

Prospective Student Portal

Help prospective students build excitement, make connections and choose your institution

Did you know...

College advisors recommend applying to

5-10

colleges/universities

How will you stand out?

Better engage as students evaluate

Effectively attracting new students has never been more important. With prospective students thinking harder about higher ed investments, schools need a way to stand out and capture attention, all while surfacing what makes *your* institution unique.

Move your school to the top of the pile by letting prospects engage with your institution's experience — *before* the semester begins. A portal for prospective students highlights the information, events, groups, tasks and resources that set your school apart.

Today's students are digital natives, and giving them a means to immerse and engage with your school prior to enrollment aligns with the way they live the rest of their lives. Set your school apart as technology-forward!

Prospective student portal benefits

Excitement

Pushing the portal experience forward in the prospective student lifecycle spotlights community, culture and spirit. Engaging students early drives excitement.

Familiarity

They'll be using the portal as a student, and early access gets them familiar and in the habit of using it now. Plus it's a unique way to get to know potential students.

Affinity

Helping students feel they belong early builds rapport. A prospective student who feels connected and invested has a higher probability of depositing and converting.

Prospective Student Portal

How prospective students use the Path portal

Preview the Student Experience

The Path student portal surfaces things like school events, important institutional support resources and groups students may want to join, allowing prospects to visualize student life and academic affairs.

Receive Important Announcements

Communicate early and often, sharing announcements, alerts and notifications through a native mobile app. Send communications via SMS or mobile push notification to all prospective students or a targeted list.

Stay on Track with Tasks

Help prospective students keep important tasks and deadlines straight with personalized [Tasks](#) and to-dos within the portal.

Connect with Peers

Let students build community and connections before they even start school by offering secure social [Groups](#). In-portal direct messaging with student ambassadors helps prospects make connections, easing their transition.

Highlight Critical Resources

Push information about important resources to new students before they know they need them. Educating students about tutoring, mental health counseling, career coaching and more can mean the difference between a successful and struggling student. Make sure students know about critical resources before they ever take a class.



**See how Penny Prospect
uses the portal**

[www.pathhq.com/
prospective-students](http://www.pathhq.com/prospective-students)

About Path

Path is the most innovative student portal for higher ed. We're not just obsessed with making great technology, we're completely obsessed with student experience. Delivering cloud-based, integration-friendly technology designed to drive student engagement, Path pushes personalized information, content and resources to the right people on any device. With a team of former university executives and technologists, we know what we're doing — and our recent incredible 84 net promoter score from customers proves it. Learn more at pathhq.com.