Calgary Carmen | 1.0 Recruitment and campus tour

Carmen and her parents attend a UVic recruitment fair and decide to visit campus for a tour and learn more about campus life.

	ATTRACT	INFORM	ENGAGE	CONVERT	RETAIN
What	Her high school counsellor tells her about a UVic recruiter presentation ↓ She tells her parents about the event and they decide to attend together	The recruiter presentation piques her interest and she wants to learn more ↓ The recruiter gives them a viewbook and business card and encourages a campus visit	They decide to take a road trip to the coast to visit UVic, UBC and SFU ↓ They contact the recruiter and book a campus tour and meeting	They attend the tour and are very impressed with the campus ↓ They meet with the recruiter and discuss housing, student services and admissions	She receives a follow up email from the recruiter with links to more resources ↓ She continues exploring programs, requirements, residence, campus life and costs
Positive / **Feeling** / **Negative**	🤔	🤔	😀	😊	😀
Process	At high school At home	At high school	At home On phone	On campus	At home on computer
New					

University of Victoria

Carmen wants to get a good sense of what it will be like to live on campus and what student services are available at UVic.

Calgary Carmen | 1.1 Explore UVic campus life and student supports

	ATTRACT	INFORM	ENGAGE	CONVERT	RETAIN
What	She Google searches for "UVic campus life" on her phone	She explores student life, campus life, health & wellness and advocacy areas	She follows a link to UVic's Facebook main feed	She follows a link to UVSS site and explores resources	She decides she ideally would like a single room with meal plan
	She explores list of results and follows a link to "Residence & student life"	She searches UVic for "LGBTQ" for resources or supports	She watches a few videos and follows a link to "My UVic Life" blog	She goes back to UVic site and searches for "housing room types"	Satisfied with campus life she decides to explore programs
Positive					
Feeling	🤔	🤔	😀	😀	😀
Negative					
Process	On phone at home	On phone at home	On phone at home	On phone at home	On phone at home
New					

University of Victoria

Carmen wants to explore biology programs, requirements and know what the important deadlines are.

Calgary Carmen | 1.2 Explore UVic programs, requirements and deadlines

	ATTRACT	INFORM	ENGAGE	CONVERT	RETAIN
What	Carmen receives a “Thank you” email from UVic recruiter	She Google searches for “UVic marine biology programs”	She explores potential careers and sample course options for the program	She selects link for “Ready to apply?” and starts application	She completes profile and submits and then pays the application fee
	She explores programs in the viewbook the recruiter gave her but needs more detail	She follows results link to “Biology” page in the undergraduate programs area	She reviews program requirements and application deadlines and decides to apply	She is prompted to create a new profile on the “My UVic application” unit site	She receives a confirmation email which contains her student V#
Positive / **Feeling** / **Negative**	🤔	🤔	😀	😀	😀
Process	On laptop at home	On laptop at home	On laptop at home	On laptop at home	On laptop at home
New				EPBC link from My Application page	Payment of fees will be on EPBC Aug 2020

University of Victoria

Carmen wants to finish her admissions application after she receives her introductory email from UVic admissions.

Calgary Carmen | 1.3 Self report grades, accept conditional offer and pay acceptance deposit

	ATTRACT	INFORM	ENGAGE	CONVERT	RETAIN
What	She receives her “introductory” email from her admission assistant	She follows link from email to page that explains next steps	She logs into the application portal to check status	She reviews her entries and submits her grades	She pays the $200 acceptance deposit via online banking
	The email contains contact details for her assistant and links to next steps	She explores page and follows link to My UVic application	She completes the “self reporting” of her current grades	A week later she receives her “Conditional offer” email from admissions	She creates a NetLink ID and logs into My page to confirm her payment was received
Positive / **Feeling** / **Negative**	🤔	🤔	😀	😀	😀
Process	On mobile at home	On laptop at home	On laptop at home	On laptop at home	On her mobile at home
New		Deadlines sooner			Email to confirm payment

University of Victoria

Carmen needs to research and apply for on campus housing with a meal plan.

Calgary Carmen | 1.4 Apply for on campus housing

	ATTRACT	INFORM	ENGAGE	CONVERT	RETAIN
What	She Google searches for "UVic student campus housing"	She learns that she is guaranteed a room but not room type	She explores residences and campus in the UVic Virtual Tour	She goes to the housing portal and logs in with her NetLink ID	She receives her housing offer by email
	She selects links to "Residence services" and explores the homepage	She explores rates for room types and meal plan options	She is eager to get a single room so she decides to apply early	She provides her room preferences and submits her application	She pays the acceptance and deposit fees, signs and emails contract and pays full term 1 fees.
Positive / **Feeling** / **Negative**	🤔	🤔	😀	😀	😀
Process	On laptop at home	On laptop at home	On laptop at home	On laptop at home	On laptop at home
New		Housing print & PDF materials	Virtual showroom of room types		

University of Victoria

Carmen wants to apply for any scholarships or awards that will help her pay for her education.

Calgary Carmen | 1.5 Apply for scholarships

	ATTRACT	INFORM	ENGAGE	CONVERT	RETAIN
What	She Google searches for "UVic scholarships" on her mobile	She reviews the eligibility requirements and types available	She discovers that she must apply for one and that one is automatic	She logs into My page and goes to the online application	She receives an email informing her she was successful
	She selects link to "Entrance scholarships and awards" from the list of results	She discovers there are two types of scholarships depending on grades and other criteria	She decides to apply for the specific criteria scholarship	She completes the form, submits it for approval and emails the supporting documentation	She logs into My page and accepts the award which gets deposited directly into her account
Positive / **Feeling** / **Negative**	🤔	🤔	😀	😀	😀
Process	On mobile at home	On mobile at home	On mobile at home	On laptop at home	On laptop at home
New		Process flowchart with dates	Wizard with recommendations		

University of Victoria

Carmen wants to explore what she can do with a biology degree and what UVic has to help fund her education and provide additional learning opportunities.

Calgary Carmen | 1.6 Explores co-op and career options

	ATTRACT	INFORM	ENGAGE	CONVERT	RETAIN
What	She Google searches for "what can I do with a UVic marine biology degree"	The Marine Biology program page lists potential career options	She follows link to the co-op program page and learns it is optional	She learns she needs to complete her first year before she can apply	Her recruiter emails her information about the early intake application
	She selects link to "Marine Sciences" from the list of results	She reviews the program highlights and learns it offers a co-op program	She reviews the program requirements and application deadlines	She decides to ask her recruiter about the "Introduction to Professional Practice" course	She decides to visit the co-op office when she is on campus for more information
Positive / **Feeling** / **Negative**	🤔	🤔	😀	😐	🤔
Process	On laptop at home	On laptop at home	On laptop at home	On laptop at home	On laptop at home
New		Program pages with co-op options listed			

University of Victoria

Calgary Carmen | 1.7 Create a NetLink ID

Carmen needs to create her NetLink ID so she can apply to residence and apply for scholarships.

	ATTRACT	INFORM	ENGAGE	CONVERT	RETAIN
What	She receives her confirmation email for the admissions application deposit	She reviews the “What is a UVic NetLink ID?” page and learns it’s benefits	She selects the “Get your NetLink ID Now” button and starts the application	She completes the application process and submits for approval	She receives a confirmation email with a link to log into My page
	The email provides link to next step in the admissions process	She reads in the “Before you start” section she will need her ‘V Number” so she finds it	She provides required information, her secondary email address and creates her passphase	She writes down her ID name and passphrase so she won’t forget it	She follows link and successfully logs into My page
Positive / **Feeling** / **Negative**	🤔	🤔	😀	😀	🤔
Process	On laptop at home	On laptop at home	On laptop at home	On laptop at home	On laptop at home
New				Simplified application process	

University of Victoria