Faculty Outreach: Email Templates

Tools to Generate Demand

# Using Email Templates

These email templates are designed to make it simple for Follett store managers and other internal champions to contact faculty members about Lumen course materials, generate interest and adoption.

This approach can be particularly effective if you’re reaching out to individuals, departments, and subjects where there is a textbook evaluation under way, and/or where there is interest in improving affordability.

The Lumen-Follett relationship focuses on course materials for high-enrollment college courses across multiple disciplines. See the [Lumen Course List](https://info.lumenlearning.com/download-course-list) for specific subjects. If you’re not sure where to start, you might consider focusing on the following “featured courses,” which include great learning design and strong reviews from faculty:

* [College Algebra](https://lumenlearning.com/courses?course=196)
* [Concepts in Statistics](https://lumenlearning.com/courses?course=203)
* [English Composition I](https://lumenlearning.com/courses?course=208)
* [Introduction to Business](https://lumenlearning.com/courses?course=190)
* [Introduction to Psychology](https://lumenlearning.com/courses?course=164)
* [Math for Liberal Arts](https://lumenlearning.com/courses?course=201)

Note: Be sure to customize the items highlighted in yellow as you’re using the email templates.

## Templates Provided

1. Faculty invitation to review Lumen materials
2. Introduce faculty to a Lumen OER alternative
3. Invite department head to review a Lumen OER alternative

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# Template 1:

# Invitation to Review Lumen Materials

**From:** Bookstore Manager

**To:** Faculty members teaching courses that align with Lumen catalog

**Subject:** Affordable Course Materials Worth Exploring

Faculty Name,

As you evaluate course materials for the upcoming term, I want to make sure you're aware of an option for [INSERT Course Name; check the [Lumen catalog](https://www.lumenlearning.com/courses/) confirm course is available] that addresses our students’ affordability challenges, is easy to adopt, and provides high quality learning materials to replace expensive textbooks and online access codes.

Our partner, Lumen Learning, uses open educational resources (OER) to design [course materials](https://www.lumenlearning.com/courses/) that increase student success. Priced at $25/student, Lumen courses often surprise faculty members by their combination of quality and affordability.

I’m happy to discuss Lumen’s options further if you’d like to know more, so please reach out. You can also visit the [Lumen Learning website](https://lumenlearning.com/) for additional information and to preview the course materials.

Regards,

Sender Name

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# Template 2:

# Introduce Faculty to an OER Alternative

**From:** Bookstore Manager

**To:** Faculty members interested in OER options

**Subject:** Course Materials for [Course Name]

Faculty Name,

Here is an open educational resource (OER) from our partner Lumen Learning which may be an alternative to the [Course or Math homework platform] materials you are currently using:

[INSERT link to specific course content that can be found [here](https://courses.lumenlearning.com/catalog/lumen)]

Please let me know if this might meet your needs for [Course Name]. Keeping affordability in mind, the cost to students for this resource is just $25/student. It’s also easy to adopt, with seamless [INSERT LMS – Canvas, Blackboard, Brightspace] integration and automatic grade return.

I’m happy to share more if you’d like to explore whether this is a good fit.

Thank you,

Sender Name

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# Template 3:

# Invite Department Head to Review Lumen Materials

**From:** Bookstore Manager

**To:** Department Heads interested in affordable options

**Subject:** Affordable Course Materials Worth Exploring

Department Head Name,

As you and your faculty evaluate course materials, I want to make sure you’re aware of options from our partner, Lumen Learning. Lumen provides quality course materials designed using open educational resources (OER) that replace expensive textbooks in many high-enrollment courses. According to [published research](https://www.lumenlearning.com/why/), Lumen course materials support improved student outcomes.

Lumen’s pricing is $25/student (includes customizable e-book, online assessments, PowerPoints, automatic grade return, and other faculty resources). Lumen materials integrate seamlessly into [INSERT LMS – Canvas, Blackboard, Brightspace], providing easy access to course content for students.

You can explore Lumen’s course options through this [course list](https://lumenlearning.com/wp-content/uploads/2018/01/Lumen-Course-List-4.0.pdf) or by visiting the [course catalog](https://lumenlearning.com/courses/) on the [Lumen Learning website](https://lumenlearning.com/). I’m also happy to answer questions you may have.

Many thanks,

Sender Name