INFORMATION GATHERING

In the 2-16 weeks prior to applying:

NARROWING DOWN

As prospects hone in on specific schools:

- Prospects research on all devices – desktop, mobile, tablet.
- 2/3 of prospects use a mobile device at home.
- This means your site must be optimized for mobile!

APPLICATION TIME

- 75% make first visit to school’s website
- 90% are unsure of which school to attend
- 83% of search queries are for non-branded terms

Prospects are using the following sources during their research process:

- School Website
- Search Engines
- Family/Friends
- Brochures
- Aggregators
- Mentor/Counselor
- Ranking Sites
- Social Networks

Video has been proven to improve opinions and perceptions in the following categories:

- Affinity
- Consideration
- Awareness
- Value of Degree
- Respect by Employers
- Reputable Accreditation

By the time prospective students complete their application process, they have:

- Considered 2-3/4 of schools
- Visited 10 online applications
- Completed 16 months

The top factors taken into consideration by prospective students are:

- Affordability
- Location
- Flexible Learning
- Reputation
- Family/Friends
- Student Culture
- Reputable Professors
- Strong Alumni Network

Best content to include:

- Online Campus Tour
- A Day in the Life
- Program Finder
- Student Blog
- Online MSOT

Step 1: INFORMATION GATHERING

Step 2: NARROWING DOWN

Step 3: APPLICATION TIME

Step 4: ENROLLMENT

Step 5: ALUMNI

Alumni want a continued relationship with their alma mater to connect with classmates, engage in planned giving, seek career opportunities, and join the social community.