

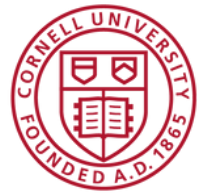


## Audience Overview

- Age: 15-18
- Life Stage: Junior/Senior in high school
- Interests: Academics, social media, friends, athletics, hobbies
- Motivations: Social activities, family/friends, driving positive change, meaningful work, future success, entrepreneurship

# Journey Map: Prospective Students (non-transfers)

	Audience Mindset	Our Primary Goal	Our Touchpoints	Supporting Messages	Supporting Tactics
 <p><b>Pre-Discovery</b> (Sophomore through senior year of high school)</p>	Which college will provide the best path for me? How do I find out?	<ul style="list-style-type: none"> <li>• Help students understand what to consider during college search</li> <li>• Establish Cornell / CALS as a strong choice</li> </ul>	<ul style="list-style-type: none"> <li>• Influencers: Friends, high school counselors, college fairs</li> <li>• External resources: Digital sites, social media, AI</li> </ul>	<ul style="list-style-type: none"> <li>• Life. Changing.</li> <li>• Authentic stories, content, proof points about students, faculty, research and impact</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated digital campaign</li> <li>• Drive-to-web strategy w/print pieces &amp; QR codes</li> <li>• Social campaign</li> <li>• Events (e.g. FFA Convention)</li> </ul>
 <p><b>Discovery / Prospect</b> (Junior/senior year of high school)</p>	What kind of experience do I want (school size, location, athletics, culture, environment)? What should I study?	<ul style="list-style-type: none"> <li>• Reinforce key decision drivers</li> <li>• Highlight differentiators (academics, research opportunities, rankings, extracurriculars...)</li> </ul>	<ul style="list-style-type: none"> <li>• College fairs</li> <li>• High school visits</li> <li>• Website, social</li> <li>• Campus visits/events</li> <li>• Virtual tours</li> <li>• Email</li> </ul>	<ul style="list-style-type: none"> <li>• Value of degree</li> <li>• Opportunity to do UG research</li> <li>• Highlight 'fit': Community, extracurriculars, int'l study, internships</li> <li>• Showcase campus, dorms, dining, athletics, events</li> </ul>	<ul style="list-style-type: none"> <li>• Print pieces w/drive-to-web strategy</li> <li>• Website</li> <li>• Custom landing page (e.g. Pilot campaign)</li> <li>• Social media</li> </ul>
 <p><b>Inquiry</b> (Junior/senior year of high school)</p>	I'm narrowing down what is important to me and making a list. Cornell/CALS seems like a potential fit...can I get more information?	<ul style="list-style-type: none"> <li>• Invite prospective students to engage with us</li> <li>• Encourage them to add Cornell to their consideration list</li> </ul>	<ul style="list-style-type: none"> <li>• High school visits</li> <li>• Website, social</li> <li>• Campus visits/events</li> <li>• Virtual tours</li> <li>• Program-specific webinars/in-person sessions</li> <li>• Email</li> </ul>	<ul style="list-style-type: none"> <li>• Information on majors</li> <li>• Rankings, impact</li> <li>• Speak to 'fit' and campus life/community</li> <li>• Highlight research opps, int'l study, internships</li> <li>• Share info on financial aid</li> </ul>	<ul style="list-style-type: none"> <li>• Print pieces w/drive-to-web strategy (partner with UAO?)</li> <li>• Website</li> <li>• Custom landing page (e.g. Pilot campaign)</li> <li>• Social media</li> <li>• Drip email campaign</li> </ul>
 <p><b>Application</b> (August - Jan. 2)</p>	I have completed my college list and am ready to apply. Is the application process easy? Should I apply Early Decision or Regular Decision?	<ul style="list-style-type: none"> <li>• Make the short list</li> <li>• Encourage ED if Cornell/CALS is top choice</li> <li>• Build trust and rapport with student and family</li> </ul>	<ul style="list-style-type: none"> <li>• Message benefits of ED vs RD</li> <li>• Build and nurture relationship via email/social/events</li> <li>• Be welcoming and helpful regarding process/logistics</li> <li>• Underscore that we are here as resources (across all platforms)</li> </ul>	<ul style="list-style-type: none"> <li>• Share info on cost and aid</li> <li>• Visit/tour</li> <li>• Highlight research opps, int'l study, internships</li> <li>• Social storytelling</li> <li>• Highlight positive student outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Push visit/tour campus</li> <li>• Share cost and aid information</li> <li>• Application completion reminders</li> <li>• Showcase differentiators and highlight key decision drivers</li> </ul>



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### Audience Mindset

### Our Goal

### Touchpoints

### Supporting Messages

### Supporting Tactics



### Yield

(March 30-May 2)

I was accepted! Should I commit right away? Which school is the perfect fit for me? What will it be like once I'm there?

- Inspire students to accept offer and send deposit in
- Make them (and their parents) feel wanted and welcome
- Highlight community and research opportunities

- Campus events
- Webinars & sessions
- Information on major
- Website
- Social
- Email

- Value of degree
- Chance to make positive impact
- Being part of a community/extracurriculars, housing, dining, campus (fit)
- UG research opportunities

- Notification packet / financial aid package
- Admitted students page?
- Deposit reminders
- Housing page?
- Social
- Swag?



### Melt

(May - August)

I am excited about this opportunity, but also nervous.

- Nurture relationship, continue building trust
- Reinforce the great decision they are making
- Be welcoming & friendly
- Share positive outcomes and impact

- Website
- Social
- Email

- Can't wait to meet you!
- Welcome to the CALS community
- We are here for you

- Social engagement
- Website storytelling
- Next steps

## 2023 CALS College-Bound Questionnaire Highlights

Students who enrolled at CALS - Primary reasons for choice:

- Academics: 53% (-2% from 2022)
- Sense of comfort or personal fit: 22% (-1% from 2022)
- Benefit of degree: 20% (+2% from 2022)

Students who did not enroll at CALS- Primary reasons for choice:

- Location: 34% (+6% from 2022)
- Sense of comfort or personal fit: 29% (-3% from 2022)
- Affordability: 28%

**Most Important Factors - all admits 2023**

1. Quality of teaching
2. Availability of majors
3. Taught by experts
4. Prep for employment
5. Extracurriculars
6. Prep for grad/professional study
7. Participating in research
8. Social life
9. Public engagement opportunities
10. Institution embraces difference/diversity
11. Reasonable net cost
12. Study across disciplines
13. Commitment to sustainability
14. Int'l experiences

**Top cross-institution overlap (RD):**

1. Yale
2. Harvard
3. U Penn
4. Brown
5. Stanford
6. Columbia
7. MIT
8. Duke
9. Cal Berkeley
10. UCLA
11. Univ of Michigan
12. Carnegie Mellon
13. Dartmouth
14. Northwestern
15. USC

