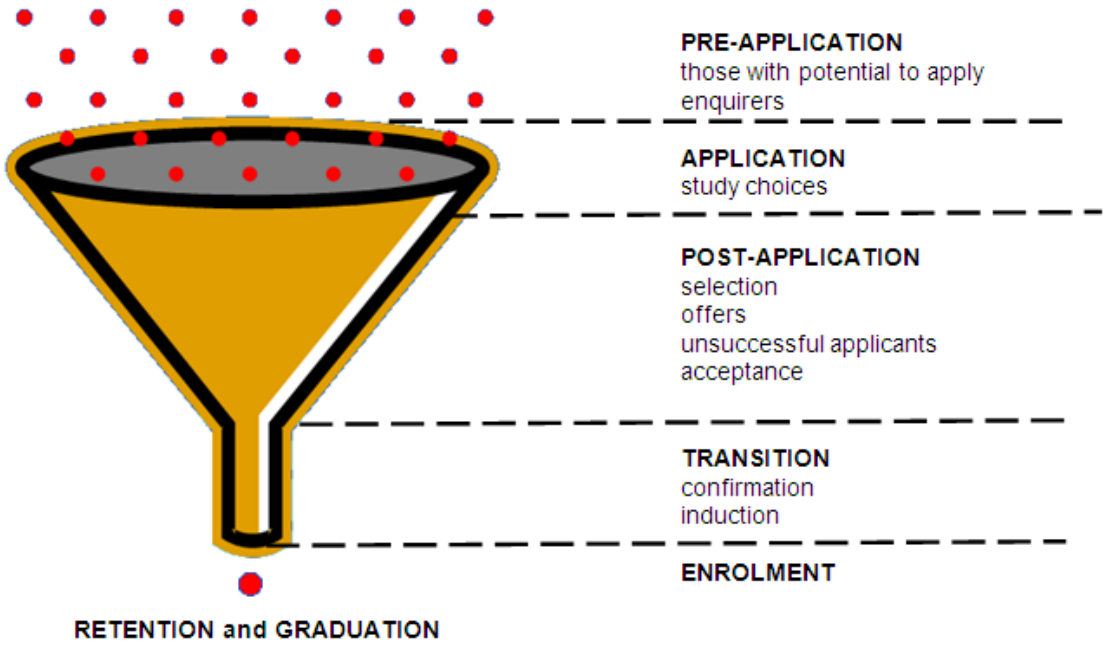
A traditional admissions funnel



The Applicant Experience

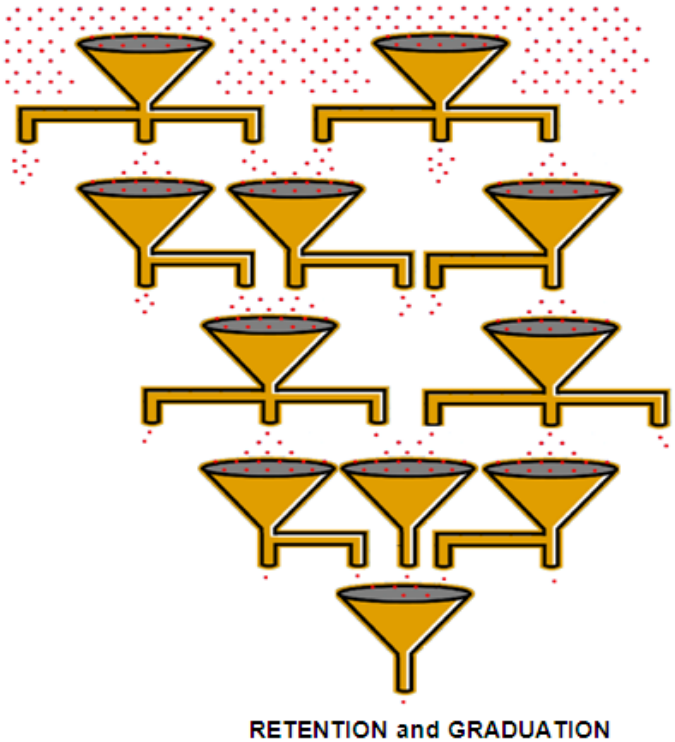
Models of recruitment may be represented using an adapted marketing view of a 'funnel', through which ever-diminishing numbers distil down to those who enrol, although more contemporary models from the USA adopt a multi-funnel view to better represent the variety of routes into and out of the recruitment process. Although such models only provide a very simplistic representation of the process, they do illustrate the importance of co-ordinated activity if an institution is to accurately monitor and control recruitment. They are therefore expedient representations for planning a fair applicant experience.

Institutional Review

Using either a traditional or multi-funnel representation (or both) as a guide, map your recruitment activity against the stages from pre-application through to transition and consider:

1. What interaction takes place?
2. How is this monitored?
3. How is information passed on to other stages to ensure a smooth flow for identified prospects with potential, support for suitable prospects in need, or other initiatives to attract and retain only students with suitable ability and aspirations?

An example of multi-funnel admissions



PRE-APPLICATION
potential applicants who may engage with HE (enquirers), or engage with other advisors, or miss any engagement

APPLICATION
those potential applicants who submit an application either directly to each institution or through an intermediary (e.g. UCAS)

POST-APPLICATION
applicants going through varied selection processes with some being made offers and some accepting those offers

TRANSITION
unconditional acceptances proceed; conditional acceptances are reconsidered at confirmation; adjustment and clearing applicants enter consideration; induction activities prepare potential students for entering HE

ENROLMENT

Supporting Professionalism in Admissions