


Tool #14: Quick Poll Questions Guide

Many COE units struggle to get a full understanding of prospects' needs and motivations, especially when many prospects shy away from long inquiry forms. Without a detailed form response, recruitment advisors often call these prospects over the phone to gather missing details but sometimes fail to do so. In response, a few innovative institutions ping prospects with a one-question poll as an intermediate step between a call-to-action link (e.g., a "register" button) and the corresponding landing page. This tool provides one design example for linking quick, pop-up polls to URLs embedded in e-mails and offers poll questions that contribute to a prospect's profile.

From: Regina Sanders
 To: Prospective Students
 Subject: Experience online learning: Register for a test-drive course

 **Example University**

Dear Padma,

Thanks for your continued interest in Example University. To help you get a sense of course quality, we offer test-drive courses, a chance to experience the web-based interface through which students submit assignments, communicate with professors, and engage with fellow students. Register for the test-drive course, and I'll remind you to log in a week in advance.

Test-Drive Example University
Introduction to Conflict Management, Professor Knox
 March 31- April 6

Register



Check the box that matches your response for the following:
 "I am concerned about academic preparedness."

☐ Agree
☐ Somewhat Agree
☐ Disagree


Please contact me with questions. You can reach me at regina@example.edu or xxx-xxx-xxxx.

All the best,
 Regina
 Recruitment Advisor

Apply Here

www.example.edu



Poll pops up after link is clicked

For Every Call-To-Action Link, Insert One-Question Poll

<u>Call-to-Action Link in E-mail</u>	<u>Sample Poll Prompts</u>	<u>Corresponding Recruiter Actions</u>
		<div style="display: flex; justify-content: space-between;"> <div>"Agree"</div> <div>"Disagree"</div> </div>
• Download a Curriculum Map	• "I am satisfied with the expected academic rigor."	→ • Classify as Hot Lead
• Schedule an Appointment with Recruitment Counselor	• "I have the support of family/friends/employer."	→ • Classify as Hot Lead
• Register for Info Session	• "I am concerned about financial burden of tuition."	→ • Send financial planning info
• Watch Video Testimonial	• "I have a clear idea of my academic goals and how they relate to career goals."	→ • Classify as Hot Lead
• Register for Freemium Content (e.g., Test-Drive Course)		• Send faculty profiles
• Register for Webinar		• Refer to subject matter expert
		• Classify as Hot lead
		• Offer time management tips