

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 perspective student's 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 perspective students and parents.

Submit the form to averettcentral@averett.edu

IDEAS

Please describe in detail your idea(s) on how to increase interest in Averett University from perspective students & parents. If you have multiple ideas please number them.)

Start listing idea(s) here→

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

