The Freshman Admission Funnel

Test Takers _____	General 18 year old high school graduate population
Direct Mail Selections _____	Send out letters, brochures, videos, and CDs to students chosen from ETS or ACT by self-reported GPA, SAT, major, gender, religious preference, talent/extra-curricular interest, geography, etc.
Prospects/Inquiries _____	High school visits, college fairs, receptions, direct mail, word-of-mouth, self-initiated contact, coaches, alumni, guidebooks, internet research, posters, high school counselors, independent counselors, teachers, vendors, friends, parents, etc.
Applicants _____	Mailings to inquiries, contact with counselors, high school visits, receptions, college fairs, coaches, alumni, phone calls from current students, on-campus programs, merit scholarship programs, early financial aid estimates, etc.
Admits _____	Mailings to students (lack letters), phone calls from admission staff or current students, contact with counselors, coaches, alumni, faculty, on-campus programs, etc.
Deposits/Commits _____	Conversion packages and yield programs on campus and in target areas, financial aid offers, high school visits, visits to campus, contact with alumni, coaches, faculty, current students, parents, counselors, etc.
Enrolled _____	Orientation programs, pre-registration and registration programs, testing and placement activities, residence life information, career planning information, contact with coaches, alumni, parents, financial aid, etc.
Return as Sophomores _____	Orientation, freshman experiences in residence life, athletics, student activities, contact with faculty, financial aid, ability to focus on academic program, support from home, etc.
Graduate _____	Finding the right major, “fitting in”, inspiration, connection with faculty, career planning, financial aid, residence life, student activities, support from home, etc.