Freshmen Recruitment Funnel

**Brand**
Reputation and name recognition!
Alumni word-of-mouth, rankings, social media, media coverage, community relations, general PR, paid digital, limited advertising

**Early Outreach**
Promoting the idea of college!
K-8 grade programs, 9-12 grade programs, You’ve Been Admitted to College events, Trio, Gear Up, Get Ready Humboldt

**Prospects**
We know they’re out there! Visits to high schools and college fairs, contact with high school counselors, hand out the travel brochure, get lists from third-parties, buy lists from PSAT and SAT, leads from Early Outreach, other lists, University website, campus tours, data from website visits and social media

**Inquiries**
They say they’re interested! Intro HSU email campaign, letter/sticker mailing, monthly email, personal calls and possible connection at high schools, parent email, campus tours

**Applying**
Remind them we’re here! Apply Now email campaign, personal phone calls, email and calls when apps not completed

**Applicants**
Stay in touch and answer questions! Email and personal calls about needed information and documents, admission letters

**Admits**
Show them HSU is their place! Department letters, area receptions, enrollment checklist, new-student social network, parent letter, required forms and documents

**Confirmed**
Maintain excitement! Personal outreach, required forms and documents, housing, financial aid, student-sendoff

**Enrolled**
Get them a good start! Orientation, Place-based learning community welcomes, first-year support programs, Welcome Home week

Funnel stages are merging • Student expectations always changing
Listed are examples, rather than all activities.

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