Email Communication to Your **Sophomores**: Begin a College & Career Plan

**Suggested Subject Line**:

How to begin planning for college & career

**Copy**:

Dear **[student],**

You might have a sense of excitement about sophomore year and rightfully so. There’s a lot to be excited for—classes, friends, sports, and other activities. But amidst all these obligations, don’t forget about why you’re here: to prioritize and plan for the future.

A little planning each week can go a long way. [Check out this article](https://www.act.org/content/act/en/students-and-parents/class-of-2021.html) which will help you:

* How to begin your college & career plan
* The difference between two-year and four-year colleges
* How to can “keep your eye on the prize” during your sophomore year

If you have any further questions about this topic, please schedule a time to see me.

**[Signature]**

Email Communication to **PARENTS of** Sophomore: Begin planning for college & Career

**Suggested Subject Line**:

How to help your child begin planning for college & career

**Copy**:

Dear **[First Name],**

Your child might have a sense of excitement about sophomore year and rightfully so. There’s a lot to be excited for—classes, friends, sports, and other activities. But amidst all these obligations, don’t let them forget why they’re here: to prioritize and plan for the future.

A little planning each week can go a long way. [Check out this article](https://www.act.org/content/act/en/students-and-parents/class-of-2021.html) which provides information on:

* How your child can begin their college & career plan
* The difference between two-year and four-year colleges
* How your child can “keep their eyes on the prize” during their sophomore year

If you have any further questions about this topic, please don’t hesitate to contact me.

**[Signature]**