*Email from individual faculty member to students who did well on a test/project [ongoing]*

Dear [student’s first name],

Congratulations on doing so well on [name of test, project, performance, paper]!

You have shown a clear understanding of [subject], and it’s paying off in class. This is great news because when you actively prepare for and participate in class, you end up having the best experience as a [name of major] major. Not to mention that it puts you on a successful path to graduation in four to five years!

Speaking of graduation, remember to visit oakland.edu/finishline for an interactive, year-by-year guide that will help you focus on the steps necessary to reach the finish line: graduation and employment after OU.  If you have questions about your progress or need help with course selection, please contact your academic adviser (oakland.edu/advising).

Congratulations on your achievement,

[Name]

[title, department]