

Prospect/Inquiry

Prospect

Inquiry
An engaged prospect who submits inquiry form

Inquiry Campaign: (All prospects receive 5 emails from assigned recruiter, depending on answers regarding citizenship)

- Email 1 Day 0 - Program specific email
- Email 2 Day 3 - Enrollment coach intro
- Email 3 Day 7 - Financial aid info
- Email 4 Day 14 - Student stories
- Email 5 Day 21 - Site information

If after the 5th email, the prospect has not started or submitted an application, two follow-up emails will be sent:

- Email 6 Day 90 - Reminder 1
- Email 7 Day 180 - Reminder 2

Duration of campaign: 21 days - 180 days

Pre-Review

Applicant begins to complete app, but has NOT submitted the app and paid non-refundable fee

Submitted Application

Quality control, check for documents received, crime records, etc.

Grad school staff checks for errors within 24 hours of receiving submitted app and matches already received documents, such as transcripts. If applicant indicated crime or suspension on the app, the crime process will be completed.

Awaiting Corrective Actions

Awaiting Materials

Grad School waits for applicant to submit materials, such as official transcripts, letters of recommendation, test scores, other

Audience Specific

Status Update and is able to view admission or denial letter electronically on the portal

- Checklist items
- Material upload
- Enrollment coach info
- Transcript info

Moves to Staff Review after all materials have been reviewed

READER

Reads

Admissions Portal Update

- App has been forwarded to program for review

Graduate School Final Review

Grad School Final Review

Decisions

Release Decision Admit/Deny

Admitted Student

Admissions Portal Update

- Admission/Denial letter is available to view

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Post-Admissions Portal Update

- First Steps (Ursa, Bearmail)
- Next Steps (Health insurance, housing, etc.)
- Post-admissions checklist
- Facebook feed, student stories, etc.
- Confirmation form