn college credit for what they already have learned and achieved.

#### **What is credit for prior learning?**

Credit for prior learning, or CPL, is a term for various methods that colleges, universities, and other education or training providers use to evaluate learning that has occurred outside of the traditional academic environment.

It is used to grant college credit, certification, or advanced standing toward further education or training. Other common terms for this process include prior learning assessment, recognition of prior learning, and recognition of learning.

#### **What can credit for prior learning do for you?**

- Adult learners who earn credit through prior learning are 17 percent more likely to complete their degrees, compared to those without CPL.
- Adult learners who go through the process of earning credit for prior learning say the process was a positive experience, made them feel validated as learners, and improved their self-confidence.
- Students who earn credit through prior learning save time and money. If you earn **x** credits through CPL, that can save you as much as **\$y** at [\[THIS INSTITUTION\]](#).

#### **How does credit for prior learning work?**

Students can earn credit for prior learning by demonstrating college-level knowledge they gained outside the classroom.

Working with [\[INSERT INSTITUTION NAME OR INSTITUTION/DEPARTMENT NAME\]](#), students can earn credit through [\[INSERT CPL METHODS YOUR INSTITUTION OFFERS\]](#).

Need more detail on how students can get college credit for knowledge acquired outside college? [\[INSERT CONTACT FORM OR OTHER CONTACT INFORMATION\]](#)



## Credit for Prior Learning: Sample Emails to Current and Prospective Students

Ready to help adult learners get started on their college degree? Here is some sample email language you can use in a direct-to-consumer campaign designed around individuals thinking about returning to postsecondary learning.

### SAMPLE EMAIL NO. 1

Subject Line: **The Road to Your Degree Can Be Shorter Than You Think**

Earning college credit for past learning saves time.

There's no question about it — getting your degree takes a lot of hard work and effort. If you're balancing a career and raising a family while earning your degree, it may seem even more difficult.

That's why [\[INSERT INSTITUTION NAME\]](#) offers a unique program that helps you convert what you've already learned into course credit [\[INSERT LINK TO INSTITUTION'S CPL WEBPAGE\]](#). You'll get the opportunity to show knowledge you've gained outside the classroom and translate it into college credit.

Interested in learning more? [\[PROVIDE LINK TO ONLINE RESOURCES ON CPL OR A FORM FOR REQUESTING A CONVERSATION WITH A CPL ADVISER\]](#)

### SAMPLE EMAIL NO. 2

Subject Line: **Spring Ahead and Earn College Credit for Prior Learning**

Why take classes to learn something you already know?

The world is your classroom. If you have years of work experience, you've already learned many things taught in required classes. We think that knowledge should count toward your degree.

That's why we offer credit for prior learning, a proven program that can help you get college credit for the skills and knowledge you've gained outside the classroom. That means you can skip taking — and paying for — classes in subjects you already know, while still receiving equivalent credit. In the end, you can save time and money on your way to graduation.

Want to learn more about CPL? [\[INSERT LINK TO INSTITUTION'S CPL LANDING PAGE\]](#)

[LEARN MORE](#)

[\[INSERT SIGNATORY NAME OR DEPARTMENT\]](#)

[\[INSERT SIGNATORY PHONE NUMBER\]](#)

**SAMPLE EMAIL NO. 3**

Subject Line: **Take the Heat off Your Degree Plans With Credit for Prior Learning**

The weather's getting warmer, but that doesn't mean you should sweat in pursuit of your degree! That's because [\[INSERT INSTITUTION NAME\]](#) gives students the opportunity to receive course credit for knowledge they've already learned.

By taking advantage of credit for prior learning, you'll take fewer classes to earn your degree, saving you both time and money.

Want to speak with an advisor about CPL? Reach out to [\[ADVISOR NAME AT ADVISOR EMAIL\]](#) and schedule a one-on-one session to discuss your options.

EMAIL YOUR ADVISOR NOW

[\[INSERT SIGNATORY NAME OR DEPARTMENT\]](#)

[\[INSERT SIGNATORY PHONE NUMBER\]](#)

**SAMPLE EMAIL NO. 4**

Subject Line: **Save Time and Money With Credit for Prior Learning**

What if you could save money completing your degree? Your experiences outside of the classroom through work, volunteering, or the military could potentially help you earn college credit!

Credit for prior learning lets you translate demonstrated prior learning into course credit, saving you money and time. No matter where you are in your college journey, CPL can help you along the path to reaching your academic and professional goals.

Want to know if CPL is right for you? [\[PROVIDE LINK TO ONLINE RESOURCES ON CPL OR A FORM FOR REQUESTING A CONVERSATION WITH A CPL ADVISOR.\]](#)

What are you waiting for?

When you're ready to talk about how to earn credit for prior learning, we're ready to listen.

**SAMPLE EMAIL NO. 5**

Subject Line: **Who's on Your Support Team?**

Finishing a degree is a huge undertaking! We know that you have other responsibilities to attend to, so make sure you have cheerleaders in your life to root you on to the finish line — graduation! Discussing your goals with family and friends can have a huge impact on your success in college and their support can make a big difference.

Get one step closer to your goal with [\[INSERT INSTITUTION NAME\]](#)! Learn how to translate the learning you've gained outside the classroom into college credit.

Enroll now for [\[INSERT COURSE NAME\]](#), an instructor-led portfolio course that is worth three college credits. Courses start [\[INSERT COURSE DATES\]](#).

Let's get you to the finish line. If you have any questions, please do not hesitate to contact me at [\[INSERT EMAIL ADDRESS\]](#) or [\[INSERT PHONE NUMBER\]](#).



## Credit for Prior Learning: Sample Social Media Posts

Social media mentions of CPL can help spark interest in CPL, too. Here are some sample posts to help you get started.

Are your past experiences worth college credit?  
[Let's find out together.](#)

Find out if you can save time and money with CPL — [credit for prior learning](#) .

The world is your classroom.  
[Earn college credit for your work and life experiences with credit for prior learning.](#)

You can earn college credit based on work you've already done. [Find out if credit for prior learning is an option for you.](#)

Learning is about more than seat time. [Learn how you can earn college credit for your work and life experiences.](#)

Save time and money completing your degree through CPL — [credit for prior learning.](#)

Learn how credit for prior learning can help you [earn college credit for your work and life experiences.](#)