Turn Prospects Into Students

Create a digital experience where prospective students build excitement, make connections, stay on track, and choose your institution

Did you know...

College advisors recommend applying to

5-10

colleges/universities

Do you stand out?

Prospect students shop schools. It's time to stand out.

Today's prospective students think harder about higher ed investments. You need to stand out and capture attention — especially since on-campus visits aren't always part of the school selection process now.

Move to the top of their list by letting prospects engage with your institution's unique experience — from the comfort of their mobile device. Surface all the information, resources, events, and tools prospective students need to really explore and fall in love with your school's community, culture, and experience ... in a digital format they're comfortable with.

Today's students are digital natives, and giving them a means to immerse and engage with your school prior to enrollment aligns with they way they live their lives. Institutions that mirror the positivity of their traditional experience with an equally impressive, useful, and consistent digital experience outperform those that maintain outdated, confusing, and disconnected admissions processes.

Why the digital prospect experience matters ...

Rise Above the Noise

With more competition than ever for prospective students, you need to create a stand-out experience that shows you understand them. Align with the way they engage to prove you're the right fit.

Drive Excitement

Pushing a fully immersive digital engagement experience forward in the prospective student journey spotlights community, culture, and spirit. Get them excited about your school from day zero.

Create Affinity

We all want to go to a school where we feel like we belong. Online events and connecting with community groups builds those relationships, helping students picture themselves at your institutio (then converting!).
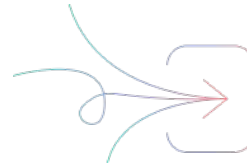
Prospects

Features

Public View

Prospective students get an experience tailored to their needs from the very beginning with this public-facing prospect view.

Self Sign Up

When they're ready, prospects sign up for the full profile to access more information, events, groups and features.
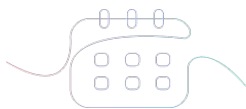
Prospect Dashboard

Put the most important information to prospects front and center with widgets specifically design for their interests and needs.

Groups

A sense of community and belonging means a lot when prospects are choosing a school. Hook them early by immersing them in your culture and community right away.

Events

Promote in-person events and host in-app virtual events to answer common questions, guide prospects through the application process, and get them excited to become a student.

Tasks

There are a lot of critical deadlines and moving pieces when applying to college. Set prospects up for success with targeted tasks, detailed checklists, and personalized reminders.

Announcements

Emails are easy to ignore. Put your important messages in front of eyes with a multi-channel communications approach that includes in-app announcements, SMS, and mobile push notifications.

Pages

Don't make prospects hunt for information. Create a centralized hub of everything they need to know with an in-platform page builder and embedded pages from your website.

How prospective students use Pathify

Previewing the Student Experience

Pathify Prospects surfaces things like school events, important institutional support resources, and groups students may want to join, allowing prospects to visualize their time at your institution. (Plus, they'll use the same portal they already know and rely on as students, easing the transition and driving portal adoption.)

Staying In-the-Know

Communication is key when capturing and converting prospective students ... but email is outdated. Prospective students get communications on their terms with targeted messages across a channels — including alerts, SMS, and mobile push notifications.

Keeping Up

There are A LOT of moving pieces when researching and applying to colleges. One missed deadline or piece of paperwork can derail the whole thing. Seeing all your important tasks, deadlines, and checklists in one place reduces the pressure and guides students along the way.

*S*ee how Penny Prospect
uses the portal
[www.pathify.com/
prospective-students](www.pathify.com/prospective-students)

Building a Community

Transitioning to college can be scary. Having a support system and friends in place before the semester starts creates a much-needed safety net. With Groups, prospective students connect with peers, current students, and clubs so they have a built in support network from day one.

Accessing Critical Resources

Knowing what resources are available makes students feel seen, supported, and confident that their chosen institution cares about them and their success. Put critical resources front and center so students know they exist without having to hunt for them — or worse, drop out for lack of support.

About Pathify

Pathify levels up higher ed tech. The Pathify Engagement Hub fills the void at the center of the higher ed digital ecosystem by creating a centralized user experience, unifying all things digital. We're not just obsessed with making great technology, we're hyper-focused on creating a stellar student experience across the entire lifecycle — from prospects to alumni. Delivering cloud-based, integration friendly technology designed to drive engagement, Pathify pushes personalized information, content and resources to the right people, at the right time, on any device. Learn more at pathify.com.