

SLATE Work Flow

Communication Campaigns

Portal Updates

Prospect/Inquiry



Graduate School and Research

Prospect

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

Inquiry

An engaged prospect who submits inquiry form

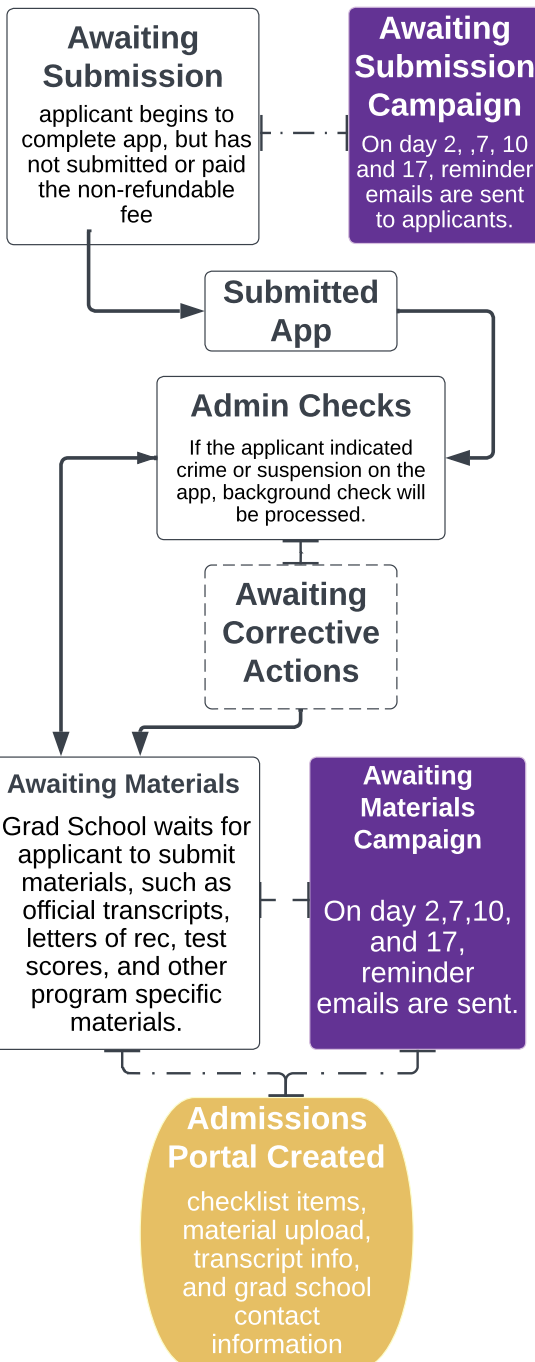
Inquiry Campaign

Immediate: "Thank you for submitting"
 Day 2: Program Details
 Day 4: Tuition Cost
 Day 7: Competitive Advantage
 Day 9: Student Spotlight
 Day 12: ROI
 Day 16: Employment Outcomes
 Day 22: Curriculum
 Day 27: Faculty/Staff Spotlight
 Day 35: Invite to apply
 Day 40: Research Opportunities
 Day 55: Supplemental Content

Prospects and inquiries also receive invitations for upcoming open houses.

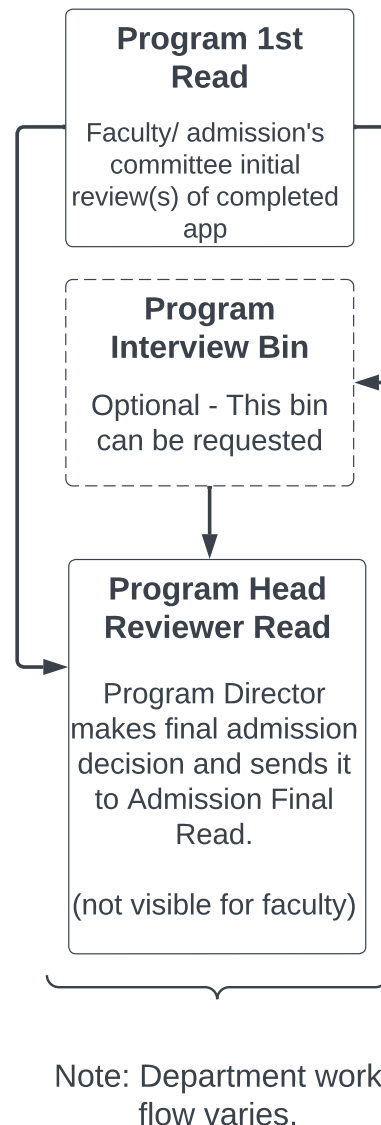
Admissions Pre-Review

NOT VIEWABLE TO PROGRAM



Program Evaluation

VIEWABLE TO PROGRAM



Decision and Response

