

STAGES

UNDERSTAND & EXPLORE

NARROW CHOICES & APPLY

DECIDE & ACCEPT

COMMIT & TRANSITION

THOUGHTS

- Why do I want to do this?
- What programs are right for me?
- How do my options compare financially?
- What will my life be like?
- What are my short list of options?

- Who would I be working/studying with?
- Should I visit campus?
- How will I prepare for interviews?
- How many schools should I apply to?

- Is this the best fit for me in terms of goals? Lifestyle? Location? Finances?
- If I get into multiple places and get similar offers, how do I choose?

- How do I prepare for this transition?
- What do I need to know about next steps?

FEELINGS

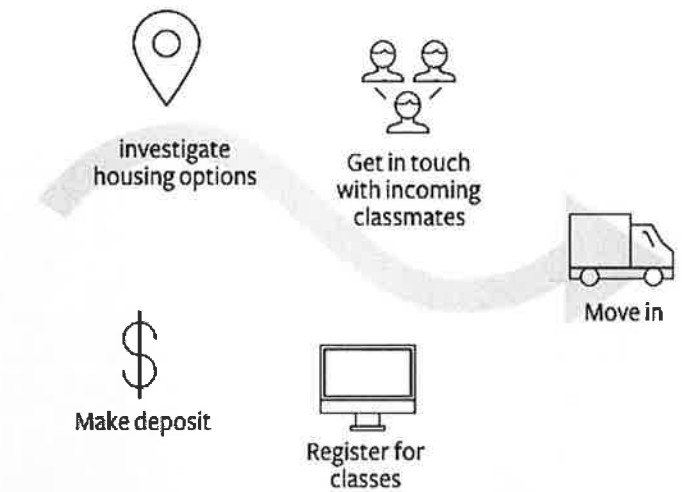
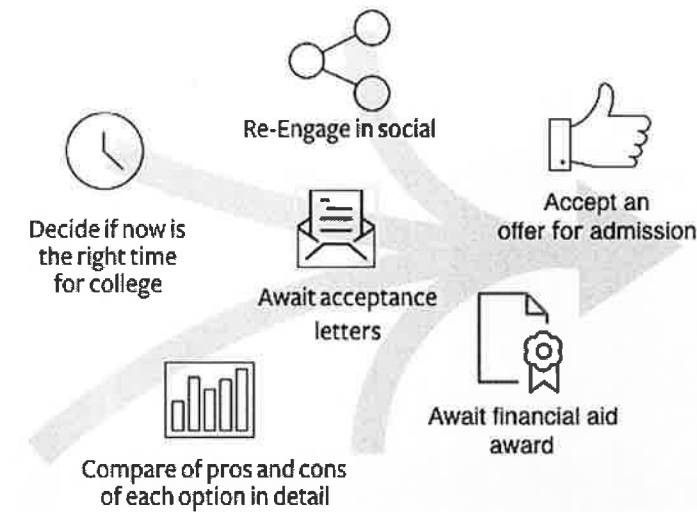
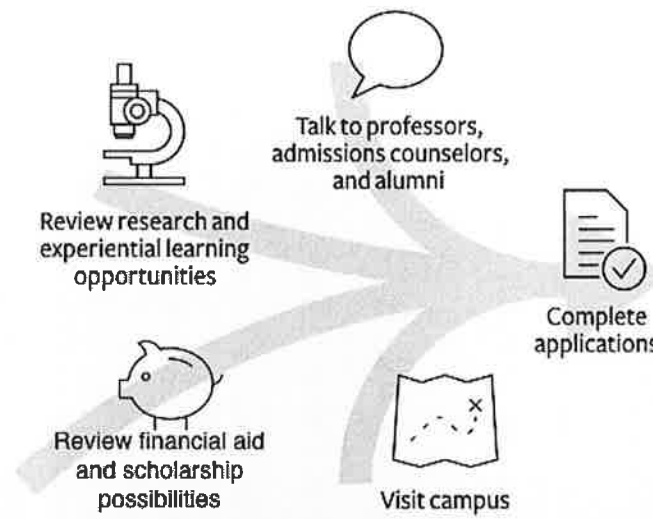
- Thrill: this is the next big step in my career!
- Frustration: comparing tuition costs is complicated.
- Anticipation: this will be difficult, and may be fun.
- Excitement: to work with <specific professor>.

- Apprehension: I need to make sure I get my applications in on time. And I don't like interviews.
- Encouragement: I am closing in on a choice.

- Confidence: I'm making the right choice!
- Doubt: Am I making the right choice?
- Desire for reassurance: I want to know that I am making the right choice.

- Relief: I've made it through an intense process and am ready for the next step.
- Mixed feelings: there are big life changes ahead and I'm feeling complex emotions.
- Anticipation: what may the future be like?

ACTIONS



TRUSTED SOURCES

- School and university websites
- Print materials
- Third-party sites
- Google
- Parents, family and friends
- Alumni
- Official and personal social media accounts
- U.S. News and World Report

- Personal experience from the campus tour
- Impressions from virtual tours
- Emails and other communications from admissions counselors
- Academic department pages
- Faculty biography pages

- Official and personal social media accounts
- Parents, family, friends
- Admissions counselors
- Admitted students days
- Return visits to campus

- Recently accepted students sites
- Student life sites
- Orientation packets

KEY MESSAGES

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OPPORTUNITIES

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STAGES

EXPLORE & ENJOY

ENGAGE & INVEST

LEAD & INSPIRE

REFLECT & RECOMMIT

THOUGHTS

- Why am I doing this?
- Do I belong here?
- What sort of impact can I make here?
- What sort of commitment am I willing to make?
- Do others in the org share my values and priorities?
- Is this org “for real?”

- I want to stay connected and to know what’s going on.
- I think that this is a good investment of my time and money.
- I realize and appreciate how my involvement has changed me.
- I want to promote our organization actively.

- I’m ready to step up in the organization, and I believe I can have a bigger impact in a leadership role.
- I’ve got a lot of great ideas about things we can do, and I want to make things happen!
- How can we extend our reach and influence?
- I want to make sure others have a good experience like I have.

- Am I having the impact that I want to have?
- Is this the best investment of my time and resources?
- Do I still have more to offer?
- How am I benefitting from my involvement?
- Do I believe that they appreciate, respect, and value me?

FEELINGS

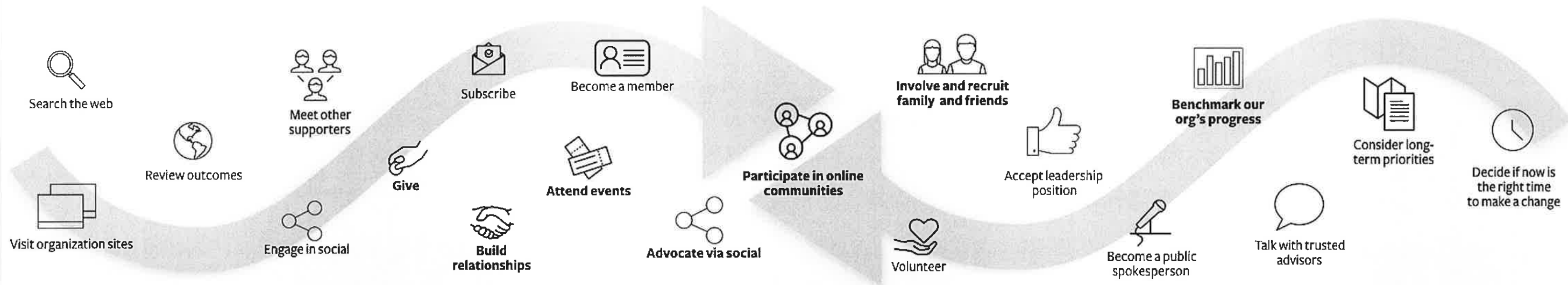
- Excitement: I’m so glad to have found this organization, and I want to be part of something bigger than myself.
- Apprehension: I hope I fit in.
- Empowerment: I can make a difference through my involvement.
- Acceptance: I belong here, and I feel cared for.

- Investment: This is important to me.
- Enjoyment: I like the relationships that I’m building, and I value my interactions with people who share my interests.
- Pride: I’m part of something important.
- Gratitude: I want to give back in some way.
- Happiness: Helping others brings me joy.

- Thrill: I can make an even bigger impact in my new role.
- Urgency: I need to get more people involved and invested.
- Accomplishment: I feel good when I lend my expertise and give my support, and I like the recognition.
- Efficacy: Contributing makes me feel important.
- Pressure: Others have stepped up, I should, too.

- Ambivalence: I’m not sure this is still “right” for me.
- Appreciation: This organization makes a difference in the world.
- Fear: Where to, if I decide to taper my involvement and support?
- Hurt: I feel slighted or disrespected.
- Inspiration: I want to continue with my involvement.

ACTIONS



TRUSTED RESOURCES

- Institutional sites
- Web searches
- Personal interactions

- Annual reports
- Magazines and publications
- Newsletters
- Email communications
- Online communities

- Posts, tweets, and other social media posts from supporters

- Conversations with other members
- Events and meetings
- Organization- and industry-specific news sources

- Respected local and national news sources

- Conversations with friends and colleagues
- Interactions with other organization peers and staff

KEY MESSAGES

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OPPORTUNITIES

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