



Catchy	
Direct	

[Supporting Student Conversations with SSC](#)

Worksheet: Student Communications Audit

Purpose of the Tool

1. Identify the purpose of the message. What is it meant to teach the student or get them to do?

2. Assess readability by copying and pasting the message into the Gunning-Fog Index online tool: www.gunning-fog-index.com. Then fill in the following information.

Recommended score: **10 or lower**

Recommended number: **<200 words**

Recommended number: **<20 words**

3. Use the rubric below to assess the effectiveness of the message's copy.

4. Identify jargon in the message (words of three or more syllables that someone outside of higher education might not know). Translate jargon into plain-speak explanations.

Jargon	Translation
e.g., Prerequisite	e.g., a course you must complete before X

Word Bank: Common Higher Education Jargon

prerequisite bursar
disbursement deficit
subsidized registrar

probation
academic
standing

Worksheet: Student Communications Audit (cont.)

5. *Based on the audit you just completed, revise the message by removing passive voice, appealing to*

Email Templates

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3.7 and above.

Please use the link below on or before Wednesday, October 22, to schedule an appointment during the week of October 27.

