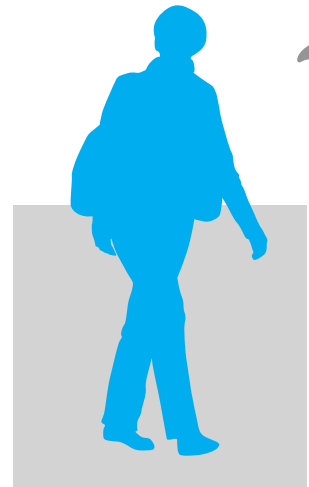


# The Student Lifecycle

Many factors weigh in the decision-making process for prospective students. It's critical for higher education institutions to deliver the right information at the right time.



## Step 1

### INFORMATION GATHERING

In the 2-16 weeks prior to applying:

**2/3**  
of prospects use a mobile device at home

**90%**  
are unsure of which school to attend

**83%**  
of search queries are for non-branded terms

**75%**  
make first visit to school's website

Prospects research on all devices – desktop, mobile, tablet.



This means your site must be optimized for mobile!

Prospects are using the following sources during their research process:

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

## Step 2

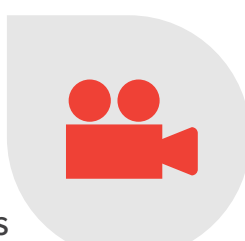
### NARROWING DOWN

As prospects hone in on specific schools:

**2/3** use video to learn about school offerings.

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:

Performed more than **10** Search Engine Queries

Completed **4** online applications

More than **16** Page views (per school applied to)

## Step 3

### APPLICATION TIME

The top factors taken into consideration by prospective students are:

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

#### Most viewed pages:

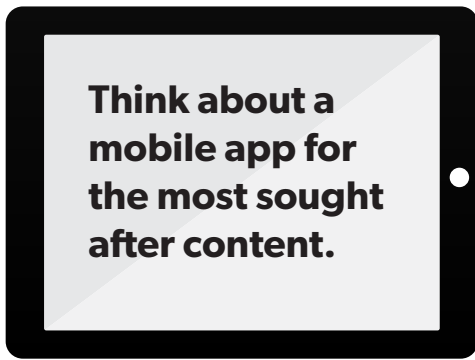
- Academic Programs
- Campus & Student Life
- Maps & Directions
- Contact Info

#### Best content to include:

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

Accepted

- Shuttle Schedule
- Security Phone Numbers
- Bill Payment
- Financial Aid
- Event Calendar



## Step 4

### ENROLLMENT

Provide the right content and communication to help students stay engaged on campus.

## 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.

Keep alumni involved through alumni community sites and social media.

