

Admissions Enrollment Funnel

Student Status Phases	Responsible Party	Actions	Data Collection/Entry
Prospects Student names purchased and UMS reaches out to prospective students.	Enrollment Management: <ul style="list-style-type: none"> Admissions Recruiting Admissions Counseling Admissions Processing 	Admissions Counselors collect prospect data from college fairs, school visits, etc. Admissions Processing reviews data and enters/updates prospects in CRM.	SAT (or other vendor) name-buy; input into CRM (e.g., TargetX, Salesforce)
Inquiries Student reaches out to any UMS institution in any way and becomes an inquiry.		Prospects may be manually upgraded to inquiries after increased contact with institution.	Updated to inquiry in CRM (e.g., TargetX, Salesforce)
Applicants Student submits an application to the UMS and becomes an applicant.	Shared Processing Center Enrollment Management: <ul style="list-style-type: none"> Communications Admissions Processing 	Shared Processing handles Common, Paper and System Apps. Enrollment Management converts all other apps to digital file formatted for Shared Processing to enter into ImageNow & MaineStreet. Admissions Processing staff reviews applications for accuracy, documents required, and missing information. If supporting info is needed, missing information requests (for transcripts, essays, test scores, etc.) are sent.	Common App, System or other Online/ Mobile App, Paper App and many other types of applications are received. Management via MaineStreet>CSPRD> Student Admissions > Application Entry and from there updated in the following screens: >Education and Test Results; and in >Personal Information >Residency
Completed Applicants Student has supplied additional information as needed and is considered a completed applicant.	Enrollment Management: <ul style="list-style-type: none"> Admissions Processing Admissions Counseling 	Complete applications are referred to Admissions Counselors (or similar) to admit, deny, refer to a different institution, or hold for additional information.	MaineStreet > Enterprise Applications > CSPRD > Campus Community> Checklists > Person Checklists > Checklist Management - Person
Admitted/Accepted Student has been accepted to a UMS institution and becomes an admitted/accepted student		Admissions Processing receives counselor decisions, updates students in MaineStreet and Early Financial Aid and sends decision letters with Merit Scholarship offer.	Entered in MaineStreet > CSPRD > Student Admissions > Application Maintenance>Maintain Applications and supporting documents are scanned and uploaded to ImageNow
Confirmed/Matriculated Student has completed a form indicating confirmation of their acceptance and has paid a deposit, if required. Student is then considered confirmed/matriculated	Bursars/Student Finance Office Enrollment Management: <ul style="list-style-type: none"> Admissions Processing Admissions Counseling 	Admissions Counselors receive phone calls, online form, or paper form from students to confirm their enrollment. Once deposit is received, student is considered Confirmed/ Matriculated. For UMA and International students, form is confirmation. International students (not online) require additional financial and visa info prior to enrolling.	Bursars or other student finance offices collect online payments Admissions Processing accepts mailed or presented checks and sends to finance office. International students are sent Form I-20, "Certificate of Eligibility for Nonimmigrant Student Status."
At this point, Enrollment Management is no longer able to edit via Application Maintenance. The student is converted to the Student Program/Plan Stack and all changes are created by Registrars. Each student has their own stack.			
Enrolled Student enrolls in classes and is considered enrolled.	Enrollment Management, student's academic department, Student Advising		