

## Improving Your Campus Visit Experience | 01.25.2016

**Susan Schaurer**

Please find a list below of additional resources from the “Improving Your Campus Visit Experience” webcast. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

### Pre-Webcast Resources

1. [Overview of Miami Ohio’s Campus Visit](#) – Pages 2-3
2. [Snapshots of Miami Ohio’s Virtual Tour](#) – Pages 4-6
3. [Noel-Levitz 2013 Benchmark Report Data](#) – Pages 7-9

### Post-Webcast Resources

- NEW!** 4. [Campus Visit Survey](#) – Pages 10-13

# OVERVIEW: MIAMI OHIO'S REVAMP OF ITS CAMPUS VISIT EXPERIENCE

## Goals

Stage a campus visit that:

- Is authentic to Miami and the true student experience
- Sets Miami apart from its competitors
- Generates more applications
- Reveals the value of a Miami experience.

Create a more engaging campus visit that:

- Is active
- Targets both students and parents
- Engages the senses
- Allows for customization
- Empowers tour guides
- Educates and empowers the entire campus community to engage with tours
- Increase yield by confirming that irrational, “it just felt right” reason for choosing to attend and stay
- Create a customized/personal experience
- Provide an experience that is meaningful, memorable, and immersive
- Convert visitors/applicants into future Miamians
- Utilize existing resources and leverage campus and community partners

## Existing Resources

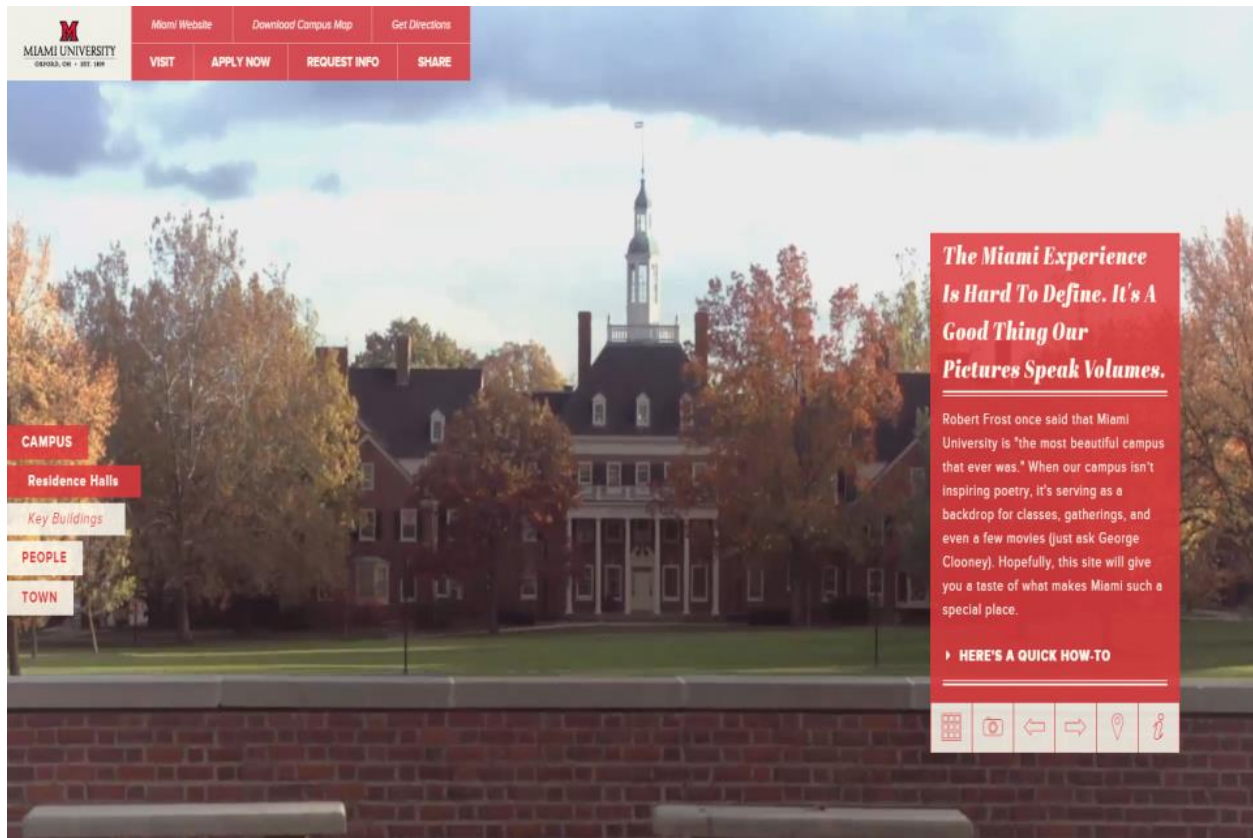
- Conservative funding and limited budget for on-campus visits
- Three dedicated staff members for campus visits
- Assistant Director (first-year recruitment territory)
- Admission Counselor (first-year recruitment territory)
- Front Desk Attendant (hourly employee)
- A crowded campus
- A beautiful and pristine campus
- Incredibly loyal, devout, and enthusiastic constituents
- Current students
- Faculty
- Staff
- Alumni

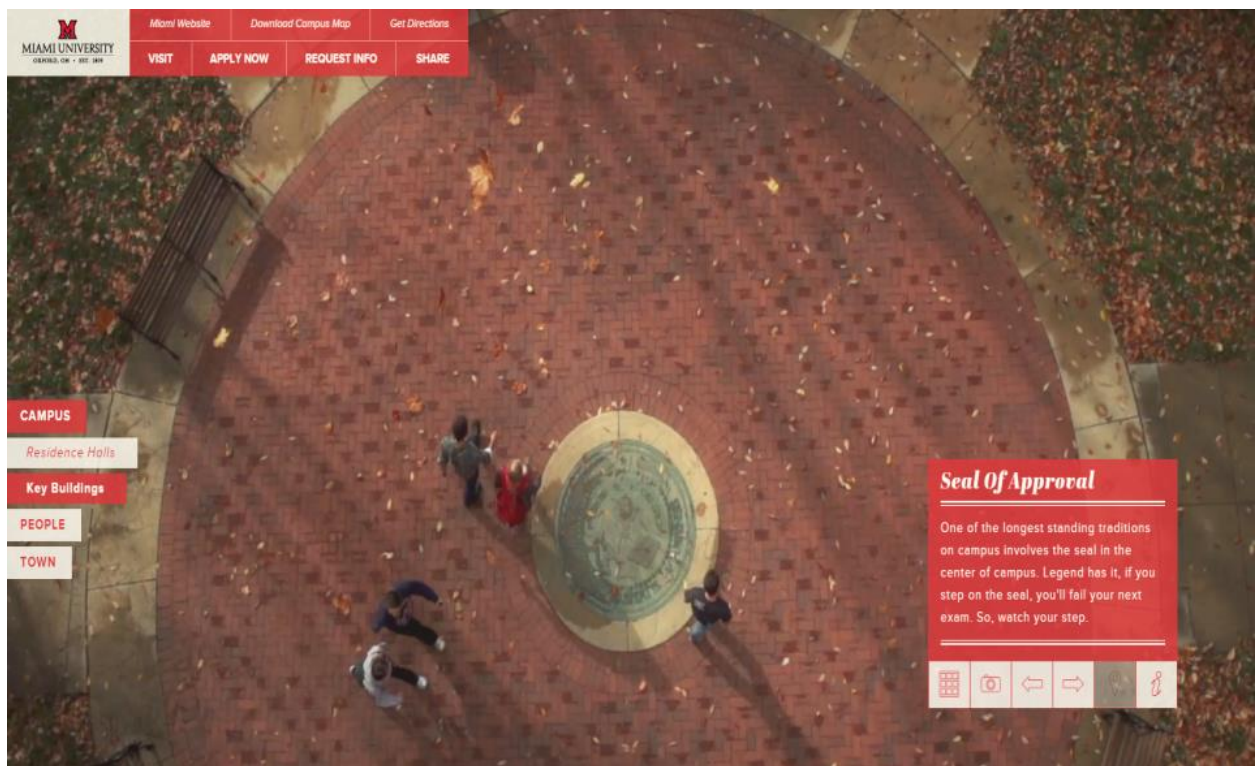
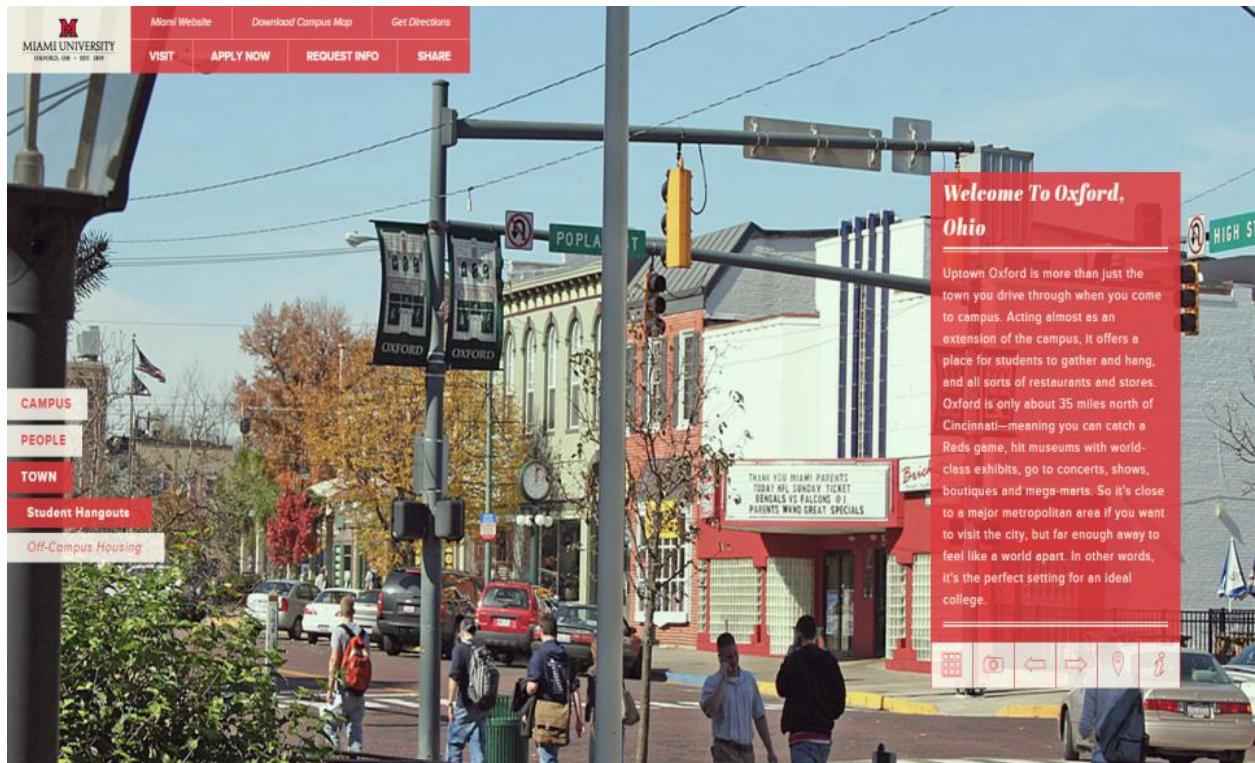
## Items for Implementation

- Invest minimal dollars into the physical space used to host campus visits
- Realize the importance of visitors' first impression of the campus

- Utilize and leverage existing resources to better illustrate the key “selling points” of the university
- Recognize that the visit experience reflects the experience students will have at the institution
- Seek ways to partner with campus constituents and secure resources to continue to enhance the visit experience
- Create an engaging information session which relies on admission professionals to provide key facts and pertinent data and deadlines
- Build an infrastructure in which tour guides are the storytellers of the Miami Experience and relay authentic and sound insights

## Snapshots of Miami Ohio's Virtual Tour

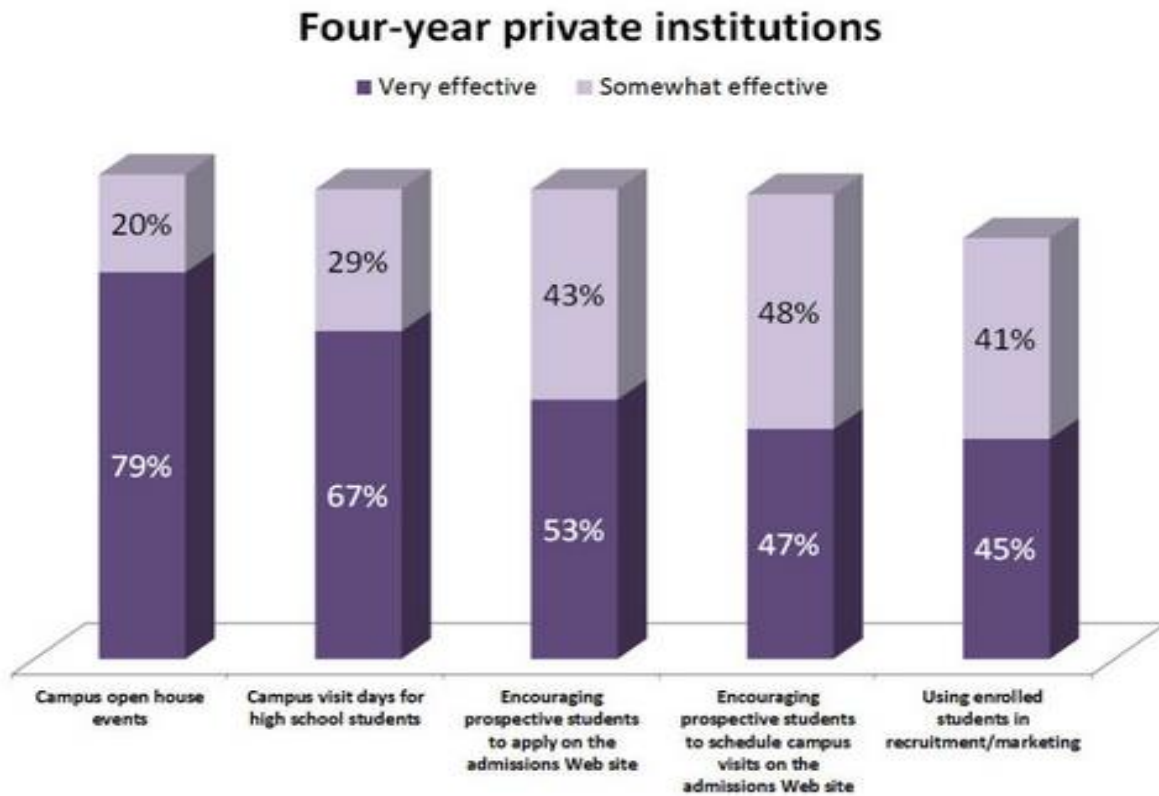






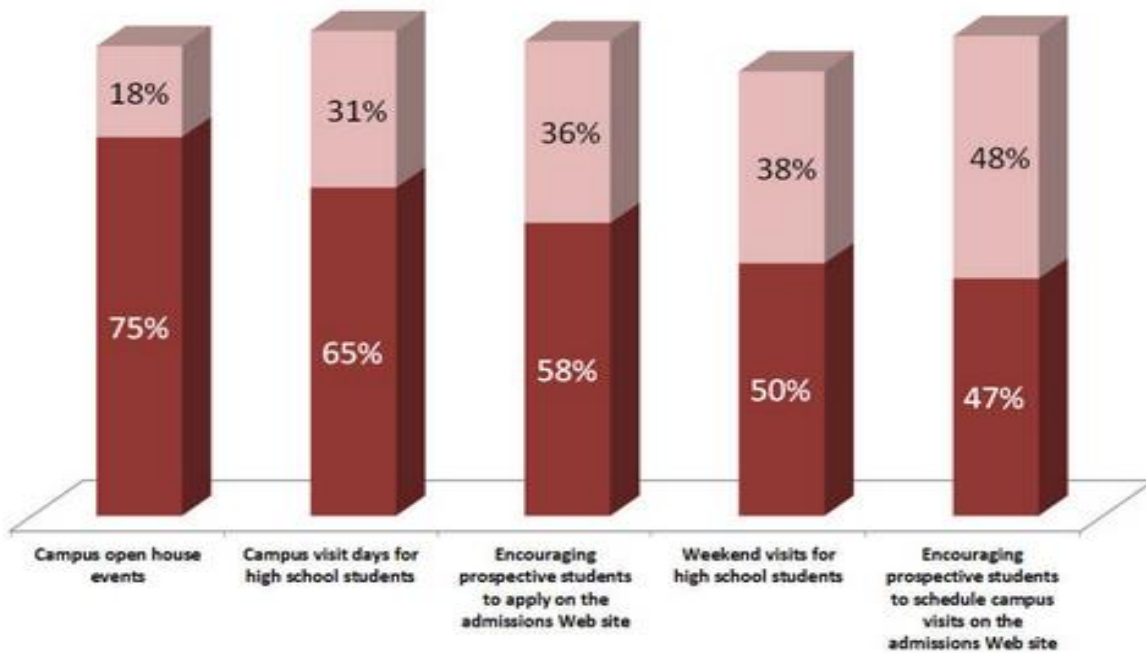


Relevant Data from the August 2013  
“Student Recruitment and Marketing Practices Benchmark Report,” Noel-Levitz



## Four-year public institutions

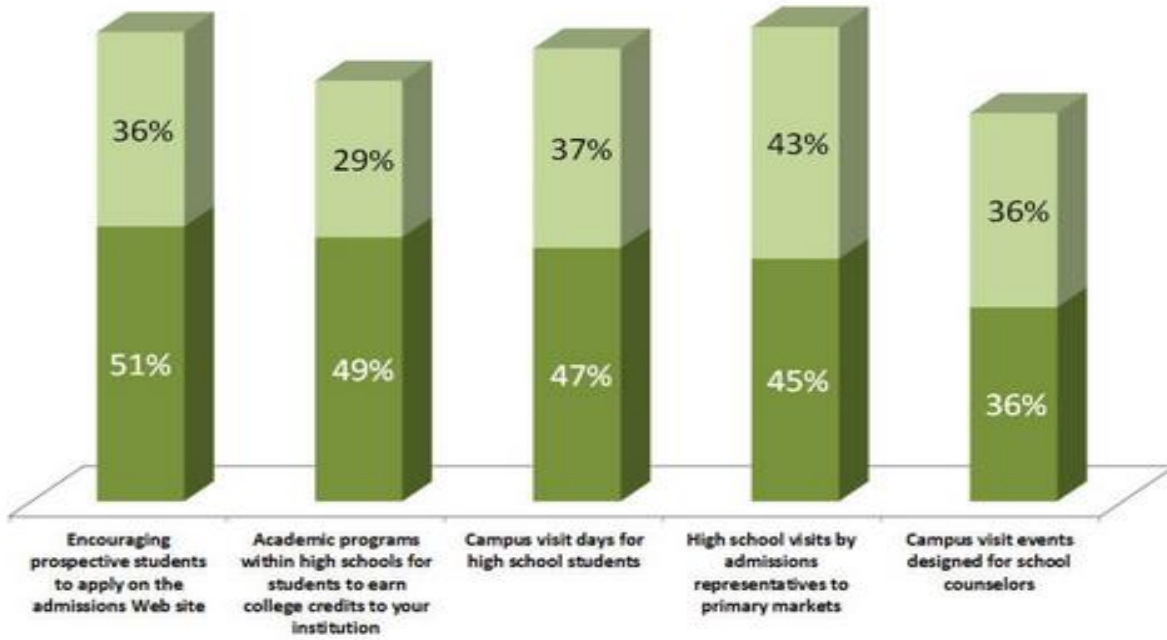
■ Very effective   ■ Somewhat effective





## Two-year public institutions

■ Very effective ■ Somewhat effective





## MIAMI UNIVERSITY

OFFICE OF ADMISSION



- 

Please Select:

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Name of Presenter:

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### My Tour Guide was Knowledgeable

The Length of the Tour was:

- ☐ Too long
- ☐ Just right
- ☐ Too short

Additional Comments about the Tour

Did you meet with someone from an academic department while you were here?

- ☐ Yes
- ☐ No

If yes, did this meeting add value to your visit experience?

- ☐ Yes
- ☐ No

Has your/your student's interest in applying to Miami University changed as a result of visiting campus?

- ☐ It increased my/student's interest in applying
- ☐ It did not change my/student's interest in applying
- ☐ It decreased my/student's interest in applying
- ☐ I/my student has already submitted an application

How well does Miami University fit with your/your student's college interest?

- ☐ Excellent Fit
- ☐ Very Good Fit
- ☐ Good Fit
- ☐ Fair Fit
- ☐ Poor Fit

Additional Comments about the entire Visit Experience

Submit

## Campus Visit Survey

Thank you for visiting Miami University. We would love to hear about your visit experience!

I am a:

- ☐ Prospective Student
- ☐ Parent/Guardian of Prospective Student
- ☐ Other







☐ Ohio Resident

☐ Non-Resident

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☐ Too long  
☐ Just right  
☐ Too short







			
			
			

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- ☐ Just right
- ☐ Too short

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[illegible]

Submit