

Engaging outreach built for students, faculty, and alumni.

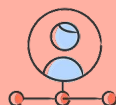
Emma helps higher ed teams engage prospective and current students with on-brand, compliant campaigns. Built-in brand controls, smart automation, and seamless integrations.

How higher education institutions succeed with Emma



Admissions & enrollment

Recruit prospective students with personalized drip campaigns, event invitations, and deadline reminders. Dynamic content and segmentation by interest, geography, or application status ensure every touchpoint feels relevant.



Alumni relations & advancement

Drive fundraising, increase event attendance, and keep graduates connected to campus. Automated giving campaigns, reunion invitations, and alumni newsletters deepen engagement long after commencement.



Campus life & student affairs

Coordinate across athletics, housing, student activities, and more. Each department gets its own subaccount with dedicated contacts while central marketing retains brand control and a single reporting dashboard.

Why higher education institutions partner with Emma

Increase enrollment

Personalized, timely email campaigns nurture prospects from first inquiry to deposit. Automation and segmentation ensure every student hears from you at the moments that matter most.

Strengthen alumni relations

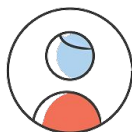
Consistent alumni engagement drives donations, mentorship participation, and event attendance. Emma connects fundraising data to communication strategy in one platform.

Unify your campus

Admissions, athletics, student affairs, and advancement each manage their own campaigns from approved templates. Central marketing retains brand authority and cross-department visibility.

Demonstrate impact

Track opens, clicks, and conversions across every department. Tie email engagement directly to enrollment deposits, event registrations, and giving, making budget conversations easier.



“Not only did using Emma help us improve our emails, it also helped us tailor programs to better meet the needs and interests of our students.”

— Assistant Director of Student Activities, Texas Christian University

How Emma delivers real outcomes for higher education



Seal the deal on enrollment

Losing applicants between inquiry and deposit? Automated nurture campaigns with dynamic content deliver personalized touchpoints at every stage, so fewer prospects fall through the cracks.



Security and compliance experts

Emma delivers enterprise-grade governance, privacy-first AI, and proven HITRUST and SOC 2-certified security, ensuring every message is intelligent, compliant, and completely protected.



Empower every department

Decentralized teams shouldn't mean decentralized chaos. Subaccounts give each department independence while central marketing retains approval workflows and a unified reporting view.



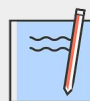
Connect email with enrollment

Leadership asks what email actually delivers. Cross-department dashboards tie open rates and clicks directly to enrollment deposits, event RSVPs, and donation conversions.



Make integration easy

Student data lives in your SIS, CRM, and ticketing platforms. Emma's native integrations keep subscriber data unified and campaigns powered by real information.



Don't reinvent the wheel

Staff shouldn't spend hours building one email. A drag-and-drop editor, pre-built higher ed templates, and AI content suggestions let your team create and send professional campaigns in minutes.

Ready to make outreach and enrollment easier than ever?

See how Emma helps higher education institutions connect with students, parents, faculty, and alumni.

[Get a Demo](#)[Learn More](#)

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