PROSPECTIVE STUDENT JOURNEY

### COMMUNICATION WITH WAGNER STAFF

**COMM.**  | **EMAIL**  | **WEB**  | **VISITING**  | **STAGES**  
---|---|---|---|---
Sign-up and receive pre-apply emails (school news, events, deadlines, etc.)  | Receive Application Received postcard  | Complete the online application  | Attend admitted Student Day  | SUSPECT
Receive acceptance letter, financial aid award, and letter from program director  | Receive yield emails (school news, events, testimonials, etc.)  | Complete 6 Steps to Accept Your Offer  | Attend admitted Student Day/ Diversity Matters  | PROSPECT
Receive Registration Guide email  | Receive emails from peer advisors  | Complete Registration Guide steps  | Attend admitted Student Day/ Diversity Matters  | APPLICANT
Receive logistical emails from SPS  |  |  | Attend admitted Student Day/ Diversity Matters  | ADMITTED
PARTICIPATE IN WEBINAR FOR NEW ADMITS

### THINKING

1. How do I justify and explain the MPA to myself, family, friends, etc.?
2. Why Wagner?
   - Why Wagner, other schools?
   - Is an MPA at Wagner worth the $$$?
   - Is NYC right for me?
   - What is Wagner’s ranking?
   - Where do Wagner alumni end up? What’s the alumni network like?
3. Can I get into Wagner?
   - Do I have the grades/GRE scores?
   - Do I meet all the qualifications?
4. How do I apply?
   - Where is the application?
   - What do I need to submit with the application?
5. Why Wagner?
   - Who can I get after Wagner?
   - Can I make the move to NYC?
6. How will I know if I get in?
   - Will I know when they read my application?
   - Who reads my application?
   - Who will my advisor be?
7. What is Wagner like?
   - What’s the community like?
   - What classes do they offer?
   - What’s a typical day-in-the-life of a student?
   - What are the specializations?
8. What do I need to do to enroll?
   - Do I have the grades/GRE scores?
   - What do I need to do to get accepted?
9. What else do I need to do to enroll?
   - What do I need to do to complete my application?
10. When do I know if I get in?
    - How do I know when they read my application?
    - Will I know when they read my application?
11. What jobs can I get after Wagner?
    - Can I get a job in NYC?
    - Can I leave my job?
12. Who do other schools offer that Wagner doesn’t offer or vice versa?
    - Is it worth it ($$$)?
    - Can I afford this?
13. How do I know what I want to study?
    - What is Wagner’s ranking?
    - Is it worth it ($$$)?
    - What’s the community like?
14. What do I need to do to start thinking about applying?
    - Are there restrictions? What are the prerequisites?
    - What do I need to do to enroll?
15. What do I need to do to apply?
    - What do I need to do to submit my application?
16. What do I need to do to apply?
    - What do I need to do to submit my application?
17. Is it worth it ($$$)?
    - Can I afford this?
    - What’s the community like?
18. What do I need to do to apply?
    - What do I need to do to submit my application?
19. Where do I start?
    - What’s the community like?
    - What classes do they offer?
20. What do I need to do to apply?
    - What do I need to do to submit my application?

### FEELING

- What should I expect in terms of cost?
- What will I need to do to apply?
- What do I need to do to apply?
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