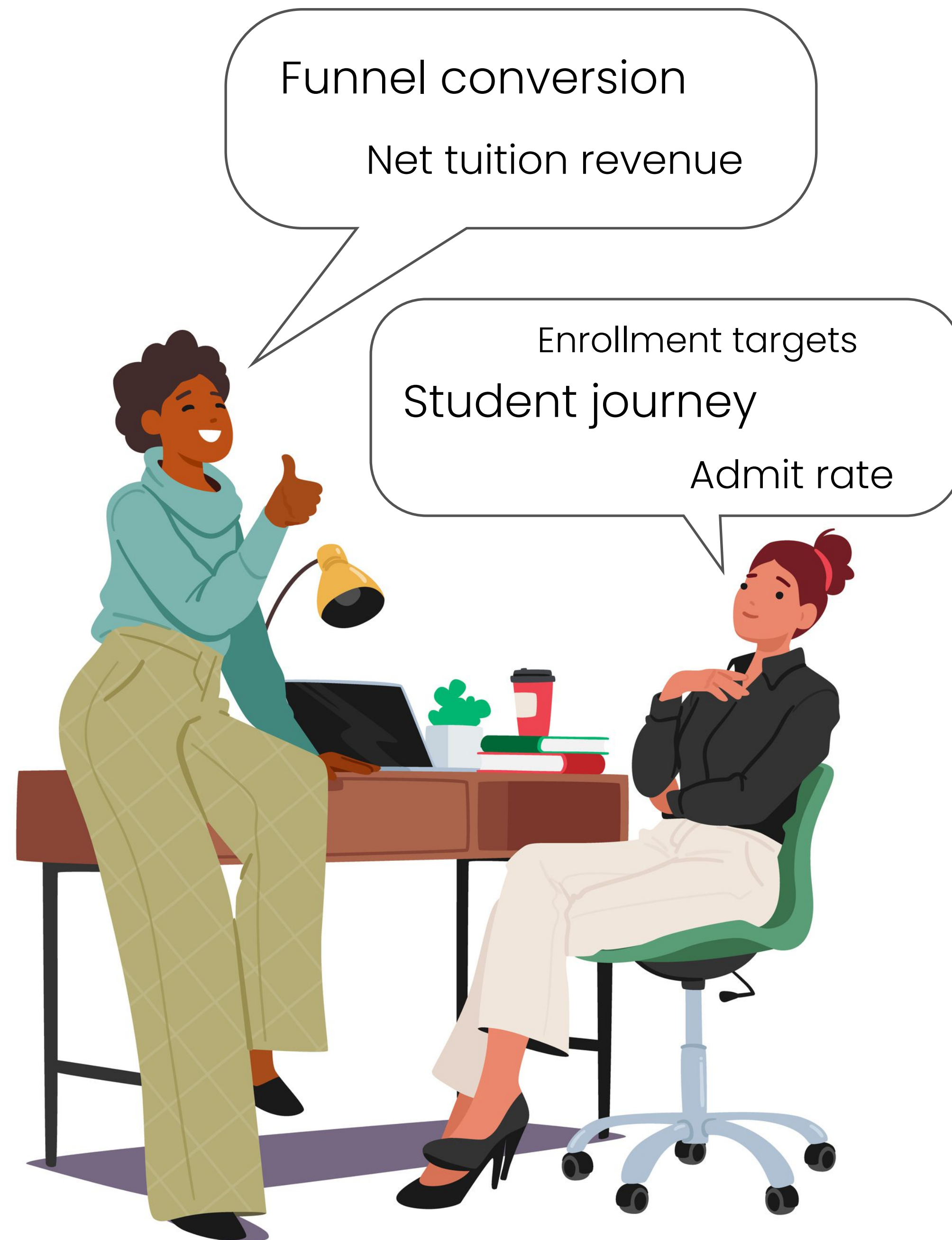


# NEWCITY

# Teaching Web Teams to Speak Enrollment

HighEdWeb | September 24, 2024



# Hello!



**David Poteet**

President, Sr. UX Strategist  
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**Robynne Lofton**

Director of Enrollment Strategy  
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**“Our website’s top priority is to serve enrollment.”**



# FILM/VIDEO

Calling the next Scorsese or JJ Abrams! Our Film and Video concentration covers all aspects of film and digital media, including narrative fiction and documentary filmmaking. This is a hands-on, hit-the-ground-running experience where you'll learn the technical and aesthetic aspects of media creation — and with full access to gear and facilities. During your final semester, take in all you can learn from a full-time internship in Boston, Los Angeles, New York or anywhere there's a story waiting to be told.

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at [fitchburgstate.edu](http://fitchburgstate.edu)





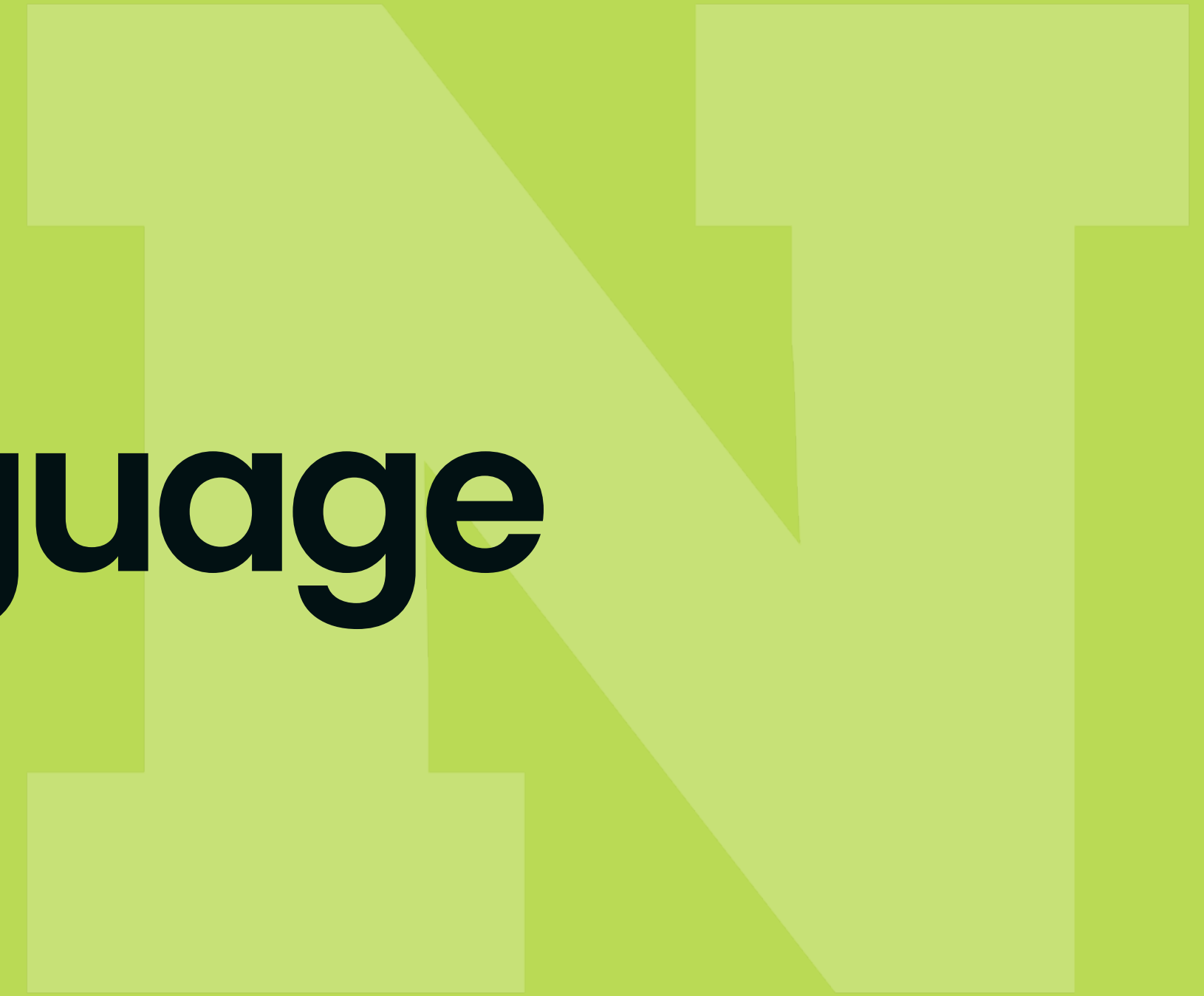


**Teach**  
**Inspire**  
**Collaborate**





# Teaching the Language

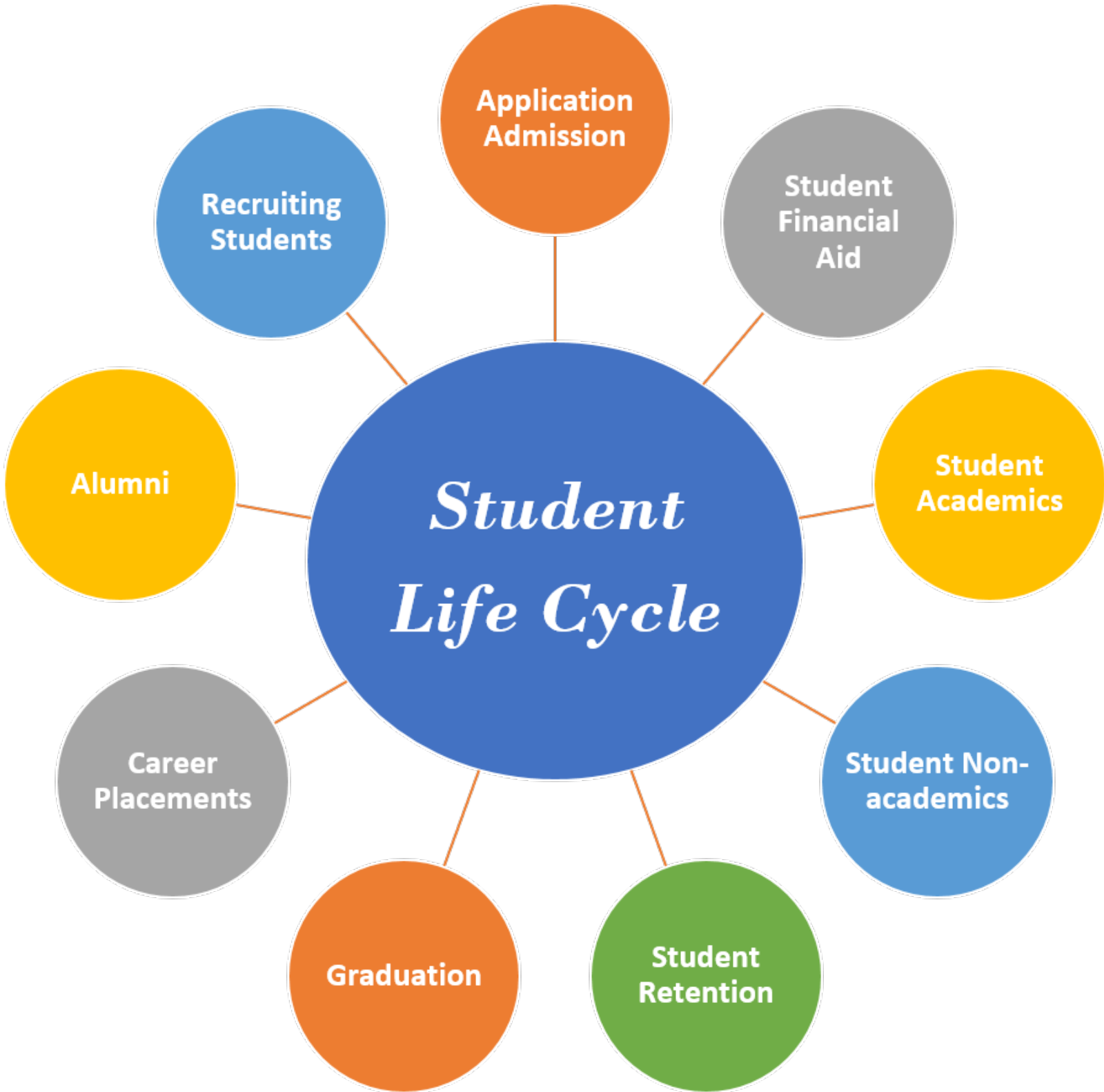


# Funnel vs. Lifecycle

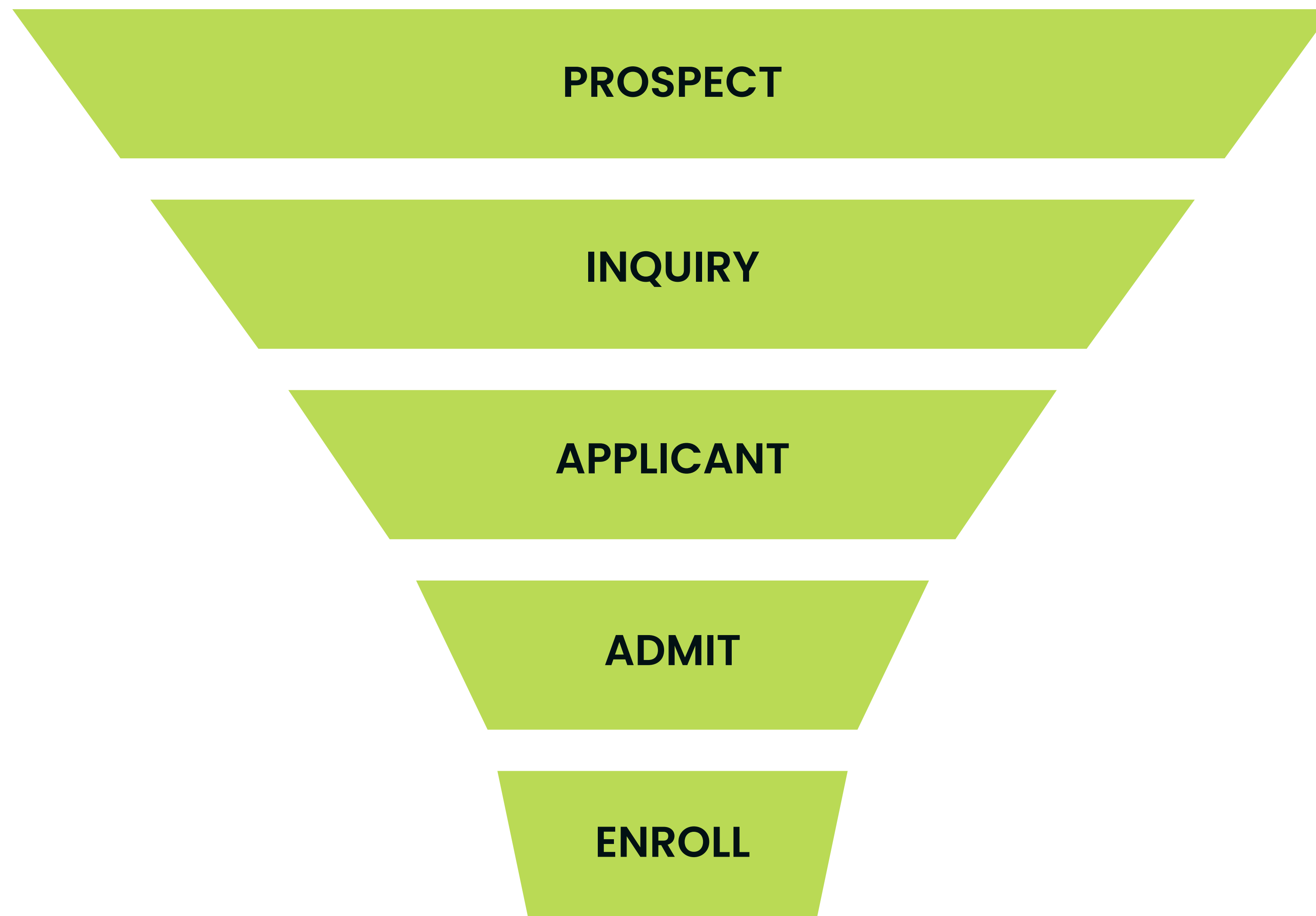
Prospective Students



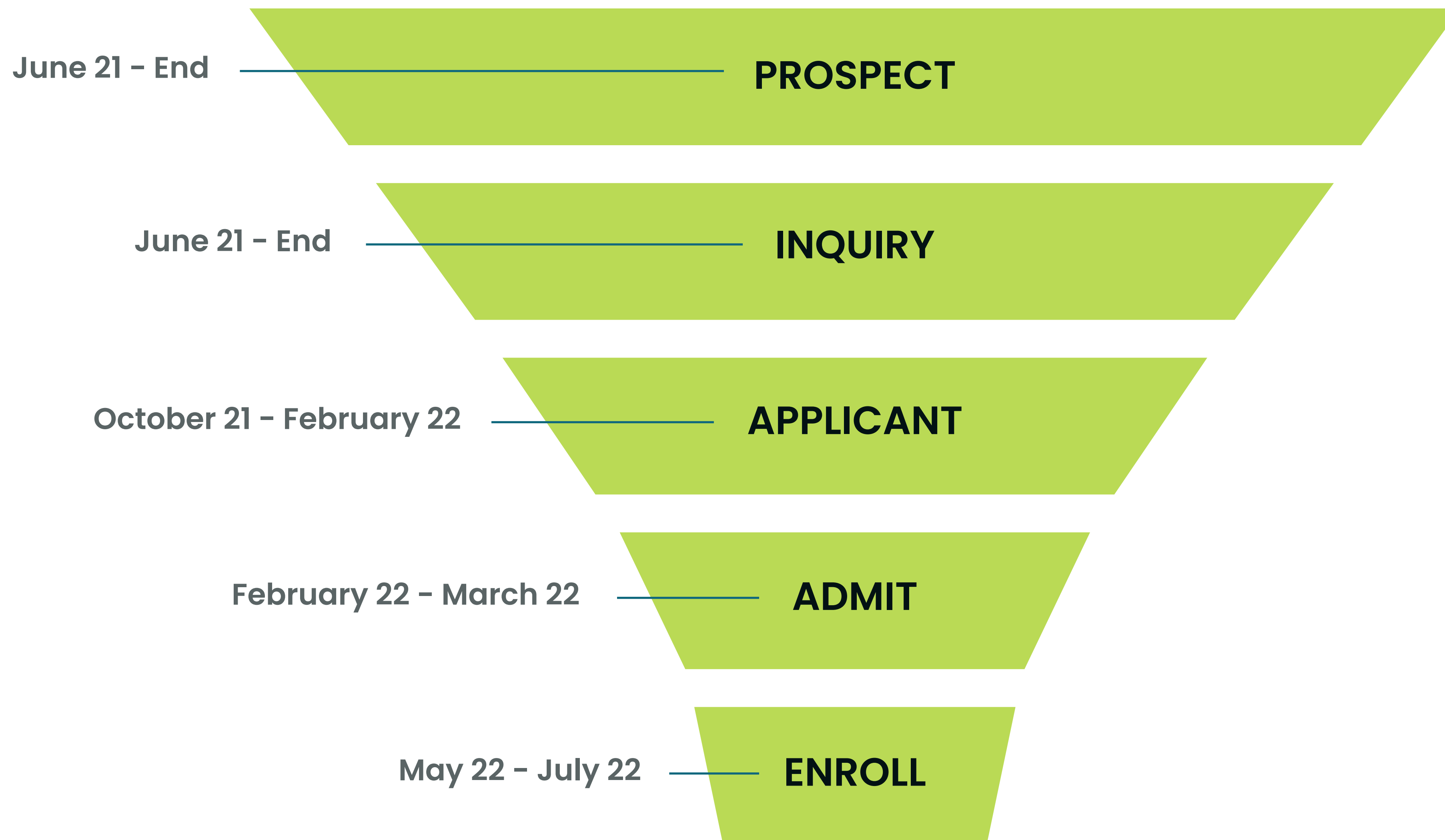
Enrolled Students



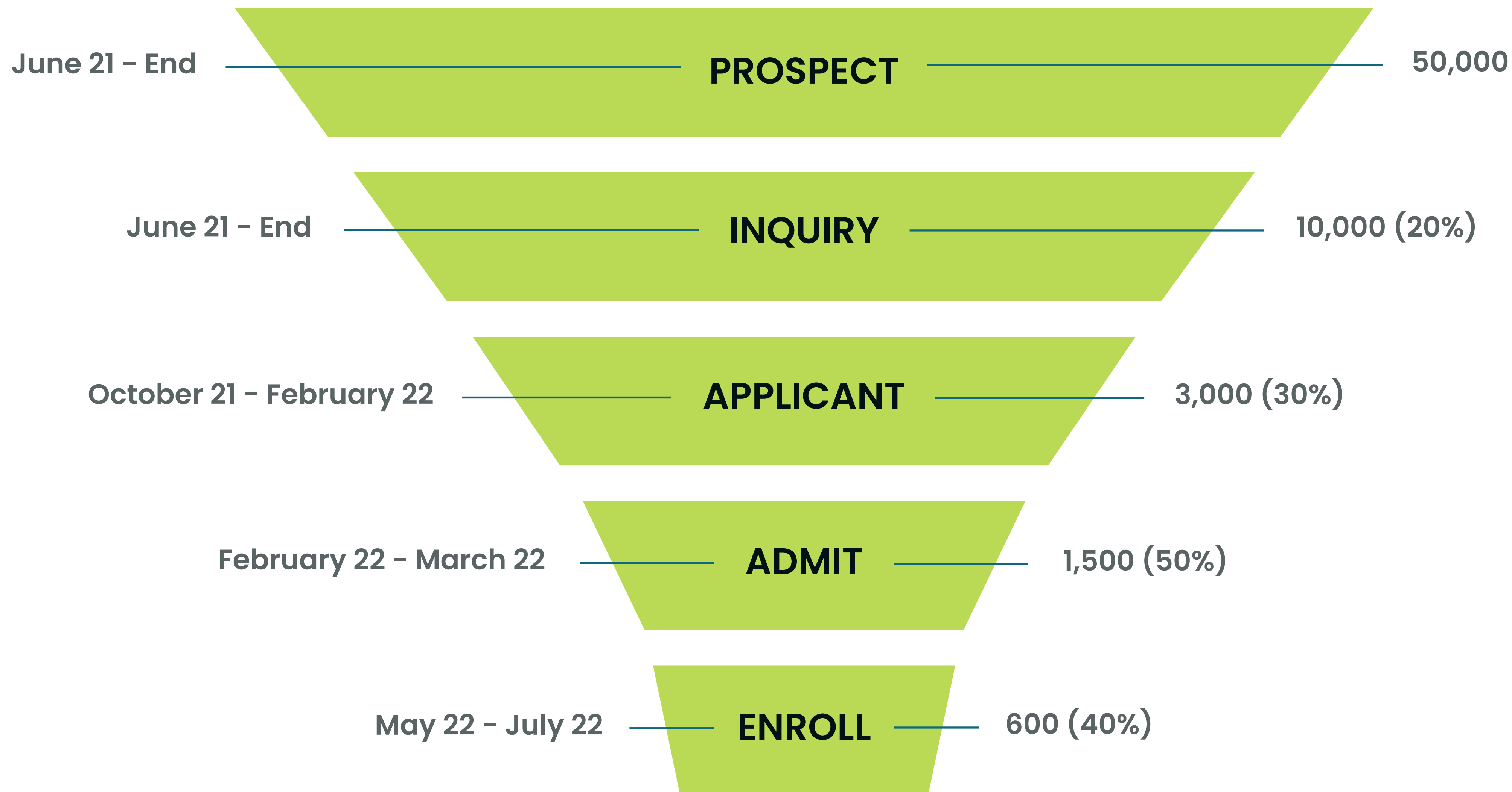
# The Enrollment Funnel



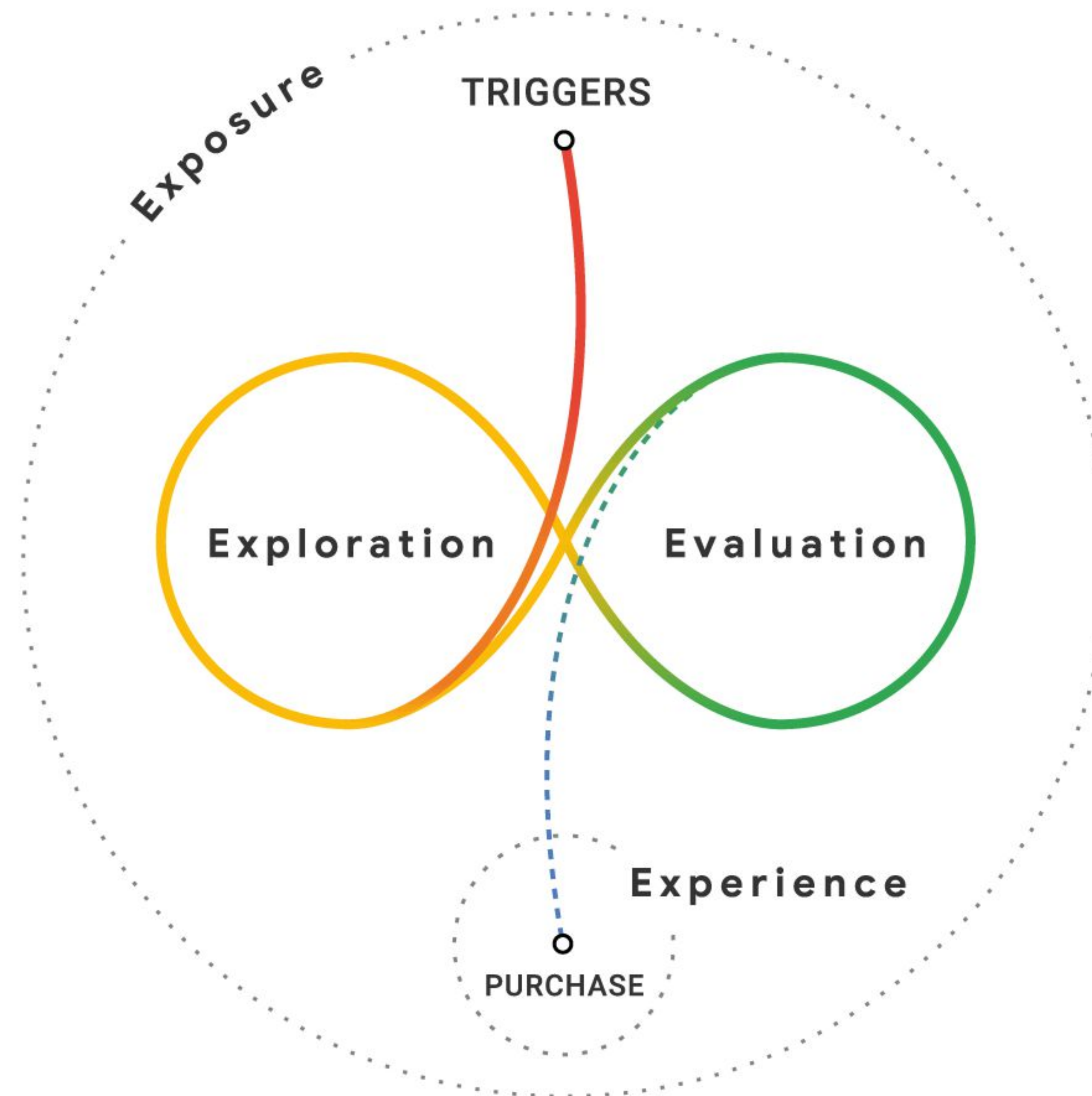
# The Enrollment Funnel



# The Enrollment Funnel



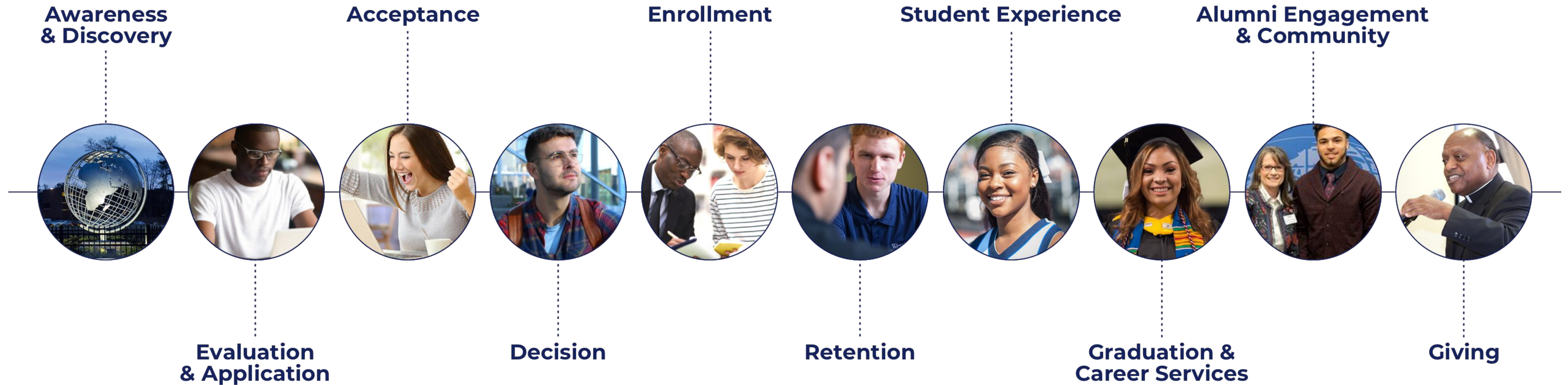
**Let's look at it  
from the student  
perspective**



# Implications for your Web Strategy



# Using the Student Journey Lens



*A student's journey conveying the various stages a student moves through on their way toward enrollment, graduation, and giving.*





# RED ROUTE

No stopping  
Mon - Sat  
7am - 7pm

Except 10am - 4pm

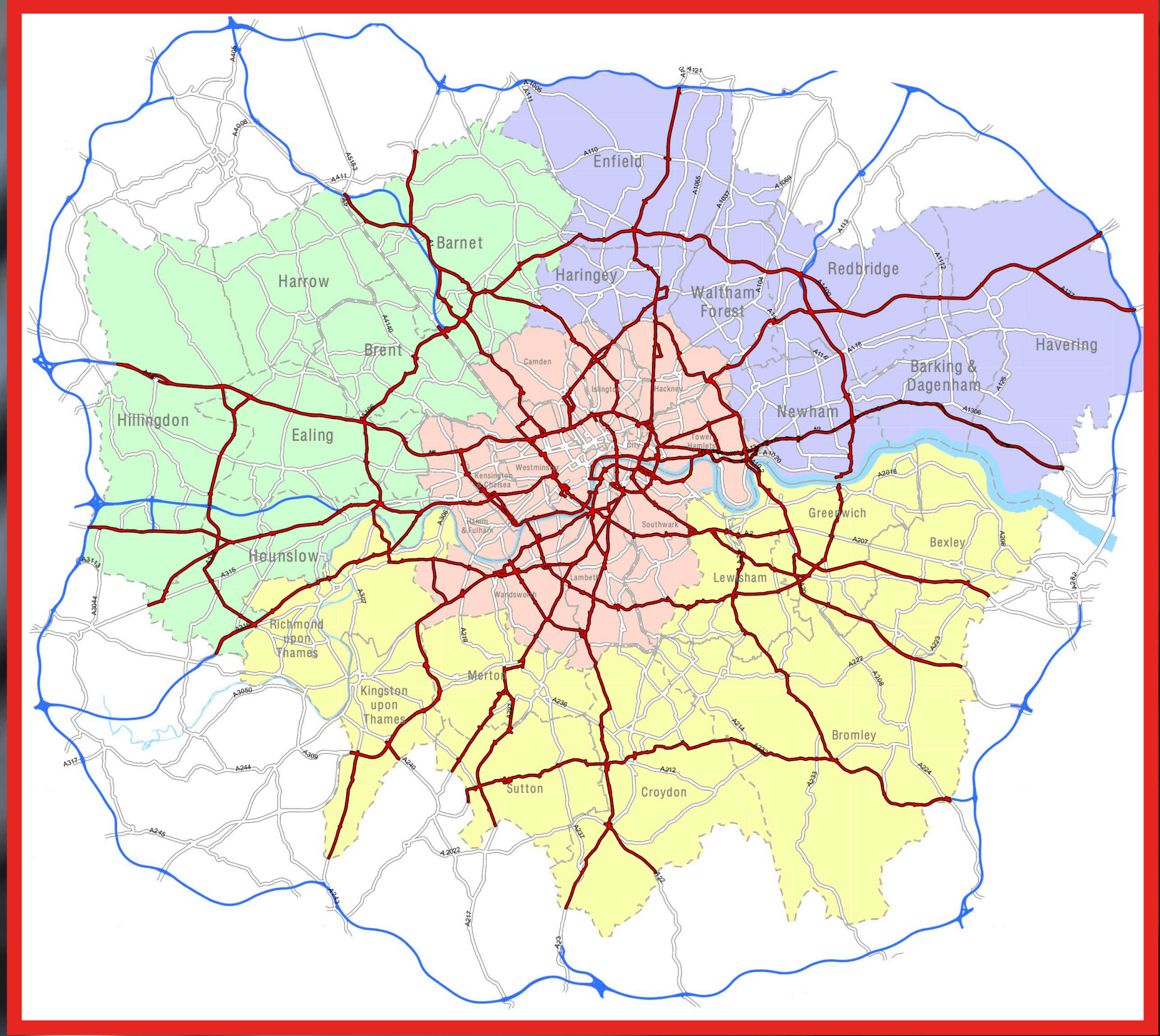


loading  
max 20 mins



max 3 hours

0872





## RED ROUTE

No stopping  
Mon – Sat  
7am – 7pm

Except 10am – 4pm



loading  
max 20 mins



max 3 hours

0872

- **Do you have what I'm interested in?**
- **Why are you better?**
- **What will it cost?**
- **Can I get in?**
- **Will I feel welcome?**
- **How do I apply?**

# Consider and Explore

The line between these stages is obviously blurry, but usually we think of anything where the student starts to reach out, to go further than just browsing a website or learning

# Inquire and Investigate

Filling out survey sent by university



### Early exposure to colleges, idea of college

- Forming opinion of college life from older sibling
- Tag along with older sibling on college tour, gets me thinking about it
- Hear about the big in-class schools from family, friends
- 10 no real picture of college in my mind
- Visited college campuses with my oldest parent
- Because of athletics, I was training about college in the 8th grade
- Participate in early program like STEM that exposes me to colleges
- not very engaged when dragged along on campus visit with parent or older sibling - had sour taste before even got there
- Youth athletic engagement is a strong motivator in going to college
- Attend camp or program on a college campus
- Passionate about a hobby/interest from an early age. Wants to do it professionally.
- 10 Parents believing in me means a lot!

### Learn about College Process

- Forming a sense of what matters to me in the choice
- Parents help to define what I was looking for in a college
- Search college service hour websites that help me to navigate the college process
- Don't know the right website to help me find the right college
- 10 parents can't guide me through the process
- Guidance from HS College Prep Program
- Learn about schools, how to prepare and apply to college prep workshops with guidance counselors, 15 students (1st-12th grade year)
- Attend Summer Boot Camp - college prep
- Attend pre-college programming
- Attending compulsory, high school hosted workshops for college application prep
- HS college prep program advising what not to do before using FAFSA
- Learn about how and when you have to choose a major
- HS college prep program requiring what not to do before using FAFSA
- HS college prep program group sessions, no 1:1 with counselor
- "I've been hearing about the Common app everywhere, talking about it."

### Preparing for College

- Taking dual enrollment courses
- Thinking about what I would want to write recommendation letters (Sophomore yr)
- Take dual enrollment class at local JC campus, great experience

### Reaching out to schools

- Request info
- Schedule / Talk to Admissions Rep
- Contact admissions Office
- Completed BR for colleges
- Scheduling meetings over summer with admissions counsellors
- Email admissions rep about double majoring bc it's not clear on website
- small admissions rep after they visited my HG
- How fast did admissions respond to my email?
- Receiving BR responses from Admissions

### Athlete path

- Created a profile on athletic recruiting site
- Receiving athletic recruiters to do a camp
- Parents helped determine fit academically and athletically
- Listen to recommendations made by current coach
- Sent athletic information and highlight reels to colleges I was interested in
- attended athletic camps
- Coaches couldn't talk to me early on - wonder if they liked what I sent them
- Athletic coaches from colleges send surveys and other admissions info

### Taking Entrance Tests

- Take both SAT and ACT and submit the better one with application
- Decide which schools to send my scores to
- Concern about sending my SAT scores to colleges before I know what they are. What if I don't do well?
- Should I can I get help studying for these tests?
- Take practice tests

### Forming an early list of schools

- Talk to people in my circles
- Online searches
- Considering Closer to Home
- Considering Farther from Home
- Talk to friends about future plans
- Receive school recommendations from college counselor
- Looking at the college websites that I was "matched" with based on my interests
- Use college search apps like the "Tinder for colleges" (Bible)
- Consider my willingness to attend school far from home
- My parents want me to stay in state
- Choose to go somewhere far enough from home that I can have a little more independence.
- Parents supportive of me wanting to go further away
- Talking to parents who heavily influence school search using distance as a criteria
- Look up best schools to go undecided bc not sure direction yet
- Start checking out schools by generic Google searches "what schools in blah region are best for biology?" or "science student?"
- Check out a school that showed up on multiple "best of" lists (searched "B's" searched)
- Mother looked up "unofficial Ivy League schools" and IVM is one of them

### Figuring out interests, major

- Confirm major interest through classes and internships
- Take an enjoyable / interesting job that helps me decide major
- Get summer internship in the career field I want to pursue
- Considering my major - which is the right one for the career I want?
- Choose LO major that will help me get into the grad program I want
- 10 worried I don't have the study skills I need to succeed in college
- Identify great schools with the program I want to do after factoring in

### Visit Campuses

- Decide to Visit
- Comps Vibe
- Dorms / Residence Halls
- Classrooms
- Reactions
- Prepare for Visit
- How many?
- Major like, then a great initial tour - try to decide to visit
- If it's more interesting after looking at website, request a tour
- Tag along with a friend on their college visit
- Assess community, vibe during campus visit
- Get a sense of college life from student tour guide
- Visit campus to make sure I feel like I could already go there.
- Visit and check out how walkable the campus is
- When am I going to be sleeping?
- Who will I room with?
- Visit and check out different classroom spaces and buildings
- Visit, see classrooms and class sizes
- Surprised to find out I like a school a lot more than I thought I would, after a visit
- Visit, Expecting more of a college campus vibe but it was more embedded into the city
- Visit ended up feeling like it was going to be a lot of money for not necessarily a special or unique experience
- Assumed the students all had nearby and surprised by how much of a central campus it is.

### Narrowing my list further

- narrow down my options after visiting
- Narrow down my college search list

### Deciding where to apply

- After
- Keep Options Open
- Whose are friends applying?
- Doing heavily recruited by college coaches helped define who was helping to
- Make sure college got included some that were should first get admitted to my school of choice
- It was hard to know my friends were applying too - "I could have a roommate if I want them"
- Followed up on schools athletic recruitment cycle to determine if applying
- Apply to all 8 schools on my list - keep my options open
- Applied to some schools I wasn't sure I could even attend
- Talk to parents, guidance counselor, about who should be on my fallback list

### Narrowing my list

- Assess Campus
- Assess Cost
- Assess Distance
- Timing
- Seeking information that validates or invalidates expectations
- The student experience / opinion is the authentic one
- Use recommended tools
- Getting a sense of vibe, how'd fit there
- Will it be lost as a First Gen?
- Like hands-on, able to make real things to help people
- Look for programs with study abroad, how credits transfer, where you can go
- Even though I want to go into STEM career, went strong based on curriculum
- How easy is it to get around campus? "What about bus?"
- Looking at images of dorms
- If I like the vibe from photos on Google, see if they have virtual tour option
- Research what the cost of tuition and room and board was
- Drop school from my list bc too expensive
- Can I afford this school?
- Will my parents help me pay?
- "So my parents need me to help support the family \$"
- Decide which schools I'm more serious about (senior year)
- Decide which schools I'm more serious about (senior year)
- How easy is it to get around campus? "What about bus?"
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- Decide which schools I'm more serious about (senior year)

### Receive Direct Mail / Email

- Receiving marketing materials from colleges, academics, rankings, invites to visit
- Receiving emails from Colleges who gathered their info in previous years
- Received email invitations to visit colleges and check out the school
- Turned off by admissions rep who presented things about me without asking
- Attending college fairs
- Attend presentations from admission counselors at my high school
- Attend high school hosted college recruitment events
- Attend college fairs on college campuses
- Turned off by admissions rep who presented things about me without asking

### Going Deeper on Academic Program

- Curriculum
- Academic Workload
- Talking to My Interests
- Right path for my career?
- Can I get into my major?
- Looking for what courses are offered
- What is the workload going to be like in my major?
- How hard is the school work?
- Can I combine interests? (i.e. double major or minor/major, across whole university not just within a college)
- Work to understand pre-professional programs and their best partnered major
- Will be able to get into my major once I'm accepted to the college?
- Found out details regarding what rates and removed schools from my list
- What are my chances of acceptance?

### Practical aspects of distance

- The student experience/opinion is the authentic one
- See for myself what students are doing, how students and teachers are interacting
- Student experiences made me think this school might be a good choice
- Listen for the difference between the vague answer of admissions and the genuine answer of a student
- Listen to what other people talk during campus visit
- Attend campus on the bus that have a connection with, makes me feel good
- What are the experiences of other international students?
- How am I going to get to school?

### Growing wisdom about choice

- Compare rankings, other signals of quality
- Compare marketing with reality
- Listening to, learning from others
- What is real value?
- compared the rankings of schools on my list
- checked out rankings, school, program, etc.
- On my visit - try to align what the photos represented to what I was really seeing
- hear questions from other students on tour that I wouldn't have thought to ask
- Want to do my tour separately from siblings, so I can form my own impression of them
- What do I really want?
- Figuring out what I wanted to experience in college
- Is this really going to be a good fit for me?

### Will it be lost as a First Gen?

- 10 Programs to help me navigate?
- 10 I don't know of this technology
- 10 Will I meet other people like me?
- 10 I will meet other people like me?
- 10 I don't know of this technology
- 10 Programs to help me navigate?
- 10 I don't know of this technology
- 10 Will I meet other people like me?
- 10 I will meet other people like me?

### Seeking information that validates or invalidates expectations

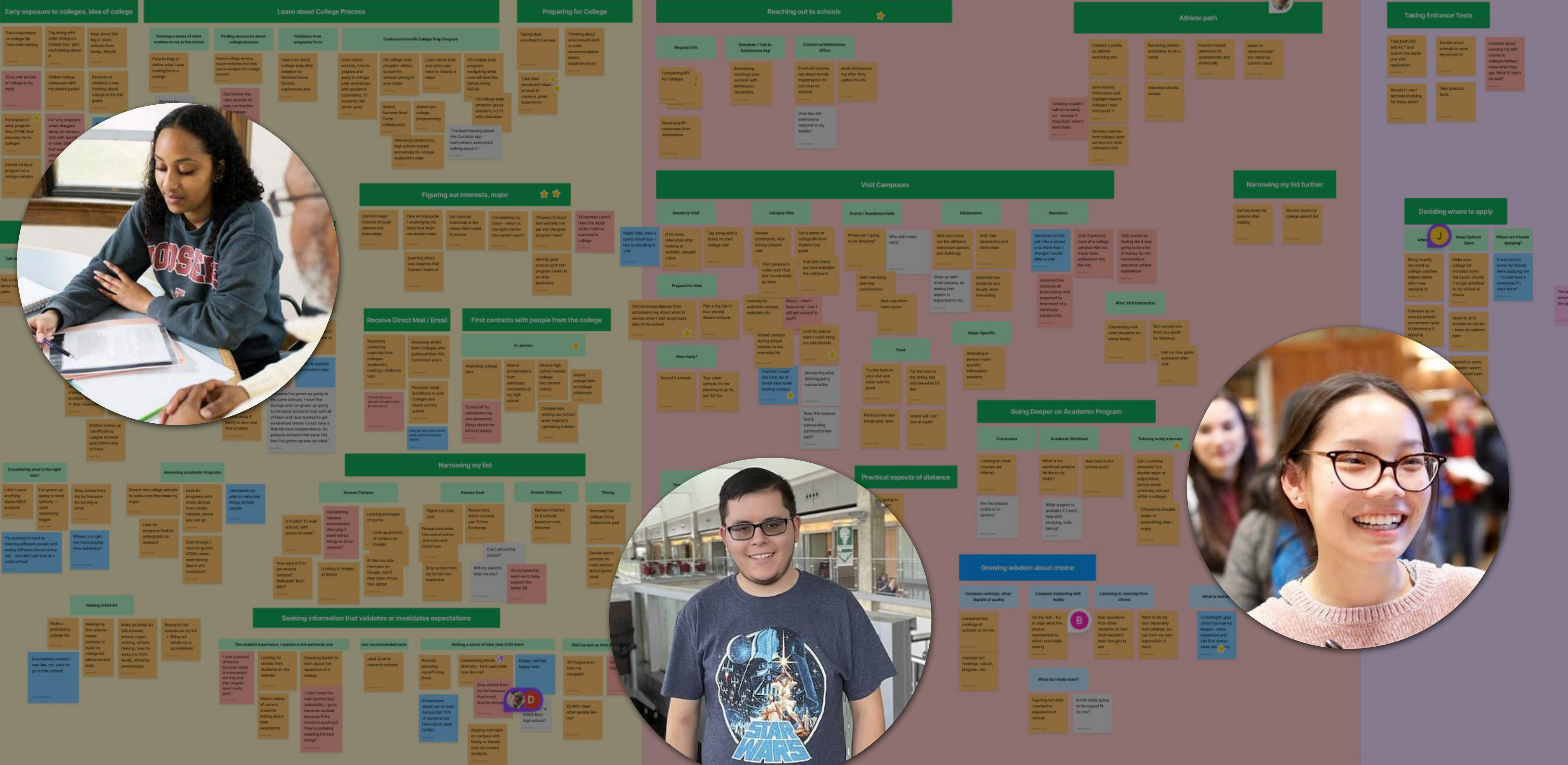
- The student experience / opinion is the authentic one
- Use recommended tools
- Getting a sense of vibe, how'd fit there
- Will it be lost as a First Gen?
- Looking for stories from students on the website
- Checking Reddit to learn about the reputation of a college
- Watch videos of current students talking about their experiences
- "I don't trust the main (university) subreddit, I go to the ones outside because if the school is posting it they're probably deleting the bad things"
- used Scolar to research schools
- Actively picturing myself being there
- Encouraged about out of state tuition that 20% of students are from out of state (UNM)
- Staying overnight on campus with family as friends that are current students
- Huge I will feel happy here.
- Drop school from my list because they're not diverse enough
- "It's A mixed from high school?"

# Consider and Explore

The line between these stages is obviously blurry, but usually we think of anything where the student starts to reach out, to go further than just browsing a website or learning

# Inquire and Investigate

Filing out survey sent by university

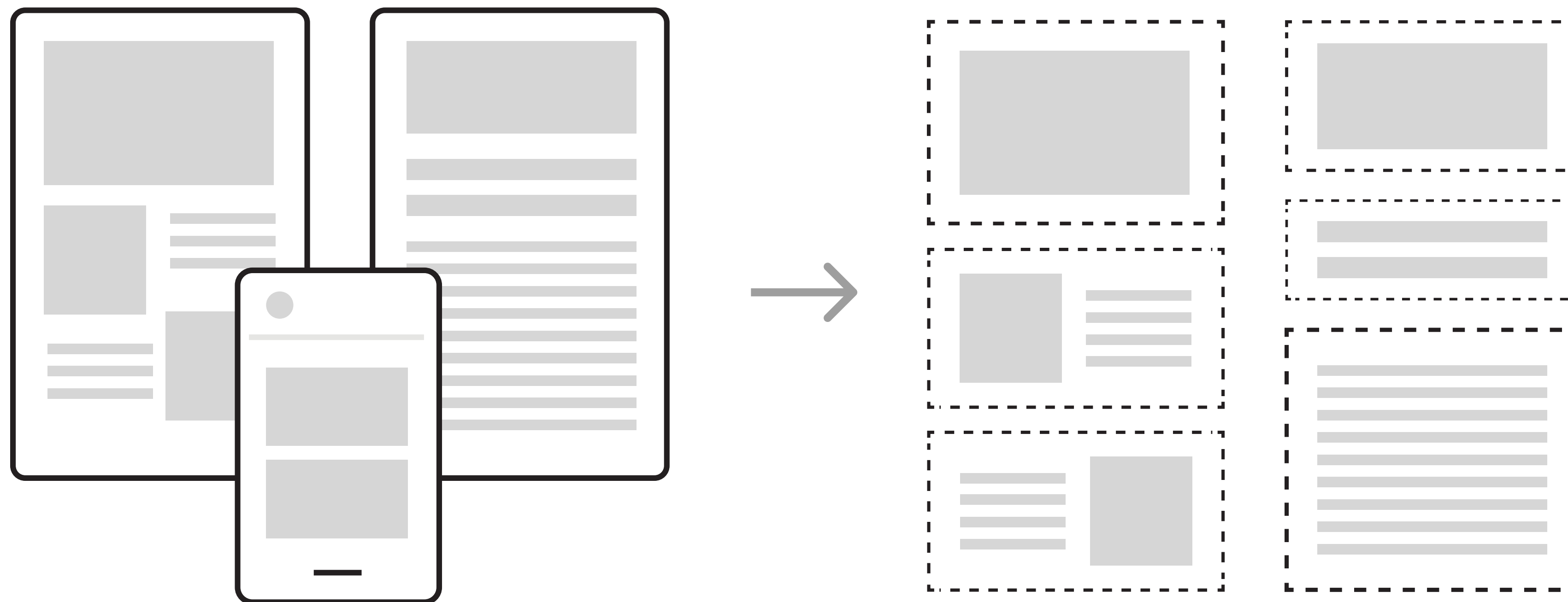


# Design the research together

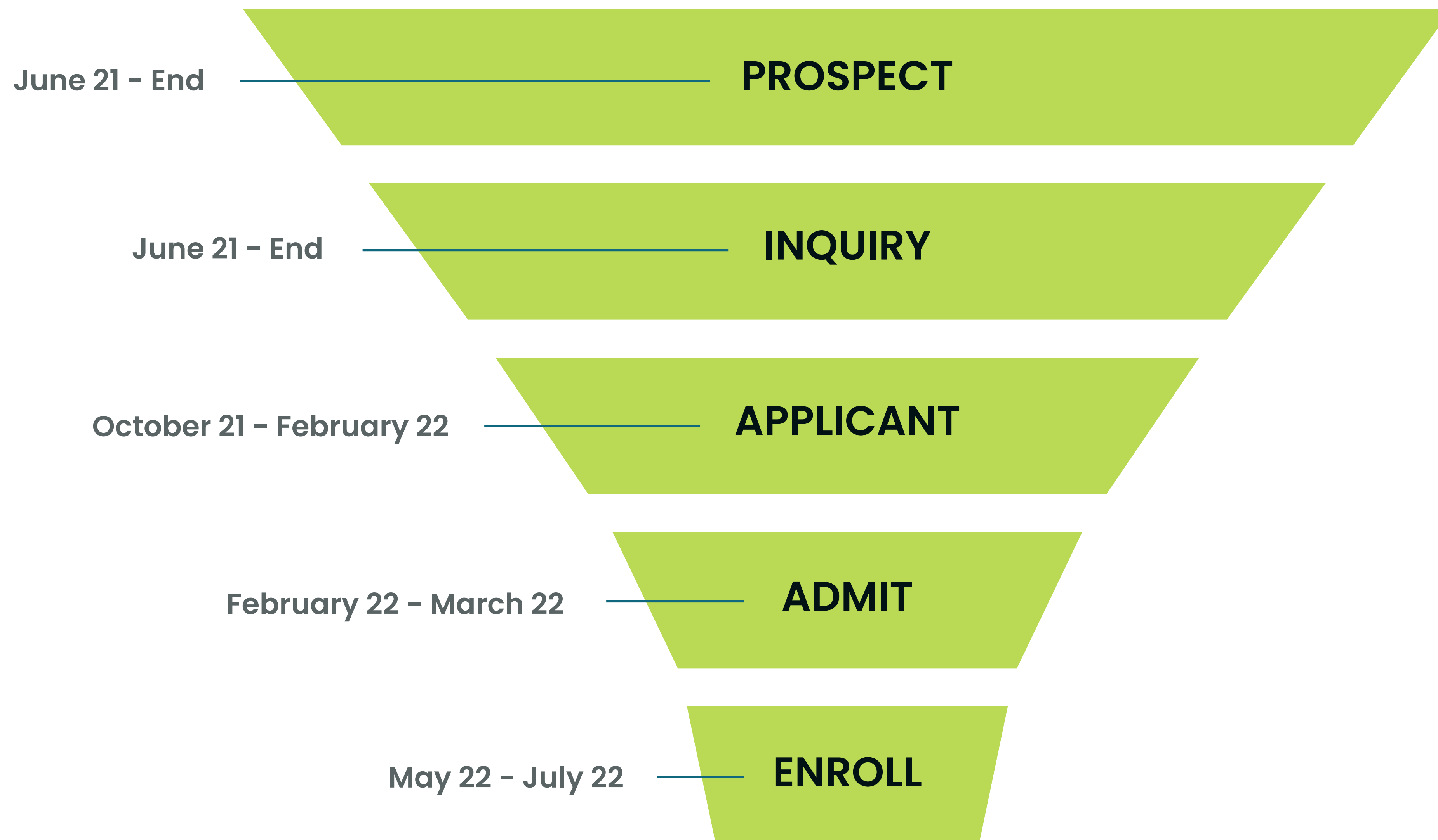
- What does Enrollment wish they knew about their target audiences?
- Who do they think you should focus on?
- What kind of research deliverables would be helpful to you AND them?



# More than just web infrastructure



# Time of year matters too.



# Building Language and Empathy



Is it findable?



Is it scannable?



Is the right content prominent in plain language?



Does it have clear headings and links?



Are the next steps obvious?



[About OSU](#)

[Academics](#)

[Admissions](#)

[Cost & Aid](#)

[Student Life](#)

[Research](#)

[Current Students](#) | [Faculty/Staff](#) | [myOKSTATE](#) | [Directory](#)



[APPLY](#)

[Home](#) / [Undergraduate Admissions](#) / [Transfer](#)

## TRANSFER ADMISSION



**You're on your way to transferring into the Cowboy family.**

The first step is completing the [online application](#) – which covers you for admission to the university *and* all university-sponsored scholarships.

**Who counts as a transfer student?**

You should apply as a transfer student if you have attempted a minimum of 7 semester hours of college-level credit after graduation from high school. If you have attempted less than 7 hours, see the [freshman admission requirements](#).

[APPLY](#)

### Finish Orange

[Schedule a Virtual OSU Visit](#)

[Schedule an in-person transfer tour](#)

[Transfer admission requirements](#)

[Application steps](#)

[International transfer students](#)

[Application fee & waivers](#)

[Transfer scholarships](#)

[Tips for applying](#)

[Dates & deadlines](#)

[Get mail](#)

[Admitted students next steps](#)

[College credit transfer guides](#)

[OSU Transfer Pass/No Pass FAQs](#)

[Finish Orange transfer agreements](#)

[AP/CLEP/IB credit by exam](#)



[Find your admissions counselor](#) to discuss anything regarding applications, official documents, fees and requests. Or, see if they are coming to an [admissions event near you](#).

Interested in transferring to OSU-Tulsa? Learn more about the [OSU-Tulsa admissions process](#).



# Building Language and Empathy



Is it findable?



Is it scannable?



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Home / Undergraduate Admissions / Transfer

## TRANSFER ADMISSION



### A headline for this page

#### Who counts as a transfer applicant?

You should apply as a transfer student if you have attempted a minimum of 7 semester hours of college-level credit after graduation from high school. If you have attempted less than 7 hours, see the [freshman admission requirements](#).

- [Connect with my admissions counselor](#)
- [\[I already applied and want to check my status\]](#)

UPDATE INTRO for transfers - they can't use the common app

### Steps to Apply

Incoming freshmen can apply for admission and scholarships through the OSU application (Opens July 1) or the Common Application (opens August 1). Once you establish an account, you can log back in at any time to complete your application. Before you start, review the steps in the application process.

Prefer a video? We put together a [video walk-through of the application steps](#).

--> [See how your credits will transfer](#)

[Consider moving transfer credit guide link to 50/50 above](#)

#### 1 Review OSU's transfer admission requirements

Learn about **high school prerequisites**, our **test score policy**, and the **holistic review process** we use to consider whether transfer students are a good fit for OSU.

→ [Transfer Admission Requirements](#)

#### 2 Gather your documents

To complete your application, you'll need:

- An **official transcript from each college or university you've attended**
- If you have completed fewer than 24 college-level credit hours, you also need to provide an **official high school transcript showing an unweighted GPA and class rank (if available)**.
- If you are currently enrolled for fall at another institution and are applying to attend OSU the following summer or fall semester, you'll need

Parent page

Current page

Sibling pages

## Contact Us

Undergraduate Admissions  
219 Student Union | Stillwater, OK 74078  
[405-744-5358](tel:405-744-5358)  
[admissions@okstate.edu](mailto:admissions@okstate.edu)

# What is vs. What should be

## Cornell undergraduates

Are you in need of financial assistance for Summer Session? If you are a Cornell undergraduate in good academic standing and you receive financial aid during the academic year, you may apply for summer financial aid through Cornell's Undergraduate Office of Financial Aid and Student Employment. Funding is in the form of work expectation and loan awarded within need-based financial eligibility and availability of funds.

Because funding is limited, you must apply by the May 1, 2018 deadline. Late applications will be considered on a case-by-case basis. All past-due bursar and CornellCard balances must be paid in full before submitting your aid application. Summer aid will not be processed and you will not be registered for Summer Session until balances from the prior fall and current spring are clear.

Financial aid application forms are available online at the [Cornell University Financial Aid](#) website. Please make sure that you pre-enroll in your courses prior to submitting an aid application, pre-enrollment deadlines allowing. You will receive electronic notification of your financial aid award to your Cornell e-mail account once it has been processed.

The Office of Financial Aid and Student Employment must receive written notification from you, the student, of all changes to enrollment once an aid application has been submitted. If you change enrollment or drop your courses entirely, your aid will be subject to change or be cancelled, making the student and family responsible for the payment of all charges.

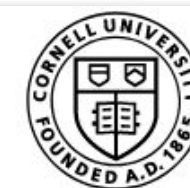
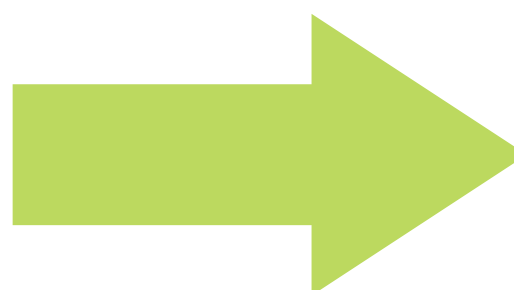
## Cornell Children's Tuition Scholarships (CCTS)

Children of an eligible Cornell employee who are attending an accredited institution for an undergraduate degree may receive a scholarship to take courses and special programs at Cornell during the summer.

Information on the [CCTS program](#), including the amount awarded to students attending Summer Session, can be obtained from the Office of Human Resources, Cornell University, 395 Pine Tree Road, Suite 102, Ithaca, NY 14850 (telephone: 607.255.3936).

## Other possible ways to fund your studies

**Find a grant or fellowship:** Search the [Cornell Career Services Library](#) for information about grants and fellowships.



## Cornell SCE Courses for Credit

[Find a Course](#) [Tuition & Aid](#) [Dates & Deadlines](#) [Student Services](#) [About](#) [Register](#)

## Tuition & Aid

### Cost & Fees

The 2018 tuition is \$1,410 per credit in online and regular sessions.

Payment is due on or before May 4, 2018.

Additional fees may apply. Books, class supplies, room and board are not included.

### Financial Aid

Limited financial aid is available for Cornell undergraduates in good standing. Funding is in the form of student employment. Loans are also available and are awarded within need-based and availability guidelines.

Apply by **May 1, 2018**.

Application forms available at [Cornell's Undergraduate Office of Financial Aid and Student Employment](#).

### Other Sources of Funding

#### Is your parent a Cornell employee?

You may be eligible for [Cornell Children's Tuition Scholarships \(CCTS\)](#).

#### Find a grant or fellowship

Search the [Cornell Career Services Library for grants & fellowships](#)

- Tuition & Aid
- [Fees »](#)
- [Payment Methods](#)
- [Refund Schedule »](#)
- [Contact the SCE Registrar »](#)

**How can you help?**



# Talk to the people who help students and parents.

They're the ones using the website, on the phone or chat with students and parents.

They know what people need, and where the website doesn't match reality!



# Walk through it yourself.

- Complete an RFI
- Create an application account
- Complete an application
- Complete the net price calculator
- Get on your own mailing list





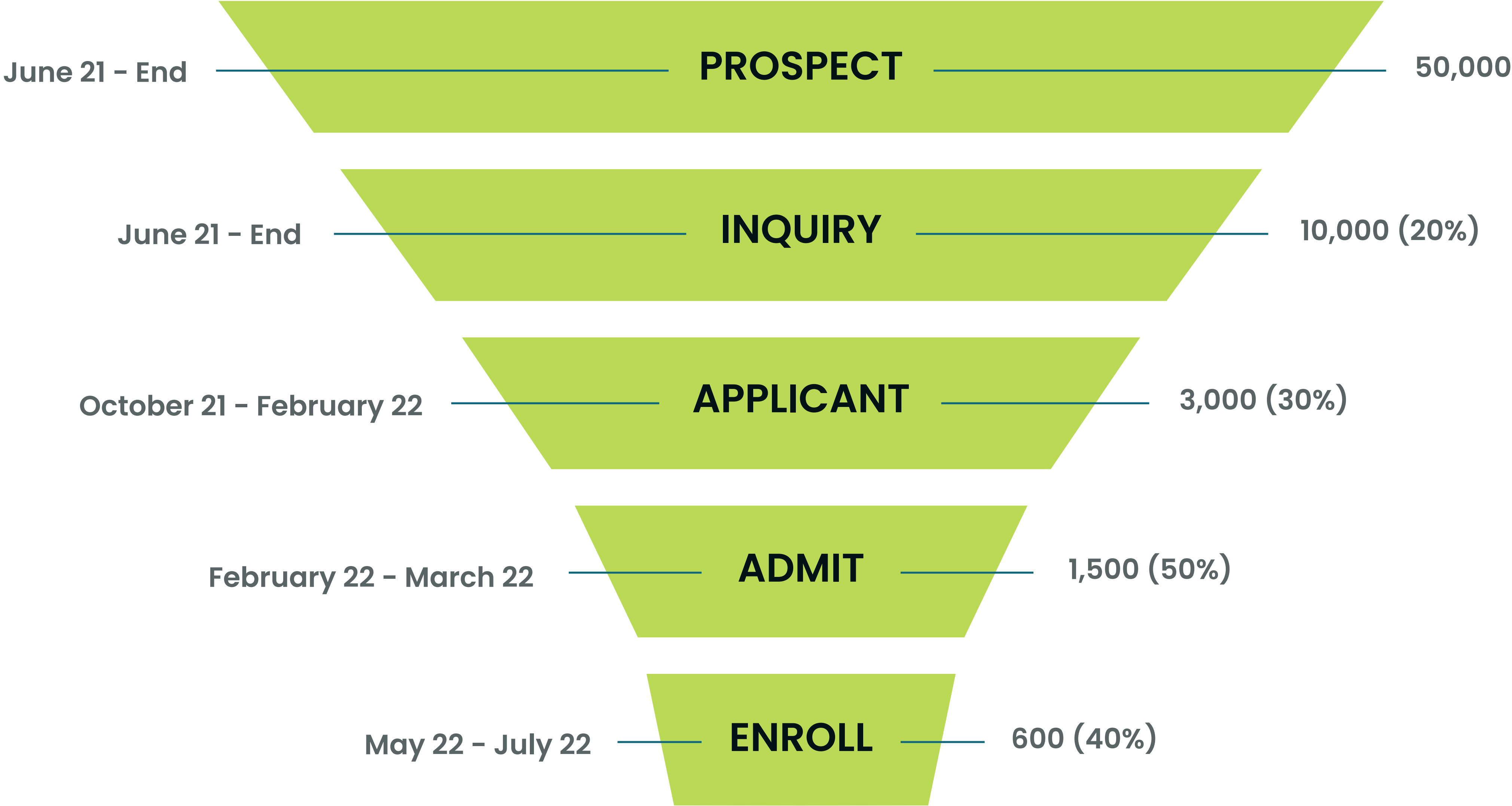
# Test it with real users.

The screenshot shows a web browser displaying the OSU website. The URL is [go.okstate.edu/scholarships-financial-aid/types-of-aid/scholarships-and-grants/freshman-scholarships/in-state-scholarships/in-state-scholarships-23-24.html](https://go.okstate.edu/scholarships-financial-aid/types-of-aid/scholarships-and-grants/freshman-scholarships/in-state-scholarships/in-state-scholarships-23-24.html). The page title is "IN-STATE SCHOLARSHIPS 2023-2024". The main heading is "University Assured Academic Excellence Award", described as "A four-year partial tuition waiver".

Test Score	3.75-4.0 GPA (unweighted)	3.5-3.74 GPA (unweighted)	3.25-3.49 GPA (unweighted)	3.0-3.24 GPA (unweighted)
32-36 ACT or 1420-1600 SAT	\$3,000 (\$12,000 four-year total)	\$2,500 (\$10,000 four-year total)	\$2,000 (\$8,000 four-year total)	\$2,000 (\$8,000 four-year total)
30-31 ACT or 1360-1410 SAT	\$2,750 (\$11,000 four-year total)	\$2,250 (\$9,000 four-year total)	\$1,750 (\$7,000 four-year total)	\$1,750 (\$7,000 four-year total)

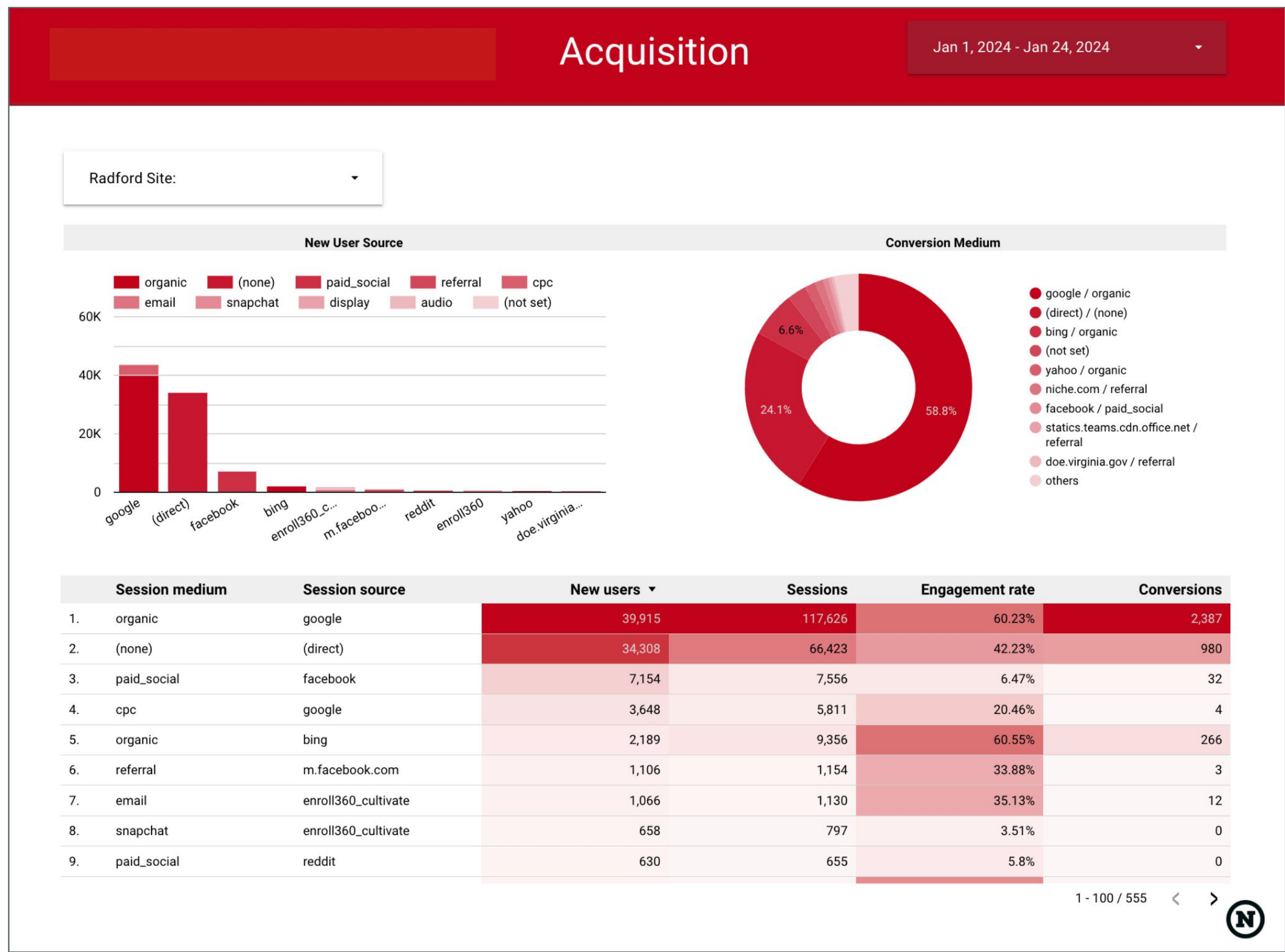
**Usability test prompt:** *Find how to visit or schedule a tour.*

# Metrics that Matter (to Enrollment Leaders)





# Analytics support and inform enrollment



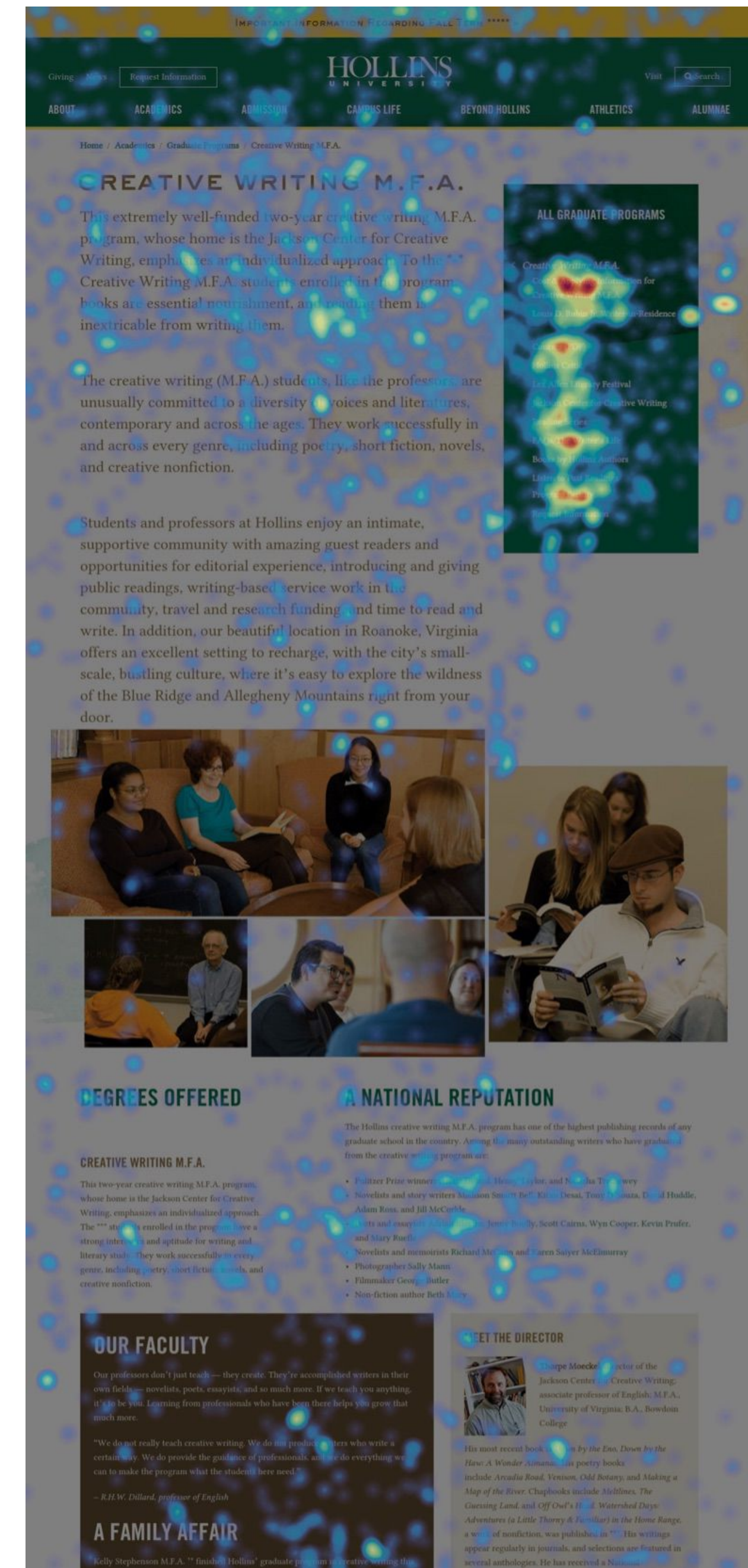
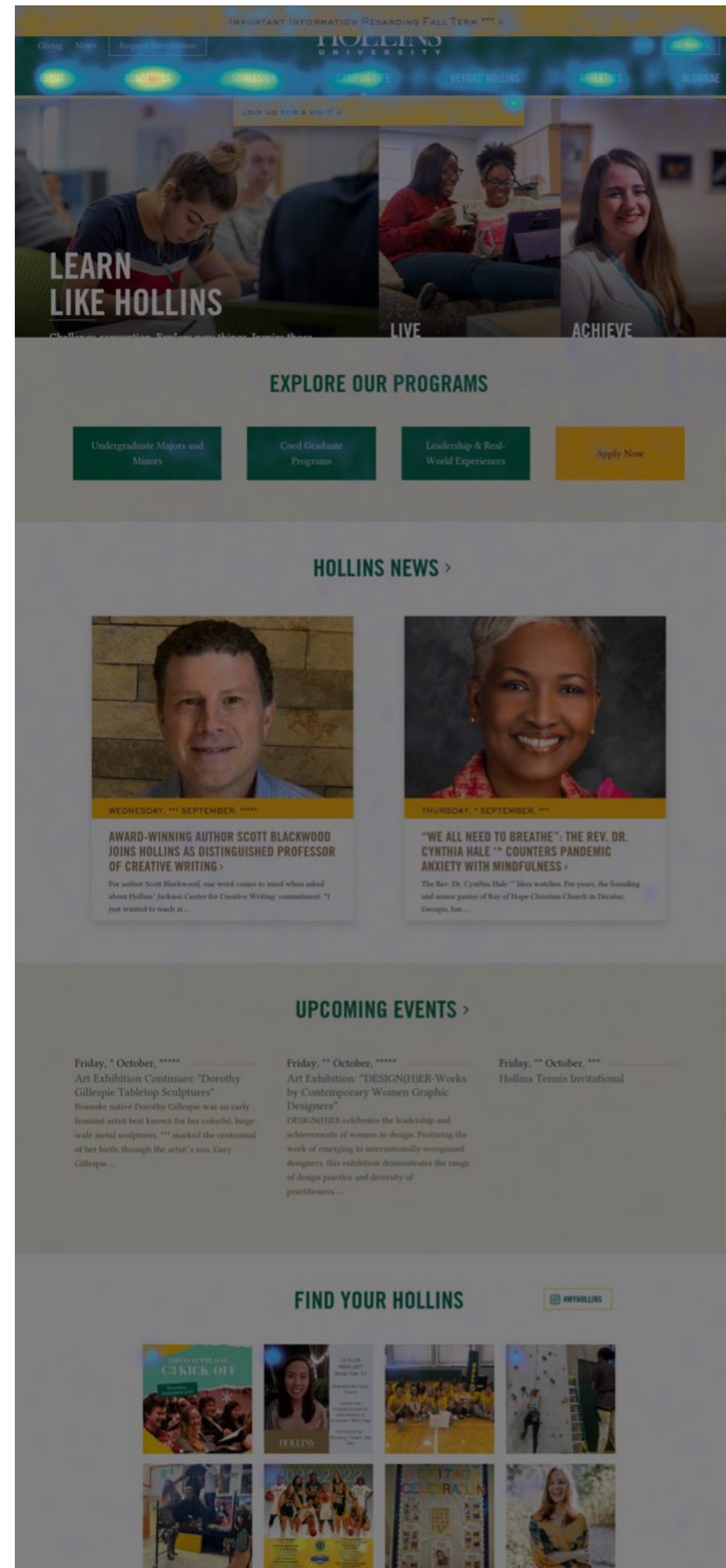


# Connecting Disparate Data





# Help Enrollment visualize how people use their content



# Find a rhythm for measurement that supports your growth

- What's your cadence for iteration?
- What does the web team have capacity to do or address?
- Create a sharing cycle - reflect on the data together with enrollment.





# Foster Collaboration

- Functional vs. Inspirational Collaboration
- Listen for opportunities
- Participate in sharing of data
- Learn about the work
- Share in the win

# Functional vs. Inspirational Collaboration

Ask big picture questions, like:

- What are the overall goals for this year?
- What stage-specific targets are you hoping to achieve?
- Are there particular areas you are prioritizing this year?



# Listen for Opportunities

Create space to learn and share

- What questions are your enrollment teams fielding?
- How can the web team help frame answers, creating content that addresses barriers and builds relationships?



# Participate in sharing of data

- Request weekly reports so you can stay current with your funnel
- Reflect on the data and discuss with enrollment



# Learn about the work

- Ask about roles and how the enrollment team works together over the course of the year.
- Consider how you might amplify their efforts!





# Share in the win

Use your website as a place to collectively showcase the work of marcom, web teams, and enrollment.



## OSU celebrates record-breaking enrollment as fall semester begins

Friday, August 16, 2024

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Oklahoma State University has set a new enrollment record at its Stillwater and Tulsa locations (26,805) and reported record-setting freshman enrollment for the third consecutive year.

When OSU launched the [We Are Land-Grant](#) plan in fall 2022, the [first imperative](#) was to enroll over 5,000 first-time freshmen by 2026. Although numbers will not be finalized until the census later this fall, this year's freshman class represents an 8% increase over last year, topping the 5,000 mark for the first time.

# Thanks!



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