Email Communication to Your **SOPHOMORES**: Develop Social and Emotional Skills

**Suggested Subject Line**:

The top skills you’ll need for any job

**Copy**:

Dear **[First Name],**

Yes, reading, writing, math, and science are very important foundational skills to learn and master. But, have you thought about your ability to stay motivated, persist, and express empathy? These “non-academic” or “social and emotional” (SEL) skills are as important as academic skills and can help you be successful in both college and in your future career.

Don’t believe me? Check out [this video and article](https://www.act.org/content/act/en/students-and-parents/class-of-2020.html) which explains the significance of SEL skills and which skills most companies desire from their employees.

If you have questions about SEL skills and how to improve them, please come see me.

 **[Signature]**

Email Communication to **PARENTS** of **SOPHOMORES**: Develop Social and Emotional Skills

**Suggested Subject Line**:

The top skills needed for any job

**Copy**:

Dear **[First Name],**

Strong academic ability is very important to college and career success. But, have you thought about your child’s ability to stay motivated, persist, and express empathy? Research shows that “non-academic” or “social and emotional” (SEL) skills are as important as academic skills to future success.

See for yourself by checking out [this video and article](https://www.act.org/content/act/en/students-and-parents/class-of-2020.html) which explains the significance of SEL skills and which skills most companies desire from their employees.

If you have questions about SEL skills and how to improve them, please feel free to contact me.

 **[Signature]**