

Higher Ed Admissions Funnel Stages

Before comparing your metrics to industry benchmarks, it's important to understand the definitions of each stage. The standard definitions for the admissions funnel stages in higher education institutions are:

Prospect	A person who may be interested in a program. They have not yet verified an interest in learning more about the institution or a specific program.
Inquiry	A prospective student who has indicated interest. An inquiry typically connects with the institution by online form, phone, email, or completing an inquiry card at an event.
Applicant	A prospective student who has completed an application form. Applications typically require a signature (hard-copy or virtual).
Candidate	An applicant who has submitted all required admissions documents and materials. These documents usually include transcripts, standardized test scores, letters of recommendation, and a personal goals statement.
Admit	A candidate who has been offered admission.
Scheduled	An admitted student who has been scheduled for classes. Some institutions require an enrollment deposit before a student can be scheduled. This stage may also be called "Confirmed."
Enrolled	A scheduled student who remains enrolled until the institutional Census Date, which is usually the 10th day of class.

Target Admissions Funnel Metrics

Based on our experience consulting with colleges and universities, below is an aggregate of ranges for key metrics your admissions team should be aiming to achieve:

Metric	Definition	Target Range
Conversion Rate	Percentage of Inquiries that become Applicants	10-15%
Admit Rate	Percentage of Applicants that become Admitted	30-40%
Schedule Rate	Percentage of Admitted students Scheduled	65-75%
Yield	Percentage of Admitted students Enrolled	60-70%
Capture Rate	Percentage of Scheduled students Enrolled	80-90%
Start Rate	Percentage of Inquiries who Enroll	4-6%

If your metrics aren't within the target ranges, [schedule a call with one of our admissions experts](#).

We regularly analyze admissions processes and make recommendations on how to address key opportunities. You deserve clarity on the gaps in your funnel and how to improve it to increase enrollment. [Schedule your call to get started!](#)