# Open Lab: Graduate Admissions for Graduate Programs Definitions

**Acceptance Rate:** the percentage of students with a complete application who are accepted to a program.

**Attrition:** the percentage of students who are accepted but do not enroll in a program. Yield and attrition are two ways to talk about the same conversion, yield rate + attrition rate will equal 100%.

**Conversion Rate:** expressed as a percentage, the number of potential students who move from one phase of the admissions funnel to the next. To calculate, divide the number of students in the current phase with the number of students in the previous phase. At certain phases, can also be referred to as acceptance rate, yield rate, or attrition rate.

**Data Point:** in the context of the admissions funnel, a point at which information is collected about students in the funnel at that point. It can be as simple as the number of students in that phase or as complex as changes in the demographic profile throughout the funnel.

**GEM:** Graduate Enrollment Management, folks that work in this space are known as GEM Professionals.

**Inquiry:** sometimes used interchangeably with the terms Lead or Prospect, in the context of the admissions funnel it typically refers to a potential student with a further level of engagement (i.e. filling out an inquiry form).

**Intervention:** an action taken to help students move from one phase of the funnel to the next, can take a variety of forms such as phone calls, direct mail, emails, or events. Interventions look different at different phases, for different populations, and for different programs.

**Lead:** sometimes used interchangeably with the terms Inquiry or Prospect, potential students for a program.

**Matriculated:** in the context of admissions, refers to students who are accepted and enroll in classes.

**Melt:** students lost at various phases of the funnel, the most common is "summer melt" i.e. the students you accept who indicated they were planning on attending but are no longer enrolled at the start of fall.

**Output:** in the context of interventions, refers to the impact you can see on your funnel as a result of the intervention taken, i.e. an increase in the number of completed apps. In the context of the funnel as a whole, refers to the students you end up with at the end of the funnel.

**Prospect:** sometimes used interchangeably with the terms Lead or Inquiry, in the context of the admissions funnel it typically refers to the very top of your funnel, any potential students for a program, can be huge depending on what limiting factors are placed.

**Stealth Applicant:** individuals who start or submit an application without prior inquiry.

**Yield:** the percentage of students who are accepted who go on to enroll in a program. Attrition and yield are two ways to talk about the same conversion, attrition rate + yield rate will equal 100%.