It's time to expand how you define the student experience at your institution and how each touchpoint reflects your brand. Consider how targeted recruitment strategies, technology management and data enablement can help you improve interactions at every stage. Don't miss these often-overlooked experiences.

**Awareness**
- Stories in local news about your latest programs
- Organic social posts showing student successes
- Google searches leading to relevant, easy-to-find info

**Consideration**
- Follows on your school’s social media
- Employer referrals for microcredentials
- Retargeting digital ads about a specific program
- Personalized nurture emails via marketing automation

**Inquiry & Recruitment**
- Mobile-friendly application form
- Admissions acceptance checklist
- Financial aid discussions that reduce uncertainty for prospects
- Timely text or chat responses to all leads

**Enrollment & Start**
- Connecting with advisors
- Course enrollment
- Accessing course materials
- Paying tuition & fees
- Welcome communications from school

**Retention to Graduation**
- Submitting homework online
- Using virtual reality to practice real-world applications
- Streaming YouTube videos on campus Wi-Fi
- 24/7/365 IT support for LMS users – students and faculty
- Personalized communications using LMS data
- Interacting with multiple online courses each term

Are each of these touchpoints enhancing your brand? Take a fresh look at the data and technology enabling your student experiences. You’ll find opportunities to improve your infrastructure to effectively attract, enroll and retain learners today.