

Requesting Information: Ease of finding the request information form on the website home page.

- 1 Cannot be found on home page
- 3 Can find the 'request for information' but is difficult to find/doesn't stand out on the page
- 5 Clearly visible when interacting with all content

Requesting Information: Ease of finding the request information form on the program home page

- 1 Cannot be found on program page
- 3 Can find it but below the fold/must scroll a lot
- 5 Clearly visible when interacting with all content

Ease of filling out the form

- 1 Form doesn't exist
- 2 Form exists but has more than 5 fields with most, if not all required
- 3 More than 5 fields only basic information required (Name, Email, Phone, Program of Interest, Start Date)
- 4 Form exists and requests 5 fields (Name, Email, Phone, Program of Interest, Start Date)
- 5 Form exists and requests 5 fields (Name, Email, Phone, Program of Interest, Start Date) but also responds to errors on the form such as "Not Phone Number" or "Not email address"

Thank you Page

- 1 No thank you page
Thank you page but does not address any of the following [a] confirmation of Name, Program of Interest and Desired Start Date, [b] relevant recommended next steps and [c]
- 2 introduction of assigned enrollment counselor by name with contact information
Thank you page but lacks some of the following [a] confirmation of Name, Program of Interest and Desired Start Date, [b] relevant recommended next steps and [c] introduction
- 3 of assigned enrollment counselor by name with contact information
Thank you page with [a] confirmation of Name, Program of Interest and Desired Start Date, but lacks some or all of the following [b] relevant recommended next steps and [c]
- 4 introduction of assigned enrollment counselor by name with contact information
Thank you page with [a] confirmation of Name, Program of Interest and Desired Start Date, [b] relevant recommended next steps and [c] introduction of assigned enrollment
- 5 counselor by name with contact information

Confirmation of Requesting Information: Automatic Form Reply Email

- 1 No reply no confirmation of submission
Automatic email but does not address any of the following [a] confirmation of Name, Program of Interest and Desired Start Date, [b] relevant recommended next steps and [c] introduction of assigned enrollment counselor by name with contact information
- 2 Automatic email but lacks some of the following [a] confirmation of Name, Program of Interest and Desired Start Date, [b] relevant recommended next steps and [c] introduction of assigned enrollment counselor by name with contact information
- 3 Automatic email with [a] confirmation of Name, Program of Interest and Desired Start Date, but lacks some or all of the following [b] relevant recommended next steps and [c] introduction of assigned enrollment counselor by name with contact information
- 4

- Automatic email with [a] confirmation of Name, Program of Interest and Desired Start Date, [b]
- 5 relevant recommended next steps and [c] introduction of assigned enrollment counselor by name with contact information

Follow up Communications: Appropriate Timing of Follow up Communications

- 1 No Follow up Communication
- 2 One contact/attempt only
- 3 2 contacts/attempts in 2 weeks
- 4 3 contacts/attempts in 2 weeks
- 5 More than 3 contacts/attempts in 2 weeks

Use of Appropriate and Effective Channels

- 1 No Follow up Communication no channels used
- 2 Only one channel
- 3 Used 2 channels
- 4 Used 3 channels
- 5 Used more than 3 channels

Appropriate Content in Follow up Communications

- 1 No Follow up Communication no channels used
- 2 Content not specific to degree chosen nor stage of your process [ex] fails to mention program of interest and suggests you “enroll now” when it is more appropriate to provide information on the program, institution, etc.
- 3 Content degree specific and appropriate to stage, builds on previous content with benefit rich content
- 4 Content degree specific and appropriate to stage, builds on previous content with benefit rich content, presented in clear, concise manner and easy to read/scan format (ex: bullets, clear subject line and to line)
- 5 Content degree specific and appropriate to stage, builds on previous content with benefit rich content, presented in clear, concise manner and easy to read/scan format (ex: bullets, clear subject line and to line) with clear instructions on what to do next

Clear Call to Action (CTA) that explains what to do next

- 1 No Follow up communication
- 2 Content has no Call to Action (CTA) is just long list of information
- 3 Content has CTA but onus is on prospect, not the school
- 4 Clear and engaging CTA with the onus on the school to help you take the next step
- 5 Clear and engaging CTA with the onus on the school to help you take the next step and materials to read/engage with during the waiting period. Clearly define when they will talk to you next and/or offer help in the next step (keep conversation open)