NYU WAGNER — PROSPECTIVE STUDENT JOURNEY

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STAGES	SUSPECT	PROSPECT	APPLICANT	ADMITTED	ENROLLING/REGISTERING	BEGINNING CLASS

DOING

SUSPECT	PROSPECT	APPLICANT	ADMITTED	ENROLLING/REGISTERING	BEGINNING CLASS
Beginning to think about options and searching for grad schools	Hear about Wagner, and begin to explore more	Learning about Wagner and starting to think about applying	Setting up an application account and filling out the application	Submitted an application, and receiving an acceptance	Deciding to accept and beginning to enroll/register	Completing the registration guide and signing up for classes	Attending retreat and orientation related events, as well as starting classes

COMMUNICATION WITH WAGNER STAFF

- GOOGLE: Search (SEO); See an ad; US News Rankings
- Call/email Wagner; Call/email NYU transferred to Wagner; View virtual info session
- Participate in webinar for new admits
- Participate in registration webinar

EMAIL COMM.

- Sign-up and receive pre-apply emails (school news, events, deadlines, etc.)
- Receive "Application Received" postcard
- Receive acceptance letter, financial aid award, and letter from program director
- Receive yeild emails (school news, events, testimonials, etc.)
- Receive Registration Guide email
- Receive emails from peer advisors
- Receive logistical emails from SPS

WAGNER WEBSITE

- Hear about Wagner from a friend, colleague, or family member
- WAGNER: Land on an ad landing pages; Wagner website; View social media
- Complete the online application
- Complete 6 Steps to Accept Your Offer
- Complete Registration Guide steps

VISITING PUCK

- Attend gradschool fairs (in-person/virtual)
- Visits NYU Wagner (walk-in); Attends a public or admissions event; Attend a class
- Receive print materials
- Attend Admitted Student Day/ Diversity Matters
- Speak to students, faculty, and/or alumni
- Attend Policies & Resources Orientation
- Search for housing
- Receive Welcome Kit in the mail
- Attend New Student Retreat
- Attend Peer Advisor-led events
- Access OCS database and job/internship resources

- PLANNED: Pipeline activities (employer outreach, alumni ambassadors, undergraduate outreach)

THINKING

SUSPECT

1) Exploring career options, grad school, next steps in life.
- Is grad school right for me?
- What will help me further my career?
- What is an MPA?

2) Why an MPA?
- What's the difference between an MPA and MBA?
- How will an MPA help me obtain the career I want?
- What can I do with an MPA?
- Is an MPA worth the $$$?
- Does my skillset align?

3) Where/Who?
- Who offers an MPA?
- Who offers degrees/programs that match my interests?
- What cities should I look in?
- How do various schools rank?

4) How do I justify and explain the MPA to myself, family, friends, etc.

PROSPECT

1) Why Wagner?
- Wagner v. other schools?
- Is an MPA at Wagner worth the $$$?
- Is NYC right for me?
- What is Wagner's ranking?
- Where do Wagner alumni end up? What's the alumni network like?

2) Can I get into Wagner?
- Do I have the grades/GRE scores?
- Do I meet all the qualifications?

3) How do I apply?
- Where is the application?
- What do I need to submit with the application?

4) What is Wagner like?
- What's the community like?
- What classes do they offer?
- What's a typical day-in-the-life of a student?
- What are the specializations?
- Do I know anyone at Wagner?
- What research are the professors doing?

APPLICANT

1) Did they receive all my application materials?
- Will I get a confirmation that they've received everything?

2) When will I know if I get in?
- Will I know when they read my application?
- Who reads my application?

3) Are there things I can be doing in the mean time?
- Can I visit a class?
- Can I talk to faculty, current students, or alumni?
- What p/t work opportunities will I have?

ADMITTED

1) Why Wagner?
- What jobs can I get after Wagner?
- Can I make the move to NYC?
- Can I leave my job?
- What do other schools offer that Wagner doesn't and vice versa?
- Is it worth it ($$$)/can I afford this?
- What's the community like?
- What is Wagner's ranking?
- Do I see myself here?

2) How and when do I accept my offer?

ENROLLING/REGISTERING

1) How do I deposit?
- What else do I need to do to enroll?

2) How do I register?
- What should I do first?
- Should I go full-time or part-time?
- Is there pre-work I'll need to do? Waivers?
- What classes/specialization should I do?
- Which professors are best?
- Can I talk to an advisor?

3) Are there other things I can be doing in the mean time?
- Are there calendars/schedules of events to view?
- Are there activities I can participate in?

4) Where should I live?

5) What do I do if a special circumstance pops up?
- Can I switch from F/T to P/T? How?
- Who can I talk to?
- Can I defer?
- Why does my account have a hold?

BEGINNING CLASS

1) Am I taking the right courses?
- What should I specialize in?

2) What important dates do I need to know about?

3) Is the community right for me?
- How do I get more involved?
- Who will my friends be?

4) Should I start thinking about an internship or part-time job?
- Does OCS provide services to help with this?
- Where should I start looking?
- When should I do an internship?

FEELING

SUSPECT
- Prospect of new opportunities
- Lots of choices $$$/Justifying MPA

PROSPECT
- Exploring schools
- Navigating website $$$/Justifying MPA Understanding degree differences

APPLICANT
- Wagner's website language/ style
- Online application Confusion over app. received postcard & unknown decision date $$$/Justifying MPA

ADMITTED
- Knowing where accepted
- Admitted Student Day
- Financial aid consultations
- Making a decision
- Enrolling PT/FT
- $$$/Justifying MPA

ENROLLING/REGISTERING
- Gap in comm.
- Welcome kit
- School communication (overwhelming/ confusing)

BEGINNING CLASS
- Retreat
- Meeting classmates
- OCS Directory

OPPORTUNITIES

- Raise awareness about the MPA degree
- Create pipeline via employer outreach, alumni ambassadors, and undergraduate outreach

Redesign website to be user-friendly/prospect focused

- Switch to SLATE to create a seamless application process
- Rethink timing/wording of postcard

Streamline handoff from Adm to SPS

Establish a series of online chats throughout summer to ease enrollment anxiety/confusion around communications

Tell stories/profiles of the diverse student body (pt/ft, justify MPA)