

Office of Marketing and Brand Management

July 10, 2020, (updated July 17, 2020)

FY21 Transfer Student Application Flow

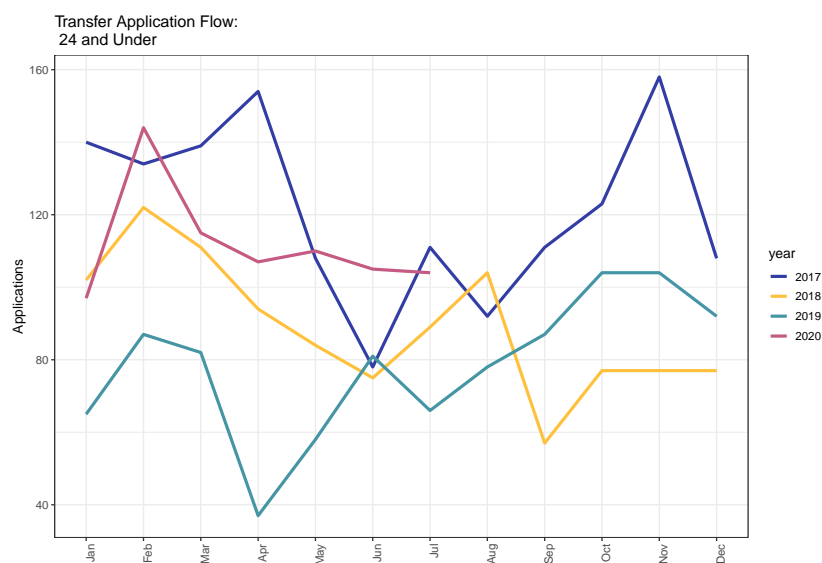
Description

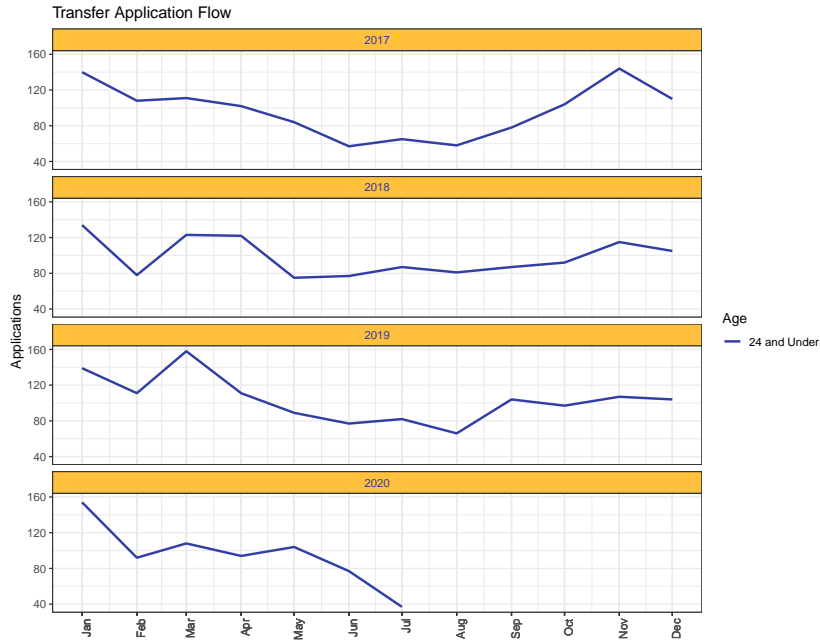
THE PURPOSE OF THIS REPORT is to revisit the flow of applications to the Transfer programs among 19-24 year olds. This is important because the cadence of this process is different from that of the working adult cohort (years 25 and over).

Findings

The table below illustrates the flow of applications among current undergraduates to the Transfer program at the University of Southern Maine (USM), January 1, 2017 - present.

While at first glance, the year over year timing might appear asynchronous, the annual patterns share some parallels. These similarities are more apparent when viewed in 4 distinct tables.





Conclusions

- The application cycle among current undergraduate students begins in August, peaks in November, slows a bit in December, and has a second wave in January. After a short decline in February, we see another spurt in March. Applications trickle in through the spring, slowly declining until summer. The application stream is at its most sluggish through the summer months.
- This pattern has been the norm since January, 2017.
- If this pattern remains consistent in 2020, which it may or may not due to the anomalous occurrence of the Covid-19 pandemic, we can expect application movement to shift upward at the end of the summer. We are currently at an annual low point.

[Wrike Project Details](#)

[Github Repository](#)