Inquiry Forms & Student Resources
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Start with your Audience

- Personas
- Location
- Content Assessment
- Channels of Communication
- Activities Calendar
- Resource Needs
Graduate Studies Inquiries

- TOEFL waiver
- Spring admissions
- Scholarships and funding
- "Do I qualify for admissions" based upon this descriptive email?
- Transfer requests
- Letters of recommendation
- International students: "Is my degree valid?"
- High school students preparing for their future
Design Your Flow

IDENTIFY THE AUDIENCE JOURNEY

- Who is our target audience?
- How do we engage?
- When do they interact with:
  - GS?
  - Your Program?
  - Campus?
- Where is their resource located?
Funnel A

Deadline 2018/2019

1. Learn more about programs
2. Is grad school right for me?
3. Current deadlines
4. FAQ sheet

Funnel B

November

- Deadlines
- Blog posts

Blog Posts

- 8 Steps to Applying
- Infographic
- Resume to CV
- Statement of Purpose
- Personal History

TY page

- Program dates
- Program pages
- FAQ sheet
- Deadlines
- Programs

TY page

- FAQ
- Deadlines
- Programs

Download link to blog post

Page updates

- FAQs
- Deadlines
- Programs

Funnel #2
OUR TARGET AUDIENCES

WHO IS OUR AUDIENCE?

WHAT ARE THEY LOOKING FOR?

WHY ARE THEY HERE?
THE BRIDGE OF ENGAGEMENT