

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> <ul style="list-style-type: none"> <li>Complete undergraduate program outside the U.S.</li> <li>Research how to access and apply military benefits.</li> <li>Explore programs delivered with flexible formats (online, part-time).</li> <li>Look at job opportunities and career outcomes.</li> <li>Look for universities with international student organizations.</li> <li>Look online for information about majors with flexible career options.</li> <li>Research study abroad opportunities online.</li> <li>Research cost of attendance.</li> </ul>	<p><b>Apply For Admission</b></p> <ul style="list-style-type: none"> <li>Go on ISU website to look at transfer options.</li> <li>Look online at different programs in Indiana.</li> <li>Look online for a virtual campus tour of ISU.</li> <li>Attend an information session (in home country) about studying at ISU.</li> <li>Attend MBA presentation.</li> <li>Visit campus.</li> <li>Explore faculty research.</li> <li>Visit the website for program updates.</li> <li>Interview via Skype.</li> <li>Look at faculty with similar interests.</li> <li>Look at graduation rates.</li> <li>Talk with others in the industry to check the brand reputation.</li> <li>Talk with faculty and staff.</li> <li>Talk to staff and students in program of interest.</li> <li>Talk to family about finances.</li> <li>Speak with alumni from ISU.</li> <li>Ask family members about the process for gaining an apprenticeship after graduation.</li> <li>Contact the program director.</li> <li>Speak with an advisor.</li> <li>Talk to friends who attend ISU.</li> <li>Talk to students one year ahead in the same exchange program.</li> </ul>	<p><b>Apply For Aid</b></p> <ul style="list-style-type: none"> <li>Apply for admission.</li> <li>Apply to several schools.</li> <li>Check the application multiple times before submitting it.</li> <li>Receive email outlining remaining application tasks – and take action.</li> <li>Submit transcripts through email.</li> <li>Receive financial aid notification.</li> <li>Reach out to the financial aid office.</li> <li>Confirm there's enough aid to attend ISU.</li> <li>Wait to hear back from all universities before accepting ISU offer.</li> <li>Find a roommate.</li> <li>Make plans to travel to Terre Haute.</li> </ul>	<p><b>Consider My Options</b></p> <ul style="list-style-type: none"> <li>Accept my offer of admissions.</li> <li>Receive financial aid notification.</li> <li>Reach out to the financial aid office.</li> <li>Confirm there's enough aid to attend ISU.</li> <li>Share my plans to enroll at ISU on social media.</li> <li>Try to connect with others who have been accepted.</li> <li>Apply for several assistantships.</li> <li>Begin student visa paperwork.</li> <li>Determine next steps.</li> <li>Start looking at possible classes.</li> </ul>	<p><b>Accept Offer</b></p> <ul style="list-style-type: none"> <li>Familiarize myself with ISU learning technology.</li> <li>Look for clubs to join.</li> <li>Register for and attend transfer orientation.</li> <li>Research and purchase health insurance.</li> <li>Meet with an advisor to discuss course selection.</li> <li>Meet with the program director to discuss a study plan.</li> <li>Plan program of study.</li> <li>Postpone start date due to issue with student visa.</li> </ul>	<p><b>Pay Deposit / Register</b></p> <ul style="list-style-type: none"> <li>Travel to Terre Haute before classes start to find employment.</li> <li>Receive an assistantship.</li> <li>Purchase required software, hardware, books, etc.</li> <li>Look for housing – online and in person.</li> <li>Move into the Live and Learn community.</li> <li>Purchase items for dorm/housing.</li> <li>Purchase online learning equipment required by the program (webcam, mic, etc.)</li> <li>Buy ISU gear.</li> <li>Follow ISU's social media accounts.</li> <li>Follow professors on LinkedIn.</li> <li>Look for ISU "events" that occur before the semester begins.</li> <li>Complete student loan entrance counseling.</li> <li>Meet with students from various student organizations.</li> <li>Talk to international students about life at ISU.</li> </ul>	<p><b>Attend Orientation</b></p>

Thoughts	Why do I want to attend college?	What will it cost?	What will it cost?	What is campus life like?	Should I do this?	How can I prepare for classes?	Can I afford this?	What does the residence hall situation look like?
	<p>I have always wanted to go to college.</p> <p>I am pretty sure I want to pursue a master's degree.</p> <p>I don't want to only study!</p> <p>I want to do a study abroad program in the final year of my MBA program.</p> <p>I want to study in an English-speaking country.</p> <p>I'm from a small town. I want something different.</p> <p>I've wanted to study abroad since high school.</p> <p>My father is a veteran and transferring to an in-state school will be cheaper.</p> <p><b>Are there additional benefits?</b></p> <p>What benefits do you give to the military?</p> <p><b>What location is best for me?</b></p> <p>I have always wanted to study in the U.S.</p> <p>Is this program close to home?</p> <p>Which university will have the best ambiance?</p> <p>ISU is close enough to home, but not too close.</p> <p>It's going to be easier to stand out in a smaller city.</p> <p>Should I transfer from my current university?</p> <p>Do I have to come to campus?</p>	<p>Can I afford it?</p> <p>How do I apply for financial aid?</p> <p>Wow, ISU is affordable.</p> <p>What type of financial aid is available?</p> <p>What will this degree really cost?</p> <p><b>What does the curriculum look like?</b></p> <p>How will this program increase my career opportunities?</p> <p>What do I want to study?</p> <p>The curriculum looks interesting.</p> <p>Will getting a degree help me get a better job?</p> <p>Does ISU have a data science program?</p> <p>Is this program completely online?</p> <p>How long will it take?</p> <p>How do I apply?</p> <p>Am I actually ready for online learning?</p> <p><b>What is the credit transfer process like?</b></p> <p>What credits will transfer, and will the process be smooth?</p> <p>Can I get credit for my professional work, experiences, and certifications?</p> <p>How long will it take, how many credits will transfer?</p> <p>Is there a way to get credit for prior learning/ experience?</p> <p>Will my previous classes transfer?</p>	<p>I want to invest in my future with an affordable degree.</p> <p><b>What do I want from my college career?</b></p> <p>I need a flexible program.</p> <p>I want an exotic college experience.</p> <p>I want to be part of the ISU tradition.</p> <p>I'm looking for a fresh start.</p> <p>I am going to take control of my life, again.</p> <p>Is ISU an opportunity for a good education?</p> <p><b>What support will I have?</b></p> <p>There are not enough resources online for transfer students.</p> <p><b>Can I do this?</b></p> <p>Will I be successful in college given my life circumstances?</p> <p><b>Will I find a community for me?</b></p> <p>What is Terre Haute like?</p> <p>Will I be connected to ISU as an online student?</p> <p><b>What are the types of faculty research?</b></p> <p>What types of research are ISU's professors conducting?</p>	<p>I really like the ISU campus.</p> <p>ISU is a public university with a private university atmosphere.</p> <p>The job opportunities on campus are amazing.</p> <p>What is ISU really about? Tell me more than the sugar-coated version.</p> <p>What is there to do on campus/ student life?</p> <p><b>What is the application process?</b></p> <p>How competitive is ISU?</p> <p>Do I need to submit any more documents?</p> <p>How and when do I apply for scholarships?</p> <p>I wish there was a way to apply for an assistantship while also applying to ISU.</p> <p><b>What are my next steps?</b></p> <p>What is next in the process?</p> <p>What do I do after I apply?</p>	<p>What if I make the wrong decision?</p> <p>I'm leaving a good job to attend graduate school.</p> <p><b>How will this impact my future?</b></p> <p>It's time to start a new life.</p> <p>What are my options to work in the U.S. after I graduate?</p> <p><b>Will I have the support that I need?</b></p> <p>Can I use the ISU support system to get set up in the U.S.?</p> <p>I have family nearby who can help me if I need it.</p> <p><b>Will it transfer?</b></p> <p>How and when will I know how my credits transferred?</p> <p><b>Can I get financial aid?</b></p> <p>Can I quit my job and get enough aid to live on?</p> <p>Can I work on or off-campus?</p> <p>How will I pay for tuition and housing?</p> <p>Is there any more financial aid I can get?</p> <p>ISU is an economical choice.</p> <p><b>How can I prepare for campus life?</b></p> <p>Where can I live?</p> <p>What parts of town are safe to live in?</p> <p>What's the food like?</p> <p>How will I balance kids, work, and study?</p>	<p>How do I sign up for classes?</p> <p>How do I use my military education benefits at ISU?</p> <p>What type of computer will I need?</p> <p>What if the internet goes down?</p> <p>When do I get books?</p> <p><b>Is ISU the school for me?</b></p> <p>I am going to attend ISU because it is in Indiana.</p> <p>I knew after being admitted that ISU was the school for me.</p> <p>ISU is my first choice.</p> <p>ISU makes the most sense and is in a safe area.</p> <p>The location is perfect for me.</p> <p>Everyone is going to ISU, maybe I need to as well.</p> <p><b>What are the next steps?</b></p> <p>What do I do now?</p> <p>What concentration should I choose?</p> <p>When do I meet my advisor?</p> <p>When is someone going to reach out to me?</p>	<p>Why am I getting charged "this" fee?</p> <p>My current income is not the same as now. How do I adjust my FAFSA?</p> <p>I am transferring and was not asked to pay anything. Am I doing something wrong?</p> <p>I wish there was more financial assistance.</p> <p>I wish the Ph.D. program had more financial flexibility.</p> <p>How can I get more financial aid?</p> <p>Where can I work on campus?</p> <p><b>How can I prepare for classes?</b></p> <p>Where do I find my class requirements (e.g. equipment, textbooks, etc.)?</p> <p>The classes are relatively average.</p> <p>Where are my classes?</p> <p>I am well equipped with all tools needed for transition.</p> <p>I registered for orientation, so how can I meet with you to set up my classes?</p> <p>What do I need to do before the first day of the term?</p> <p>What is orientation all about?</p> <p><b>Will the faculty support me here?</b></p> <p>What are the faculty like?</p> <p>Is there academic support available for me?</p>	<p>I need to find a good housing situation.</p> <p>I need to apply for accommodations.</p> <p>When can I move in?</p> <p><b>Do I need a car?</b></p> <p>I don't have a vehicle, is there a bus schedule?</p> <p>Do I need a car, and where can I park it?</p> <p><b>Can I do this?</b></p> <p>Whoa! This is more than I expected.</p> <p>How am I going to do this for 6 more semesters and have a full-time job?</p> <p><b>Is ISU the school for me?</b></p> <p>I am certain of attending ISU after talking with a mentor.</p> <p><b>What is the community like?</b></p> <p>What is the social/cultural environment in Terre Haute/Indiana?</p> <p>There are a lot of ways to get involved on campus.</p> <p>Will there be welcome events for me to meet people?</p> <p>I don't want to join student clubs as a grad student, but I do want to be part of the community.</p> <p><b>How do I use the website?</b></p> <p>How do I navigate the MyISU portal?</p>

Positive Feelings	Determined	Optimistic	Determined	Belonging	Wanted	Determined	Prepared	Excited
	<p>I am going to complete this degree.</p> <p>I'm setting a life goal to earn a doctorate.</p> <p><b>Impressed</b></p> <p>The faculty are so responsive.</p> <p>My cousin likes ISU a lot.</p>	<p>It is time for a fresh start</p> <p>I'm transitioning from a negative experience to a better one.</p> <p><b>Excited</b></p> <p>I'm going to realize my dreams of studying in the U.S.</p> <p>I'm creating a strong future.</p>	<p>I want this.</p> <p><b>Comfortable</b></p> <p>I appreciate the vibe of ISU.</p> <p>I feel safe at ISU.</p> <p><b>Excited</b></p> <p>I am ready to build my network.</p> <p>It's time for a new start.</p> <p>I'm an international student and like that I will stand out at ISU.</p> <p>ISU is affordable.</p> <p>The campus tour was really nice.</p> <p>I like to explore, and traveling to other states is going to be easy.</p> <p>The curriculum looks very interesting.</p> <p>I am glad ISU has high-ranking programs.</p>	<p>I feel like I belong here.</p> <p>The faculty and staff care about me</p> <p>I feel like I belong here and I haven't applied yet.</p> <p><b>Grateful</b></p> <p>I appreciate how speedy the admissions team resolved my issue.</p> <p><b>Relief</b></p> <p>This is my chance to leave a toxic environment.</p> <p>ISU is affordable.</p> <p>Transferring to ISU will be better for me.</p> <p><b>Confident</b></p> <p>I've worked hard. I know I will get in.</p> <p>I know I will get in.</p>	<p>I feel so welcomed by everyone.</p> <p>Everyone is so approachable and helpful.</p> <p>I belong here.</p> <p><b>Excited</b></p> <p>Glad I can complete a program online flexibly.</p> <p>I am excited about my future</p> <p>These courses look great, I am going to learn a lot.</p> <p>I am very happy!</p> <p>Wow!! I am super excited to have been accepted!</p> <p>Wow! That was a great campus tour.</p> <p><b>Grateful</b></p> <p>ISU has a high acceptance rate.</p> <p>The ISU staff is always available.</p>	<p>I'm doing something for my family's future.</p> <p>I'm setting an example for my kids.</p> <p><b>Wise</b></p> <p>I'm making a financially responsible decision.</p> <p>ISU will set me up for success.</p> <p>I am making a good decision.</p> <p><b>Relieved</b></p> <p>Finally a 100% online nursing program!</p> <p>All of the international students I've met have shared good experiences.</p> <p>I got in after this long journey!</p>	<p>I'm already familiar with Canvas so this should be easy.</p> <p>I'm ready to go!</p> <p>There is a clear path for moving forward.</p> <p><b>Wanted</b></p> <p>My professor is excited to have me.</p> <p><b>Bittersweet</b></p> <p>It is bittersweet to leave the city of my previous school.</p>	<p>Most of my professors are great.</p> <p>I want to travel a lot and it is exciting that Terre Haute is near Chicago.</p> <p>The hybrid course options will benefit my schedule.</p>

Negative Feelings	Confused	Anxious	Anxious	Overwhelmed	Frustrated	Concerned	Frustrated	Disappointed
	<p>I don't know what a concentration means.</p> <p>There are discrepancies on the homepage vs. department page.</p> <p>The curriculum is difficult to understand.</p> <p><b>Frustrated</b></p> <p>I can't find what I am looking for online.</p> <p>The website is not mobile-friendly.</p> <p>It is challenging to find information about faculty.</p> <p>Looking for a job is difficult.</p> <p>Navigating the website is frustrating.</p>	<p>How will this play out?</p> <p>I don't know how I will pay for this.</p> <p><b>Stressed</b></p> <p>No one returns my calls.</p> <p>My first college experience didn't work out.</p>	<p>Will I get in?</p> <p>Is it worth paying the application fee if I am unsure about my candidacy?</p> <p><b>Frustrated</b></p> <p>Admissions and academic advisors for transfer students are limited.</p> <p>I am stressed.</p> <p>I spend three to four hours per application.</p>	<p>Taking the GRE is a lot.</p> <p><b>Depressed</b></p> <p>I wish my first year worked out at the other institution.</p> <p><b>Confused</b></p> <p>I don't understand the application process.</p>	<p>The process of applying for assistantships is not easy and I missed the deadline.</p> <p><b>Lonely</b></p> <p>I need to start over as a transfer student.</p> <p><b>Anxious</b></p> <p>What really goes on behind the scenes?</p> <p>What if I fail?</p> <p>I am scared.</p>	<p>Is this the right place for me?</p> <p>This experience means a lot of student loan debt.</p> <p>ISU's response to COVID will negatively impact my experience.</p> <p>I don't have enough money.</p> <p><b>Exhausted</b></p> <p>I'm only getting a few hours of sleep.</p> <p>The student visa process is out of my control.</p>	<p>I do not like the hassle of finding a job after admissions.</p> <p>I need to figure out a lot of things on my own.</p> <p>The student visa process is cumbersome and does not align with the college application start dates.</p> <p>I am lost.</p> <p>Financial aid needs more documents.</p> <p>The courses I wanted to take aren't available to me.</p> <p>I'm in a class I don't belong in.</p> <p>I can't find the syllabus.</p> <p><b>Unwelcome</b></p> <p>I am not a freshman and all of the welcome week events are for "freshman" and not first-time ISU students.</p>	<p>I expected more course options each semester.</p> <p>I haven't connected with other transfer students.</p> <p>There are not a lot of financial aid options for Ph.D. students.</p> <p>The athletics program does not have a good soccer network.</p> <p>I'm not eligible for the funding I was hoping for.</p> <p>No one seems to have the answers I need.</p> <p><b>Confused</b></p> <p>I have no idea how to access my courses.</p> <p>There is nothing posted on my online course site.</p>

Opportunities	Navigation	Search Engine Optimization	Celebrate	Sycamore Pride for All
	<p>Improve navigation and present information in a clear and consistent manner.</p> <ul style="list-style-type: none"> <li>Organize the website based on what prospective students are looking for, not on how we are organized at an institutional level.</li> <li>Streamline navigation around online programs.</li> <li>Make program information and resources easy to navigate to for those who aren't interested in speaking to staff.</li> </ul> <p><b>Inclusion</b></p> <ul style="list-style-type: none"> <li>Be sensitive to non-traditional student-types. Help students feel like they belong without putting them into the "regular" student group.</li> <li>Use inclusive language and images that resonate with a non-traditional student audience.</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Incorporate the modes of communication familiar to the target audience (TikTok, Twitter, etc.).</li> <li>Use clear calls to action to help students determine the next steps in the admissions process.</li> </ul> <p><b>Admissions</b></p> <ul style="list-style-type: none"> <li>Clearly outline the steps required to apply (and any variance in the process for non-traditional students).</li> </ul> <p><b>Affordability</b></p> <ul style="list-style-type: none"> <li>Outline the true cost of attendance.</li> <li>Highlight the Net Price Calculator, this gives them the cost and possible aid they might be eligible to get.</li> </ul> <p><b>Degree Logistics</b></p> <ul style="list-style-type: none"> <li>Highlight common career outcomes by degree program.</li> <li>Showcase peak experiences and program highlights.</li> <li>Note program modalities, duration, and degree maps.</li> </ul> <p><b>Online Programs</b></p> <ul style="list-style-type: none"> <li>Showcase support programs/resources available to online students.</li> <li>Include whether the program requires any on-campus participation.</li> </ul> <p><b>Transfer Process</b></p> <ul style="list-style-type: none"> <li>Outline the process to transfer to ISU.</li> <li>Outline the process for how credits transfer.</li> </ul> <p><b>Video</b></p> <ul style="list-style-type: none"> <li>Use interactive videos to humanize the faculty.</li> </ul>	<p><b>Search Engine Optimization</b></p> <ul style="list-style-type: none"> <li>Incorporate SEO best practices to ensure the content we want is displayed.</li> </ul> <p><b>Audience</b></p> <ul style="list-style-type: none"> <li>Disaggregate internal-facing content from external-facing content. Create a site for the internal audience.</li> <li>Account for mobile users in the design.</li> <li>Include multiple entry points for potential applicants to get answers: phone, email, chatbot, text.</li> </ul> <p><b>ISU Differentiators</b></p> <ul style="list-style-type: none"> <li>Focus on distinctiveness from a 360-degree perspective.</li> <li>Show the "fun" side of being an ISU sycamore.</li> <li>Showcase all of the exciting things that make up the ISU experience.</li> </ul> <p><b>Faculty and Staff Accessibility</b></p> <ul style="list-style-type: none"> <li>Showcase faculty accessibility.</li> <li>Showcase staff accessibility. Reassurance is just a phone call away.</li> <li>Make it easy for prospective students to connect with faculty, departments, and even other students - via chat, email, social media, etc.</li> </ul> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li>Highlight resources such as the math and writing centers.</li> <li>Showcase campus safety and resources.</li> </ul> <p><b>Assistantships</b></p> <ul style="list-style-type: none"> <li>Profile students working on campus.</li> <li>Outline clear steps to getting assistantships and graduate waivers.</li> </ul>	<p><b>Celebrate</b></p> <ul style="list-style-type: none"> <li>Create a "moment" of connection to ISU.</li> <li>Affirm that students have made the right choice with a student-focused, consistent, and professionally designed website.</li> </ul> <p><b>Next Step Communication</b></p> <ul style="list-style-type: none"> <li>Give students a waypoint (dates) after completing certain steps.</li> <li>Reminder to check Sycamore Email for important information.</li> <li>Create an admitted student "portal" that has information they need prior to enrollment.</li> <li>Create a checklist that is interactive and automates reminders to know WHAT to do, WHEN &amp; HOW to do it, and WHO to contact if they need help.</li> <li>Create just-in-time information and messaging.</li> <li>Be clear that the onboarding process and next steps may be different depending on the student type.</li> <li>Emphasize that orientation is the moment students will meet their advisors and register for classes.</li> <li>Enlist current students to curate information for newly admitted students - particularly non-traditional student-types.</li> </ul> <p><b>Financial Aid</b></p> <ul style="list-style-type: none"> <li>Ensure the Financial Aid Dashboard within the MyISU portal has their current financial aid.</li> </ul> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li>Showcase how students navigate mental health/support services.</li> <li>Showcase the roles of social justice educators.</li> </ul> <p><b>Student Profiles</b></p> <ul style="list-style-type: none"> <li>Create a "walk along" yield campaign (walking beside the student being a "sherpa" for newly admitted students).</li> </ul>	<p><b>Sycamore Pride for All</b></p> <ul style="list-style-type: none"> <li>Where possible, be inclusive of non-traditional students when creating programs or events for incoming students and leverage the excitement of the moment.</li> </ul> <p><b>Content Organization</b></p> <ul style="list-style-type: none"> <li>Ensure the content for current students is easy to find and navigate. Outline content in a way that is sequential and coordinated.</li> </ul> <p><b>Student Identity</b></p> <ul style="list-style-type: none"> <li>Use inclusive language and imagery on the website to create emotional connections and solidify a sense of belonging.</li> <li>Define student populations/ "identities" and highlight specific information that pertains to that audience. You're a "blank" and a "blank person" does x, y, and z to get AAA outcome</li> </ul> <p><b>Student Resources</b></p> <ul style="list-style-type: none"> <li>Develop a robust library of on-demand tutorials that students can revisit after the orientation program.</li> <li>Develop an interactive campus map showing classrooms.</li> <li>Create a space to highlight the first week with a list of events, recommendations for connecting, information about course access, tips for success, etc.</li> <li>Use inclusive language and imagery on the website to create emotional connections and solidify a sense of belonging.</li> </ul>