SLATE Customized Campaigns | SLATE Customized Portal

SLATE Work Flow - Updated 10/24/18

Prospect/Inquiry

Prospect
Cold leads obtained via lists, recruitment fairs, etc.

Inquiry
An engaged prospect who submits inquiry form

Inquiry Campaign: (All prospects receive 5 emails from assigned recruiter, depending on answers regarding citizenship and site)

Email 1 Day 0 - Program specific email
Email 2 Day 3 - Enrollment coach intro
Email 3 Day 7 - Financial aid info
Email 4 Day 14 - Student stories
Email 5 Day 21 - Site information

If after the 5th email, the prospect has not started or submitted an application, two follow-up emails will be sent:
Email 6 Day 90 - Reminder 1
Email 7 Day 180 - Reminder 2
Duration of campaign: 21 days - 180 days

READER

Pre-Review

Awaiting Submission
Applicant begins to complete app, but has NOT submitted the app and paid non-refundable fee

Submitted Application
Applicant submits and pays the app fee

Awaiting Submission Campaign:
Reminders from enrollment coach every other week. Infinite, applicant can opt out

Admin Checks
Quality control, check for documents received, crime
Grad school staff checks for errors within 24 hours of receiving submitted app and matches already received documents, such as transcripts. If applicant indicated crime or suspension on the app, the crime process will be completed.

Awaiting Corrective Actions

Awaiting Materials
Grad School waits for applicant to submit materials, such as official transcripts, letters of recommendation, test scores, other program-specific materials

Moves to Staff Review
after all materials have been reviewed

Awaiting Materials Campaign:
Reminders from enrollment coach every other week. Infinite, need to notify recruiter to withdraw app

Admissions Portal Created
Audience Specific
- Checklist items
- Material upload
- Enrollment coach info
- Transcript info

Reads

Staff Review
Apps that have all required materials will be evaluated to see if they meet Grad School standards (GPA calculation and test score review)

Departmental Work Flow
Varies by department, may include interview, audition, etc.

Faculty Review
Department submits admission recommendation to Grad School

Admissions Portal Update
- App has been forwarded to program for review

Graduate School Final Review

MBA / International UG / IEP Applications

Grad School Final Review
Grad School conducts final review within 24 hours of receiving department admission recommendation

Decisions

Release Decision Admit/Deny
Grad School confirms and releases decision to admit (regular, conditional, provisional) or deny applicant

Admitted Student

Admitted Applicant
Applicant receives email notification about Status Update and is able to view admission or denial letter electronically on the portal

Admissions Portal Update
- Admission/Denial letter is available to view

Student Views Admitted Letter

Admitted Student Email:
Reminds admitted students who have viewed their letter the portal is important for next steps

Post-Admissions Portal Update
- First Steps (Ursa, Bearmail)
- Next Steps (Health insurance, housing, etc.)
- Post-admissions checklist
- Facebook feed, student stories, etc.
- Confirmation form

Confirmation Form
Applicant accepts admission by completing confirmation form