

Understand & Explore Narrow Choices & Apply Decide & Accept Commit & Transition

Actions	Explore Potential Colleges and Universities	Apply For Admission	Apply For Aid	Consider My Options	Accept Offer	Pay Deposit / Register	Attend Orientation
	<p><b>Explore Potential Colleges and Universities</b></p> <p>Take the SAT. Receive ISU outreach letter/postcard. Consider colleges beginning freshmen/ sophomore year of high school.</p> <p>Search for colleges online. Search for "top colleges in Indiana" online. Look for a college that's close to home. Look into degree options for career of interest. Explore interests outside of academics. Look at schools with part-time programs. Start searching for colleges sophomore year. Look for information written in Spanish.</p> <p>Explore women in technology programs at ISU. Search college websites for admissions information. Fill out request for information forms online. Research the closest options.</p> <p>Attend college fairs. Attend campus visit, open house. Tour colleges in high school.</p> <p>Keep a pros/cons list (Google Doc) of top college options. Track potential colleges w/ online tool.</p> <p>Speak with high school counselor about college opportunities. Talk with family about attending college. Ask friend about college visit to ISU. Talk with high school teacher. Speak to family, pastor, and friends about college. Speak with advisor after submitting request for information.</p> <p>Try to better understand full cost of attending college. Look at program options, costs, and location.</p>	<p><b>Apply For Admission</b></p> <p>Look for colleges with diverse student body. Explore potential career options.</p> <p>Compare student organizations. Compare costs and financing options. Narrow top options to 4-5 schools. Compare course options. Compare areas for support counseling, tutoring etc.</p> <p>Sign up for a campus tour. Tour ISU several times. Attend Honors College preview event.</p> <p>Talk to advisor. Talk with family friend involved with the university. Talk to department head. Talk to chair of medical department, realized that ISU was the right fit. Follow ISU social media accounts.</p>	<p><b>Apply For Aid</b></p> <p>Look into scholarships and funding. Look online to get a sense of the campus life. Explore living-learning community options. Look into details of communications program.</p> <p>Apply to several schools. Send transcripts. Apply when the application is free. Use the Common App to apply. Complete financial aid or scholarship applications. Apply for Honors College.</p> <p>Look at virtual tour 15 minutes after being admitted. Take a residential tour.</p> <p>Compare courses across accepted universities. Explore honors housing options. Wait to hear what from all schools before deciding to attend ISU. Explore on-campus job opportunities.</p>	<p><b>Consider My Options</b></p> <p>Speak with family, friends, trusted advisors. Wait to hear from coaches. Speak with dean of the school.</p> <p>Tell family I am admitted! Tell my friends I am going to Indiana State. Buy ISU sweatshirt.</p> <p>Review financial aid notification letter. Contact financial aid. Talk to financial aid and admissions after being accepted.</p> <p>Create student account. Accept offer because of specific course offerings. Attend ISU because it has the best scholarship offer. Read accepted student information on ISU website.</p>	<p><b>Accept Offer</b></p> <p>Fill out financial aid forms. Make deposit by May 1.</p> <p>Submit AP/dual credit transcripts. Schedule orientation. Explore student organizations. Google info about Terre Haute. Read and respond to email from ISU. Register for fraternity / sorority recruitment process. Learn to study at a college level.</p> <p>Attend department fair. Attend iSucceed program. Attend orientation. Attend pep rally. Go to welcome events. Attend Admitted Students Day.</p>	<p><b>Pay Deposit / Register</b></p> <p>Contact mentors. Meet with a professor in the nursing program. Ask current nursing students about the program. Register for classes with an advisor. Talk to advisors. Talk to faculty about course options. Talk to dean and student services director to gain insight on transition.</p> <p>Receive laptop from the college. Choose live and learn community. Look at housing options. Look for roommate. Get family help with move in. Sign housing contract. Fill out lifestyle questionnaire to be paired w/ roommate. Look into living on campus exemption process.</p>	<p><b>Attend Orientation</b></p>

Thoughts	Will I find my community?	Are there unique program options?	What will it cost?	What is campus life like?	Can I get financial aid?	Will it transfer?	Can I afford this?	What do the student organizations look like?
	<p>Can I live with people like me with similar interests? Will I see people like me? Will I find the community I need? I want a college where I will make friends.</p> <p><b>What are my motivations?</b> I always knew that college is for me. I don't want to go to a school that is too big. I know what I want to do. I want to become a nurse one day. My mom is a helicopter parent. It's time to move away. My mom was a single mother and didn't go to college. I am determined to further my education. Trade school is not an option.</p> <p><b>What location is best for me?</b> Do I want to stay in Indiana? Where do I want to go?</p> <p><b>Will I have support?</b> I want to be able to connect 1:1 with faculty. My parents didn't go to college. I don't know how to do this. Will I have the resources that I need?</p>	<p>Can I explore classes and student orgs outside of academics? Does this program offer something unique? Are there any honor programs with perks? What kind of student orgs can I get involved in? Are there unique opportunities available for me as an ISU student? Can I explore my program / degree options? <b>What do my family and friends think?</b> Wow, my teacher really likes this school. It must be good. <b>What do I want for my education?</b> What do I want to do for the rest of my life? What do I want to study in college? What do I want? How am I going to get there? What should I major in?</p> <p><b>What will it cost?</b> I'm concerned about the costs. What are ISU's scholarship opportunities? Which colleges align with my financial goals? Can I afford this? <b>What is campus life like?</b> What are the dorms like? Do they have AC? When can I look at these colleges?</p>	<p>What will be the cost per semester? The scholarship options at other schools are less appealing than ISU. Affordability is important to me. Can I afford college? <b>What are my options?</b> Will the other college have a better program for me? Which school offers the best scholarship package? Which college offers unique courses? <b>What do I want for my education?</b> This new program more closely aligns with my career goals. ISU has unique student organizations. I love the business school facilities. I am interested in the honors program. Does ISU have a program that fits me? A smaller class size is important to me. <b>What support will I have?</b> I want a close relationship with my teachers. Can I tell ISU really wants people to succeed.</p>	<p>I want to go to a college with an active student life. I want a bigger college since I come from a small town. I also don't want the campus to be too big. What are some campus tradition events? What are some service opportunities? <b>Will I find a community for me?</b> Wow. ISU has people that look like me. Other schools did not portray inclusivity to people of color. What are the resident halls and living learning communities like? <b>How is the application process?</b> Should I apply to the Honors College? It was simple to apply. ISU is a "safe bet" since there are backup plans in case I don't like the program. ISU is easy to get into. I am shocked at how outdated the website is. <b>Can I do this?</b> What if they choose someone more qualified than me? I don't know if I can get it in.</p>	<p>Filling out these tax forms is confusing! If the other college offered a full-ride scholarship I would have gone there instead. They are willing to give me a scholarship! Which university has the better scholarship option? Wow. I won't have to pay for housing or books thanks to my scholarship. Can I afford to go to school? <b>How will this impact my future?</b> What do I want out of my college career? What do I want to do for the rest of my life? <b>Will I have the support that I need?</b> Who can help me? My family and friend are super supportive. How will I make friends? Are there mental health services available as a student? <b>What is campus life like?</b> What is a Live and Learn community? What is there to do in Terre Haute for fun? What is campus life really like? What are some of the things I should take part in outside of the classroom? I want to experience new opportunities.</p>	<p>How will my AP credits transfer into this 4-year degree? <b>Can I do this?</b> What is this really going to look like? <b>How will this develop my skills?</b> Where will I grow as a leader and work with other people? <b>How will I adjust?</b> Now I have to buy groceries and be responsible for myself. <b>Is ISU the school for me?</b> I finally got into the school that I wanted. I know that ISU is the school for me. No other school sent me an admissions packet. There really is no competition. This school really wants me.</p>	<p>Is this a financially smart decision? Should I get a part-time job on campus? How do I get an internship? <b>Can I do this?</b> Am I ready to do this? Do I belong here? How often do I need to study? <b>How will this impact my future?</b> I can further my career here. This is everything that I expected. <b>What is the community like?</b> I am glad the mentor I was assigned is Black like me. I need to figure out how to adapt to my new environment. What is my social life going to look like? <b>What does the dorm situation look like?</b> I can get a dorm with my own bathroom! Should I live with someone I know or pick a random roommate? What is it going to be like to live with a roommate? What materials do I need to set up my dorm? I want to live in honors housing and surround myself with like minded people.</p>	<p>I am going to join a lot of clubs. <b>Will the faculty support me here?</b> I feel comfortable with the faculty and my peers. I like the interaction with faculty and staff. How do I reach out to the faculty?</p>

Positive Feelings	Happy	Accomplished	Relieved	Excited	Wanted	Determined	Engaged	Supported
	<p>ISU has an engineering program. I am going to make a name for myself. I'm ready to move away from home. Going to college is something that I want to do.</p> <p>There are a lot of women in technology. This is financially attainable.</p> <p>I want to know about all of the programs.</p> <p>There are a lot of student organizations. Excited to be a student with many opportunities. ISU will help make my dreams come true.</p>	<p>I worked hard and will get accepted into college. ISU provides independence from family. There's job mobility / potential if I do this. This is a smart decision.</p> <p>My friend mentioned how good ISU is, and that piqued my interest.</p> <p>Getting away from home will be fun.</p> <p>I can reinvent myself or become someone different in a diverse environment.</p>	<p>I feel reassured that the department head is a woman. I am taking a step in the right direction. I'm done with the application process.</p> <p>ISU makes people of color feel safe and included. I feel a sense of belonging after discovering the African American Cultural Center. I feel like I belong, I don't feel out of place. ISU seems like the right college for me.</p> <p>ISU has a good communications program. I like the tuition rates. I like the student-to-faculty ratio.</p>	<p>I really want to go to ISU. I applied and now I just need to wait. I am excited to learn something other than engineering. I hope this works out! I know what I want to do. I can do this!</p>	<p>The head of my program is happy to have me. I belong at ISU. This is a no-brainer. ISU is my top choice. OMG! I got accepted. My family is excited to see me go to ISU. I am excited! I am excited to continue my education and reach my career goals. This is the right next step for me.</p>	<p>I'm in. Now I need to buckle down and be better. I am so glad this is working out. I like having an option to take classes in person. I am happy! Elated! I got in! I am relieved to get into my top choice. I'm on the right path.</p>	<p>My RA is going to make sure we get involved. It is time to leave my legacy. I am ready for this new journey in my life. I love the diversity in classes. The ISU staff want me here. I feel comfortable around the faculty and my peers. I appreciate the events promoting diversity.</p>	<p>Orientation helped me to understand the next steps. I like that faculty strive for student success. The staff is so helpful. I want to find ways to get involved and connected.</p>

Negative Feelings	Overwhelmed	Anxious	Anxious	Confused	Frustrated	Sad	Overwhelmed	Challenged
	<p>I don't know how to do this. There is a lot of pressure to go to college. I am overwhelmed.</p> <p>There are a lot of obstacles that I need to manage.</p> <p>So many classmates started this process before me! I am not college material.</p>	<p>I am scared to go into engineering because of low female representation. It is difficult to comprehend all of the competing email. There are so many options. Paying for college is expensive.</p>	<p>I don't know which college is the best fit. Will I get in? I am nervous. The engineering program is new, it is too risky? I am worried about being accepted. I don't know anyone applying to ISU.</p> <p>I am making a choice that will follow me for years to come.</p>	<p>I can't find all of the information I need. There are a lot of steps. This is exhausting. Am I applying to the right schools?</p>	<p>This is complicated and there are a lot of forms to fill out. I have to navigate a lot by myself. It's scary to live alone and independently. This is a big life transition. Am I making the right choice? There are a lot of things I need to do. Is ISU the right next step for me? I am going to take on a lot of debt. Is it worth it?</p>	<p>I am sad to leave my best friend. The other schools I am considering are not getting back to me. There are a lot of factors to consider. I have a big decision to make.</p>	<p>This transition is more than I thought it would be. Scheduling classes is more difficult than in high school. I wish there were more people of color in the nursing program. Registering for classes makes me nervous. Am I making the right choice? What if I fail? Am I taking on too much debt? Is this the right career path for me?</p>	<p>This is a lot! This is not how I expected this to go. I am struggling with imposter syndrome. Financing my education is complicated. My classes are a lot harder than high school. It's hard to make new friends.</p>

Opportunities	Navigation	Admissions Support	Next Steps	Communication
	<p>Focus on general ease of use and streamlined navigation. Avoid jargon and insider terms.</p> <p><b>Admissions Guidance</b></p> <ul style="list-style-type: none"> <li>Expand admissions outreach to include middle school students.</li> <li>Drive visitors to learn more about the admissions process.</li> <li>Promote resources available to help applicants through the process.</li> </ul> <p><b>Affordability</b></p> <ul style="list-style-type: none"> <li>Promote affordability as part of outreach campaigns to high school students.</li> <li>Highlight ISU's incredible ROI.</li> <li>Promote multi-state tuition reciprocity program.</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Develop communication and outreach plans based on urban/rural backgrounds.</li> <li>Use language that welcomes juniors and seniors to contact the admissions office.</li> <li>Incorporate language to welcome first-gen students.</li> <li>Create content for parents who are interested in learning more about ISU.</li> <li>Incorporate social media.</li> </ul> <p><b>Academic Programs</b></p> <ul style="list-style-type: none"> <li>Help visitors to quickly access program information.</li> <li>Develop a program finder with at-a-glance program snapshots.</li> </ul> <p><b>Student Testimonials</b></p> <ul style="list-style-type: none"> <li>Profile students from smaller towns in Indiana.</li> <li>Profile students from larger urban environments.</li> </ul> <p><b>Key Differentiators</b></p> <ul style="list-style-type: none"> <li>Showcase high level of support ISU students receive and numerous support services.</li> <li>Showcase individualized attention and faculty/student interactions.</li> <li>Heavily promote the benefits of the Indiana State Advantage.</li> </ul> <p><b>Campus Life</b></p> <ul style="list-style-type: none"> <li>Showcase ISU's Live and Learn communities.</li> <li>Translate the sense of belonging students feel when they are on campus to the website.</li> <li>Demonstrate the fun aspects of college experience. Keep them engaged on campus.</li> </ul> <p><b>Impactful Imagery</b></p> <ul style="list-style-type: none"> <li>Use quality images of students on campus and in the classroom.</li> <li>Use videos to showcase campus life and hands-on learning opportunities.</li> <li>Help prospective students to visualize themselves on campus.</li> </ul>	<p>Show the admissions &amp; outreach teams, promote their availability to answer questions. Show support from faculty and showcase ways for prospective applicants to be in touch.</p> <p><b>Positive Reinforcement</b></p> <ul style="list-style-type: none"> <li>Normalize the anxiety. It means you care</li> </ul> <p><b>ISU Support</b></p> <ul style="list-style-type: none"> <li>Make staff more accessible to students.</li> <li>Promote availability of staff.</li> <li>Promote accessibility of faculty through email, phone, etc.</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Use language that reassures visitors they are making the right choice to apply to ISU.</li> <li>Use plain language to outline tuition, fees, and associated costs.</li> <li>Use plain language to highlight financial aid process, offerings, and guidance.</li> <li>Use a tagging system so information can be linked in several places but resides in one spot.</li> <li>Use inclusive language.</li> </ul> <p><b>Diversity</b></p> <ul style="list-style-type: none"> <li>Promote authentic diversity of campus.</li> <li>Show diversity of Sycamore community.</li> </ul> <p><b>Programs</b></p> <ul style="list-style-type: none"> <li>Create specific pages for academic programs.</li> <li>Highlight interesting program features or experiential learning opportunities.</li> <li>Highlight common career opportunities for academic programs.</li> <li>Showcase the hands-on learning opportunities that ISU students experience.</li> <li>Highlight interesting courses in degree plans.</li> <li>Curate academic program pages to tell the "what" and the "why."</li> </ul> <p><b>Student Testimonials</b></p> <ul style="list-style-type: none"> <li>Use testimonials to demonstrate smart, financially savvy decision to attend ISU.</li> <li>Showcase successful recent alumni in exciting careers.</li> <li>Highlight first-gen students.</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>Showcase safety measures, swipe key for the dorms, elevator access, public safety support.</li> <li>Promote safety on campus. Use student testimonials.</li> <li>Surface public safety.</li> </ul>	<p>Show recent admits to clear next steps. Indicate where newly admitted students should go for certain information. Break complex next step processes into "bite-sized" chunks that are easy to understand.</p> <p><b>Support</b></p> <ul style="list-style-type: none"> <li>Outline the role RAs play in creating safe, healthy, and fun communities.</li> <li>Highlight the mentorship program.</li> <li>Showcase the degree plan.</li> <li>Highlight all of the supportive services available to students.</li> </ul> <p><b>Financial Aid</b></p> <ul style="list-style-type: none"> <li>Outline financial aid steps in easy-to-understand, plain language.</li> </ul> <p><b>Campus Community</b></p> <ul style="list-style-type: none"> <li>Explain the benefits of Live and Learn communities.</li> <li>Show comfort of on-campus residential communities.</li> <li>Profile residential halls to make more approachable, warmer.</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>Build off of the excitement of newly accepted students through a social media campaign.</li> <li>Highlight recent graduates and career outcomes.</li> </ul>	<p>Establish a communication plan from decision day to orientation. Balance essential, process-related info with exciting student life info. Encourage students to ask for help; communicate where to go for resources. Communicate where to find orientation schedule. Write email copy in a way that inspires students to read them and take action.</p> <p><b>Community</b></p> <ul style="list-style-type: none"> <li>Continue to encourage sense of belonging/ Sycamore pride.</li> </ul> <p><b>Imagery</b></p> <ul style="list-style-type: none"> <li>Keep the excitement of the new semester going.</li> <li>Highlight students in video and images on campus.</li> </ul> <p><b>Residential</b></p> <ul style="list-style-type: none"> <li>Outline steps for requesting roommates.</li> <li>Outline a resource guide for housing.</li> <li>Profile RAs.</li> <li>Highlight residential life (what you can and cannot bring, arranging furniture, etc.)</li> <li>Show photos of real-life students rooms (decorated by students).</li> <li>Ease worries about roommates.</li> </ul> <p><b>Student Organizations</b></p> <ul style="list-style-type: none"> <li>Advertise student clubs and organizations.</li> </ul> <p><b>Support</b></p> <ul style="list-style-type: none"> <li>Promote support services and how to access services.</li> <li>Promote mentorship program.</li> <li>Make student support services easy to find on the website.</li> </ul>