

**Katie Henriksen Copywriting**  
**Client: Walden University**

**Doctor of Education**  
**Conversion Email**

Subject: <First Name>, want to improve the way students learn?  
Subject: <First Name>, make a difference in student learning  
Subject: <First Name>, earn your Doctorate in Education  
Subject: <First Name>, Walden grad impacts nursing education  
Subject: <First Name>, do mannequins make better nurses?

Dear <First Name>,

Can training with state-of-the-art simulation mannequins help nurses provide better care? This was the topic of research that helped earn [Dr. Sharon Kay Powell-Laney](#) '10, Walden's [Outstanding Doctoral Study Award](#). A graduate of Walden's [Ed.D.](#) program, Powell-Laney is the coordinator at the Princeton Information Technology Center (PITC) School of Nursing in Glenside, Pa, which uses hyper-realistic mannequins to mimic common patient conditions that nursing students might encounter in real life.

If you would like to improve the way students learn, Walden's [Doctor of Education \(Ed.D\)](#) program will help you to:

- Improve your scholarship and research skills so you can positively impact student learning at the classroom and school level.
- Demonstrate leadership through effective communication about educational issues/topics to popular audiences.
- Collaborate with a range of stakeholders in education and/or learning organizations in order to effect positive social change.

To discover how Walden can help you make an impact in the way students learn, call me at 1-866-492-5336, ext. [\[EA EXTENSION\]](#).

Sincerely,

[\[EA Name\]](#)  
Enrollment Advisor  
Walden University

Toll-Free Phone: 1-866-492-5336, ext. [\[EA EXTENSION\]](#)  
Email: [\[EA EMAIL ADDRESS\]](#)

**P.S.** Call me today to begin your application—classes begin [September 6, 2011](#).

**<sidebar>**

**Comment [KLH1]:** Please verify and/or replace with correct start date for this program, depending on when this e-mail goes out . Sept. 6 was next start date given on program web page.

[Read more](#) of Powell-Laney's story and her unique application of Walden's Ed.D degree.

Walden offers both state-approved educator licensure programs as well as programs and courses that do not lead to licensure or endorsements. Prospective students must review their state licensure requirements prior to enrolling. For more information, please refer to [www.WaldenU.edu/educlicensure](http://www.WaldenU.edu/educlicensure).

Prospective Alabama students: Contact the Teacher Education and Certification Division of the Alabama State Department of Education at 1-334-242-9935 or [www.alsde.edu](http://www.alsde.edu) to verify that these programs qualify for teacher certification, endorsement, and/or salary benefits.

Prospective Washington state students are advised to contact the Office of the Superintendent of Public Instruction at 1-360-725-6275 or [prof.educ@k12.wa.us](mailto:prof.educ@k12.wa.us) to determine whether Walden's programs in the field of education are approved for teacher certification or endorsements in Washington state. Additionally, teachers are advised to contact their individual school district as to whether this program may qualify for salary advancement.

[www.WaldenU.edu](http://www.WaldenU.edu)

Walden University is accredited by The Higher Learning Commission and a member of the North Central Association, [www.ncahlc.org](http://www.ncahlc.org); 1-312-263-0456

© 2011 Walden University. All Rights Reserved.

This message is in response to your prior request for information from Walden University. If you do not want to receive future commercial email messages from Walden University, please [click to unsubscribe](#). Please note that we may continue to send you transactional or relationship messages, such as account information. You can review Walden's privacy policy at [www.WaldenU.edu/privacy](http://www.WaldenU.edu/privacy).

**Comment [2]:** Conversion team, please program.  
Heather Travaglini