

1 AWARENESS (INTEREST)

Leads/ Prospects

Inquires

2

Consideration

Applicants

Completed Applications

3

Intent

Accepted

4

Evaluation

Enrolled

AVERETT 2025 PLAN

ADMISSION FUNNEL IDEAS

OBJECTIVE

An admission funnel is the breakdown of prospective student stages as they move through the enrollment process at a university.

Refer to the diagram on the left to help understand what an admissions funnel looks like. Our main focus is starting at the top of the funnel at "Awareness/Interest". We want your input on innovative ways to gain interest from prospective students and their families.

Submit the form to averettcentral@averett.edu

IDEAS

Please describe in detail your idea(s)! We are looking for bold and creative ways to attract attention in Averett University from prospective students and their families. If you have multiple ideas please number them!

Not Sure where to start? Here is one of the ideas that we have come up with.

****All incoming students receive a programmed Eco Dot.**

Start listing idea(s) here→

For questions please contact Katie Johnston
at kjohnston@averett.edu

