



	Recruit		Convert		Retain	
Student funnel	Purchased names. Not yet engaged or shown interest	Actively engaged or expressed interest (clicked link, opened email, visited)	Pending application decision or has missing or incomplete information	Admitted to the university	Registered for New Student Orientation	Enrolled in classes
Marketing funnel	Awareness	Interest	Consideration	Intent	Commitment	Convert
Intent	Foster	Connect	Support	Engage	Advise	Excite
	Build brand / relationships	Connect emotionally	Provide support, outreach	Foster relationships	Inform, increase yield	Prevent melt, retain
What we want them to do	<ul style="list-style-type: none"> <li>- Request info</li> <li>- Visit campus / virtual tour</li> <li>- Engage with AR</li> </ul>	<ul style="list-style-type: none"> <li>- Apply for admission</li> <li>- Attend Powercat Preview</li> <li>- Connect with AR</li> </ul>	<ul style="list-style-type: none"> <li>- Complete application</li> <li>- Connect with college</li> <li>- Schedule visit</li> </ul>	<ul style="list-style-type: none"> <li>- Register for orientation</li> <li>- Apply for housing</li> <li>- Apply for scholarships</li> <li>- Accept finaical aid</li> </ul>	<ul style="list-style-type: none"> <li>- Connect w/advisor</li> <li>- Enroll</li> <li>- Sign housing contract</li> <li>- Complete checklist</li> </ul>	<ul style="list-style-type: none"> <li>- Connect w/ community</li> <li>- Finalize to-dos</li> <li>- Prep for being a <i>Wildcat</i></li> </ul>
What we want them to know	<ul style="list-style-type: none"> <li>- Majors and programs</li> <li>- Student experience</li> <li>- Admission requirements</li> <li>- Research, applied learning</li> <li>- Outcomes, ROI</li> <li>- Cost, fees, fin aid</li> </ul>		<ul style="list-style-type: none"> <li>- Support services</li> <li>- Fin aid, scholarships</li> <li>- Internships, career prep</li> <li>- Next steps</li> <li>- Personalized outreach</li> </ul>		<ul style="list-style-type: none"> <li>- NSO process</li> <li>- Dates/deadlines</li> <li>- Program specifics</li> <li>- Personalized outreach</li> </ul>	<ul style="list-style-type: none"> <li>- Provide resources</li> <li>- Getting involved</li> <li>- Prepare for start</li> </ul>
				COLLEGE OUTREACH		

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