

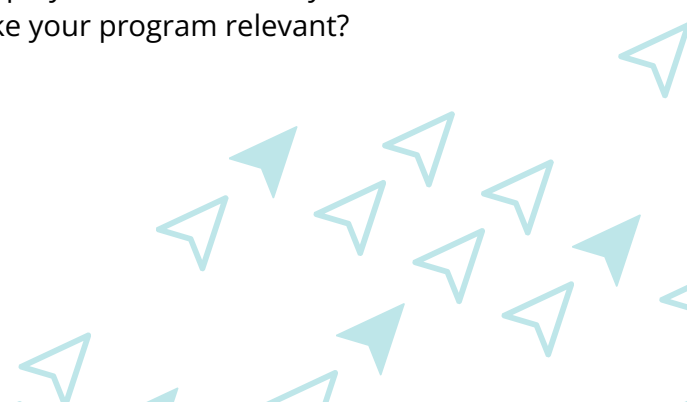
Testimonial Questions

Whether creating your own testimonial or asking a student or alumni to provide one, we've compiled a list of potential questions to ensure that the message shared is what prospective students are looking for when researching programs. Stick to one or two topics at a time. Interested in email templates? Continue working through this guide for our ideas!

Student & Alumni Questions

Faculty Questions

In your opinion, what makes IDEA unique? How does IDEA benefit students differently than other programs?	What advice would you give to students about: <ul style="list-style-type: none">• How to be successful in your program?• Returning to school after some time?• Entering this program or field?
Are you able/were you able to balance your family, work, life, and school?	What will a student learn in your program? Describe one course you teach and how it improves student's careers.
Explain why you decided to (or needed to) pursue continuing education and what about this IDEA program led you to choose it over other programs you were researching (like online delivery, cost, etc.).	Describe your favorite faculty/student interactions.
Discuss something you learned from your program that is now useful in your job.	What is your experience in this discipline area?
Describe your career goals and how your continuing education is helping you get there or has already helped you get there.	How will the student use what he/she learns in your program after graduation?
Describe how you feel about your successful completion of the program.	Identify curricular components that align with industry needs and prepare graduates to enter the workforce.
Talking Points From Students & Alumni: <ul style="list-style-type: none">• Diverse perspectives and experiences from learners across the country• Convenient, flexible, high-quality coursework and programs• Expert faculty with real-life experience• Achieving personal and professional goals• Collaboration among multiple, reputable universities• Student-centered programs	What employer demands have you observed that make your program relevant?



Email 1: The Invitation to Provide a Testimonial

Subject: Testimonial request for IDEA

Hi [student name],

IDEA is collecting testimonial statements and videos to promote our program through recruitment efforts. You are such a great example of how this program can help someone who is hundreds of miles from the nearest institution offering a degree in our field. You put in a lot of time, effort, and money to earn your degree, and, as you have told me many times, you are so fulfilled by your career (and you do a great job, too!). I would like to give your contact information to Kathryn Harth at IDEA so that she can connect with you about promoting our program. I would like to have more people hear your story!

Warmly,

[Your signature block]

Email 2: Find a Time to Record and Share Examples of Testimonials

Hi [student name],

Thank you for volunteering to provide a testimonial. I'd like to create a **video testimonial** if you are open to that. If so, **let's schedule 30-minutes** when we can get on Zoom and I can record you sharing some of your story. I've listed some of my availability below. Let me know if any work for you. Also, if it's more convenient for you to do this after hours (at home in the evening), I can make that work, too.

Wednesday, October 2 from 1-2:30 p.m.

Thursday, October 3 from 10:30 a.m.-4 p.m.

Once we've settled on a date and time, I'll share some questions/talking points for you. I've found it's better if you do NOT have a script to read from, but that you've thought about the questions and have a general idea of what you want to say. So it's a little rehearsed but not too formal. Here are a few examples of some students in different programs who have done this, too.

Janice Edwards -- <https://youtu.be/xENI98tOMZk>

Casey Collins -- <https://youtu.be/nLYPTBiKiFY>

Andy Carl -- <https://youtu.be/sah5Wd4OZOg>

If you do NOT want to do a video, that's fine, too! Written testimonials can be just as helpful to someone who's not sure if they want to pursue a master's degree. I can provide some writing prompts to help get you started.

I look forward to working with you!

[Your signature block]

Email 3 (Video): Schedule a Time and Share Sample Questions

Hi [student name],

Let's plan on Thursday, Oct. 3 from 1:30-2 p.m.

Zoom: <https://ksu.zoom.us/j/139896877>

We find that prospective students are especially interested in hearing current students and alumni share the following types of information:

- In your opinion, what makes IDEA unique? How does it benefit students differently than other programs?
- Discuss something you learned from your program that is now useful in your job.
- Were you able to balance your family, work, life, and school?
- Why should someone choose this program?
- Or something else you feel passionately about and would like to share?

We can do several takes so we get a recording you're comfortable with. If you watched any of the other student testimonials I sent in yesterday's email, you'll know that these are not professional videos, and we are okay with that because we want future students to know that you are a real person just like them

If you have questions, please ask.

[Your signature block]

Email 3 (IWritten): Share Examples & Prompts

Hi [student name],

Thank you for agreeing to provide a written testimonial. It's always a nice touch to have a photo of the person who has shared a testimonial. This could either be you in your workspace or a simple headshot.

For the length of your statement, 2-4 sentences should suffice.

For the topic of your statement, we find that prospective students are especially interested in learning the following types of information from students and alumni:

- In your opinion, what makes IDEA unique? How does it benefit students differently than other programs?
- Discuss something you learned from your program that is now useful in your job.
- Were you able to balance your family, work, life, and school?
- Why should someone choose this program?
- Or something else you feel passionately about and would like to share.

You can see a variety of testimonials [on this webpage](#), including written ones.

If you have questions, please ask. Thank you again!

[Your signature block]