



LEARNING OUTCOME

After participating...

...you will be able to apply new ideas and best practices to enhance your own campus visit experience.

■ AGENDA

- Overview of Miami University's campus visit (physical space, information session, tour route, cross-campus partnerships)
- Digging deeper: Customization and Technology
- Moving Forward

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OVERVIEW OF MIAMI UNIVERSITY'S CAMPUS VISIT

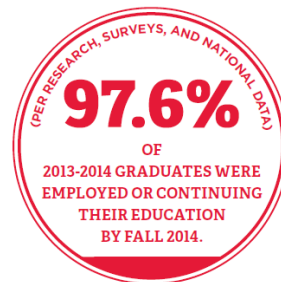
OVERVIEW - MIAMI UNIVERSITY

- Located in Oxford, Ohio
- Founded in 1809
- Public university with a primary focus on teaching undergraduates
- A residential campus located in a quintessential college town
- Approximately 15,500 undergraduates, and 2,200 graduate students
- For 2015-2016, the cost of tuition, fees, and room and board:
 - Ohio residents - \$25,877
 - Non-residents - \$42,577
- 100+ majors across five academic divisions
- Division I Athletics

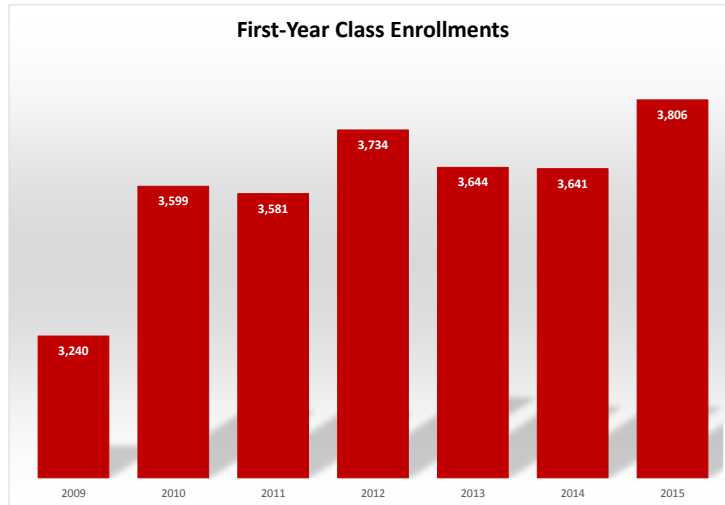


HALLMARKS OF MIAMI UNIVERSITY

"The most beautiful campus that ever there was."
Robert Frost



ELEVATION OF THE VISIT EXPERIENCE



ELEVATION OF THE VISIT EXPERIENCE

Sent: Sunday, November 29, 2009 10:06 PM
To: Admissions Director
Subject: Campus Visit and Tour Feedback

To whom it may concern:

My family and I visited Miami University on Monday, November 16, 2009. My son, a senior in high school, was very interested in visiting the campus and learning more about your institution.

Disappointing would be the feeling our family experienced after our campus tour.

Our tour guide, "Ty" from Chicago, Illinois, was below average at best. Throughout our one and one-half hour ordeal, Ty repeatedly commented "I am supposed to show you this or that, but..." and "don't tell anyone that I showed you this...".

After driving eleven hours to better understand why Miami University has an outstanding reputation, and forced to endure 'the Ty tour', we left disappointed.

LATE 2009...



- University hired consulting firm to evaluate the visit experience.
- Assessed positives and negatives of the existing experience.
- Involved a variety of campus constituents - not just the Office of Admission; illustrated the importance of the visit experience in the college selection process.
- Confirmed the ability for visits to increase applications and positive visit experiences to increase yield.

A LENGTHENING COLLEGE SEARCH PROCESS

HISTORIC VISIT NUMBERS		
Event Type	2008-2009	2014-2015
Information Sessions and Tours	25,022	27,762
Fall Prospective Student Events	250	3,128
Spring Prospective Student Events	0	1,168
Yield Events & Other Visit Opportunities	4,070	9,140
Total Visitors	29,342	41,198

A LENGTHENING COLLEGE SEARCH PROCESS

Fall 2008	Prospective Student Events	Fall 2014
N/A	Discover the Sciences	265
N/A	Engineering Day	254
N/A	Education, Health and Society Open House	121
250	Red Carpet Day	653
N/A	Preview Days	1,835
Spring 2009	Prospective Student Events	Spring 2015
N/A	Preview Days	961
N/A	Day of Champions	207
Spring 2009	Yield Events & Other Visit Opportunities	Spring 2015
2,810	Make It Miami!	5,542
N/A	Transfer Preview Day	156
N/A	Arts Day	297
N/A	Diversity Overnight	75
44	Bridges	607
116	MLP	N/A
1,100	Group Visits	2,463

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PHYSICAL SPACE & LOCATION

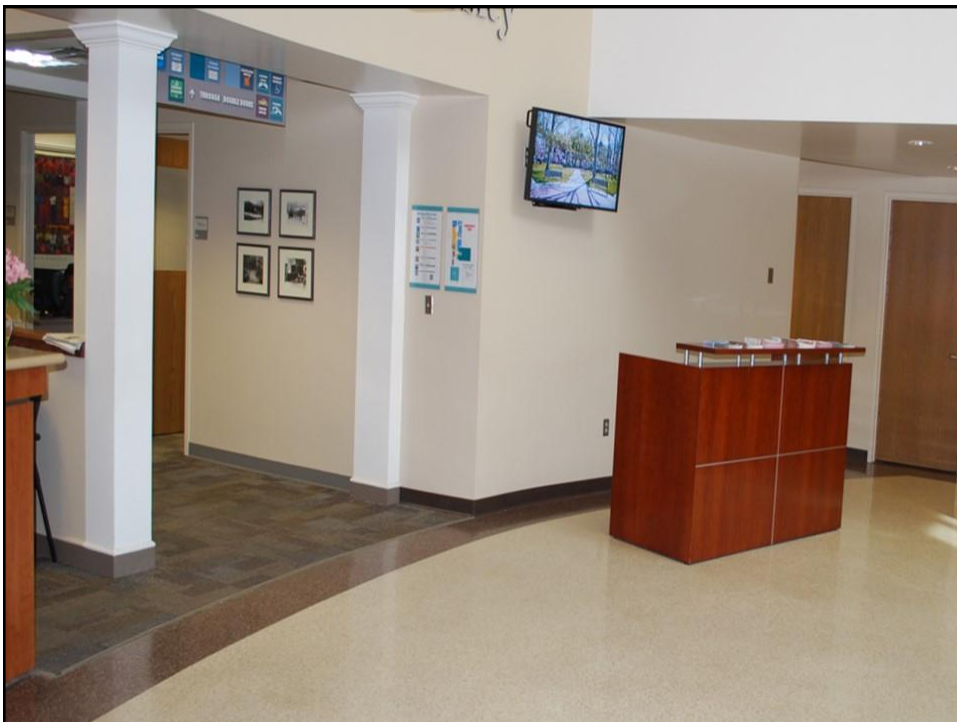
PHYSICAL SPACE

Campus Avenue Building

- 1950's elementary school
- Auditorium was the gymnasium
- Seating for 150
- Two bathroom stalls in each the men's and women's restroom
- Situated on the westernmost edge of campus
- Inability to use the adjacent parking lot
- Consulting firm highlighted the space in its list of *Worst Campus Visit Spaces*

PHYSICAL SPACE & FIRST IMPRESSIONS

- Investment by the University to enhance the entry of the Campus Avenue Building
- Redesigned check-in area, refreshment stand, and front desk
- Updated lobby, seating area, and counseling room
- New carpet and seats for the presentation area/auditorium
- Facelift of the men's and women's restrooms (still with two bathroom stalls each)
- Increased signage to direct guests to the Campus Avenue Parking Garage

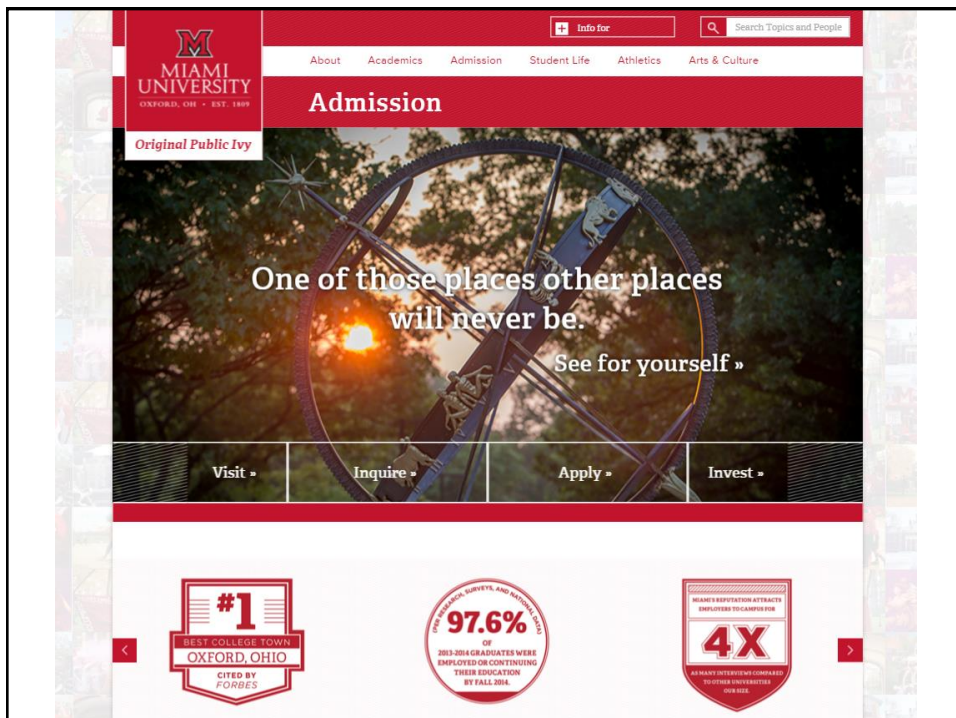


Improving Your Campus Visit Experience

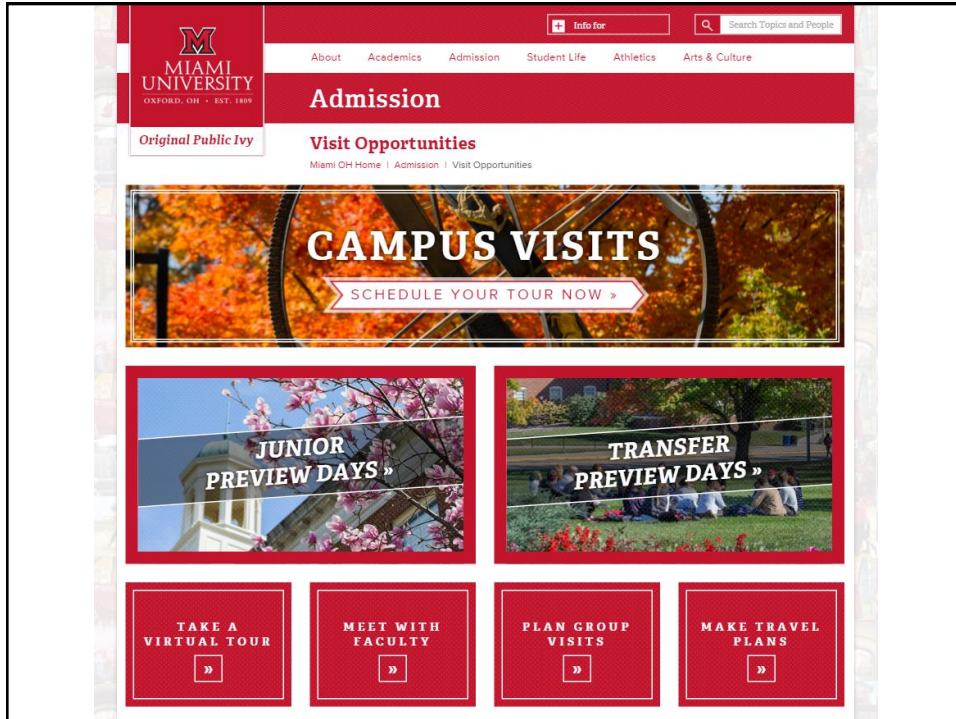


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INFORMATION SESSION



Improving Your Campus Visit Experience





REDESIGNED INFORMATION SESSION

- Utilized an existing UCM budget and contract with a branding firm.
- Focused on incorporating:
 - Vibrant images
 - Mixed media
 - Key stats and figures
 - Important dates, deadlines and other numbers
- Maximized time - long enough to be worthwhile, but short enough to keep their attention.



90%

UNDERGRAD STUDENTS

Best Colleges:

Undergraduate Teaching at National Universities

– U.S. News and World Report 2015

Princeton University Princeton, NJ	Rank 1
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Miami University Oxford, OH	Rank 2
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College of William and Mary Williamsburg, VA	Rank 2
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Dartmouth College Hanover, NH	Rank 4
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University of Maryland-Baltimore County Baltimore, MD	Rank 5
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Brown University Providence, RI	Rank 6
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Stanford University Stanford, CA	Rank 7
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one of the original eight public ivies

HERE, EVERY
STUDENT IS
Honored.



University Academic
Scholars Program

University Honors
Program



First Year Research
Experience



SEE HOW WE
love & honor
MIAMI UNIVERSITY

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TOUR ROUTE

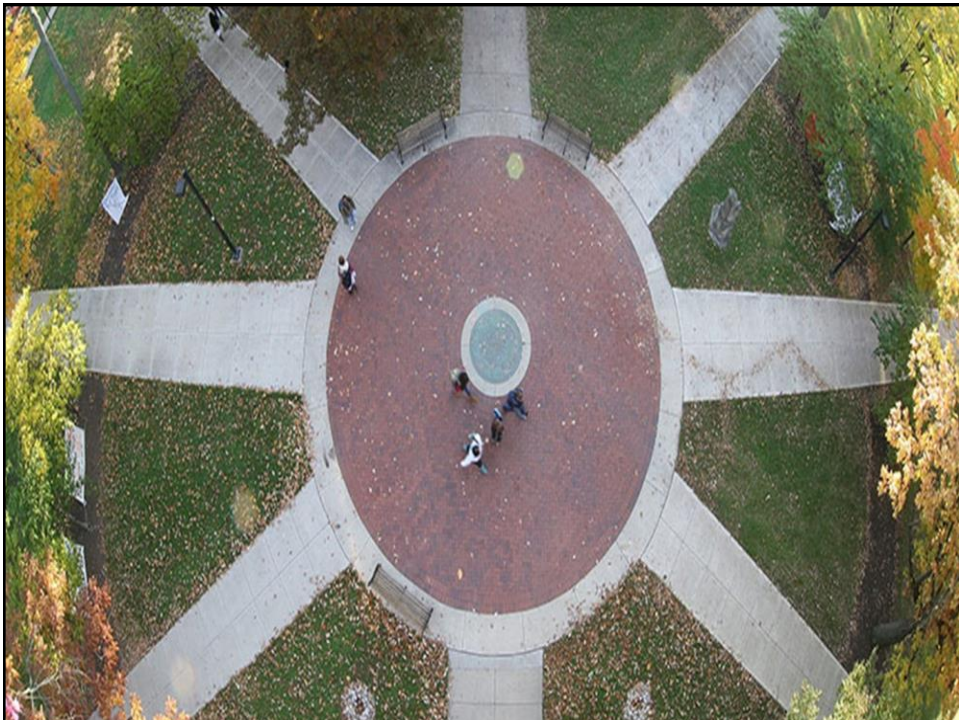


KEY STOPS ALONG THE TOUR ROUTE

- Residence hall room
- Armstrong Student Center
- Classroom
- Lab
- Library
- Recreational Sports Center
- Goggin Ice Arena
- Locations of key campus traditions













CHAT

Share some strategies that you have used at your institution to improve your physical space and/or campus tour route.



CHAT

What is one aspect of your information session you are proud of and one aspect you could improve?

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COLLABORATION WITH CROSS-CAMPUS PARTNERS




DEDICATED FACULTY & STAFF



- Faculty Appointments
- Standing Divisional Presentations
- Open Class Lists
- Visit Bags




MIAMI UNIVERSITY
 OXFORD, OH • EST. 1809

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[Tours and Tunes](#)
[Group Visits](#)

Meet with an Adviser


Students interested in pre-med, pre-law, or who are undecided can schedule a meeting with a faculty advisor.
 Email: facultyappt@MiamiOH.edu



[Miami OH Home](#) • [Visit Opportunities](#) • [Academic Exploration](#)

Academic Exploration

Faculty and Departmental Visits

Miami University is built on a strong foundation of faculty and teaching, and we attract and retain great professors, leading truly top rate programs. In fact, *U.S. News & World Report* ranks us in the top three schools in the nation for undergraduate teaching.

We invite all prospective students and their families to meet with a faculty member to discover more about our programs and tour our facilities. Faculty and departmental visits are available Monday through Friday, except during student breaks. To schedule an appointment, please contact your area of interest below. (Email facultyappt@MiamiOH.edu for additional assistance or requests.)

College of Arts and Science

Appointments with faculty members can be scheduled by contacting the [department](#) directly. To learn more about our pre-professional programs, call 513-529-3118 (pre-med/pre-health) or 513-529-6029 (pre-law).

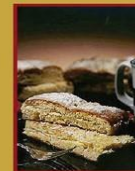
College of Creative Arts

Schedule an appointment by contacting one of the following departments directly:

- Architecture and Interior Design: 513-529-7210 or arid@MiamiOH.edu
- Art: 513-529-2900 or art@MiamiOH.edu
- Music: 513-529-3014 or music@MiamiOH.edu
- Theatre: 513-529-3053 or theatre@MiamiOH.edu

AWARD-WINNING AUXILIARY SERVICES

Tuffy's Tradition



Visitors to the campus quickly become aware that Miami is a University with many traditions. One of those traditions is known as Tuffy's.

Tuffy was the nickname of Myron Timothy Potter, who came to Miami in 1921 as a freshman and never left. Working as a soda jerk in a local drug store and as a sandwich poddler on the street, Tuffy also decided to open his own business. Tuffy's Place opened in 1929 in a ground-floor nook of the nearby three-story Tallawanda Apartments, and Myron Timothy Potter soon became too busy to graduate.

Despite the Great Depression, Tuffy's Place was a popular campus gathering spot where generations of Miami students met for refreshments and socializing. This habit turned into nostalgia as Tuffy's became a mecca for returning alumni until it closed in 1973. The standard fare included the usual Coke, coffee, hamburger, and ice cream, but there was a mystique about Tuffy's specialty: Toasted Rolls.

Thousands agreed that nobody else knew just how to make rolls so tasty. To old and proven friends, Tuffy might confide that it was a combination of sugared rolls from a secret source, flavored with a special spread and warmed on a unique grill. Yet everyone still suspected he kept some secret in reserve because no home-toasted roll was ever quite as good, and few restaurants even tried.

The Tuffy's tradition is kept alive in The Shriver Center where dozens of Tuffy's Toasted Rolls are still prepared and sold daily. The Alumni demand for Toasted Rolls during Alumni Weekend keeps our in-house bakery busy around the clock!



MIAMI UNIVERSITY 

**AWARD-
WINNING
AUXILIARY
SERVICES**

Welcome to Miami

Save 10%
*on your purchase of
Clothing & Gift items*

at the Miami University Bookstore

Store Hours

Monday – Thursday 8:30am–7:00pm

Friday 9:00am–4:00pm

Saturday 12:00pm–4:00pm

MIAMIOH.EDU/BOOKSTORE



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**PARTNER WITH CAMPUS
CONSTITUENTS AND
SECURE RESOURCES**



Loyal Alumni

- Alumni looking for ways to give to the institution
- Smaller gifts with tangible outcomes

University Communications & Marketing

- University branding campaign was underway
- Began to advocate for Admission to have a seat at the table
- Conveyed the importance of the campus visit and ability for the University brand to speak to the prospective student
- Results
 - Admission materials
 - Virtual campus tour
 - Redesigned information session
 - Lobby touchscreens



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CHAT

Which campus constituents do you partner with on your daily campus visits? How do you partner with them?



CHAT

How have you gone about gaining buy-in for your cross campus partners' involvement in your campus visit experience? Share some best practices.

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DIGGING DEEPER: CUSTOMIZATION & TECHNOLOGY



DIGGING DEEPER: CUSTOMIZATION AND TECHNOLOGY



- Recognize the idea of the “Starbucks generation”
- Students and parents are expecting a customized visit with information specific to their area(s) of interest
- Level of customization will depend greatly on the size of your institution and the resources available



USING TECHNOLOGY FOR CUSTOMIZATION

Personalized parking spots

- High Point University

Follow-up phone call to gather additional information and provide a tour customized to their interests

- Lynn University

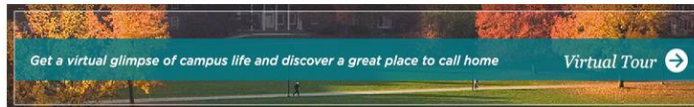
Use of QR codes throughout the tour so more customized recruitment information can be shared with the student

- California Polytechnic State University

Colleges customizing campus admissions tours for students, University Business, July 2013



VIRTUAL CAMPUS TOUR



- Leverage existing resources and highlight the premier spots across campus and most memorable aspects of the on-campus tour
- Maximize students' opportunity to envision themselves on your campus by providing a virtual tour
 - Low-income students
 - Non-resident students
 - International students
 - Prospects
- Ensure visibility with prominent placement and a shortened URL - <http://experiencemiamioh.com/>



ADMISSIONS LOBBY TOUCHSCREENS



- Allow visitors the opportunity to find information specific to their interests
 - Academics
 - Experiential learning opportunities
 - Student organizations
 - Sports
- Provide students and parents with the opportunity to utilize time prior to and following the campus information session and tour
- Offer wayfinding tips to key campus locations not included on the campus tour, as well as recommended on- and off-campus dining locations
- Utilize alumni relationships and eager and loyal alumni and existing University contract with outside branding firm

ai ACADEMIC
IMPRESSIONS 55





Admission & Financial Aid

WHEN YOU'RE READY TO TAKE THE NEXT STEP AND APPLY TO MIAMI, YOU CAN FIND EVERYTHING YOU NEED ONLINE AT MIAMI.EDU/APPLY.

IF YOU'VE GOT ANY LINGERING QUESTIONS—ABOUT ACADEMICS, CAMPUS, THE APPLICATION PROCESS, OR FINANCIAL AID—JUST ASK A MEMBER OF THE ADMISSION STAFF. THERE'S NO BETTER TIME TO GET ANSWERS THAN NOW, WHILE YOU'RE HERE IN PERSON.

Financial Aid

For 2013–2014, the cost of tuition, fees, room, and board for Ohio residents was \$24,646. The cost for non-Ohio residents is \$40,434. About 66% of the fall 2013 first-year students received a scholarship or grant from Miami University.

MIAMI'S GRADUATION RATES ARE AMONG THE HIGHEST IN THE NATION, 1ST FOR OHIO PUBLIC UNIVERSITIES, AND 19TH AMONG NATIONAL PUBLIC SCHOOLS.

MIAMI HAS BEEN ONE OF Kiplinger's 100 BEST VALUES IN PUBLIC COLLEGES EVERY YEAR SINCE 1998.

AROUND 66% OF UNDERGRADUATES RECEIVE SOME FORM OF FINANCIAL ASSISTANCE FROM MIAMI, THE STATE OF OHIO, OR THE FEDERAL GOVERNMENT.

Admission Requirements

Miami is a Common Application college. The application is available online at commonapp.org. In addition to the application, you'll need to submit:

- \$50 APPLICATION FEE
- RECOMMENDATION FROM A COUNSELOR OR AN ACADEMIC TEACHER
- OFFICIAL HIGH SCHOOL TRANSCRIPT
- ACT/SAT SCORES

Other application requirements may exist, depending on your academic interest. Visit MiamiOH.edu/apply for full details.

Fall 2016 Application Deadlines:

- EARLY DECISION—NOVEMBER 15
- EARLY ACTION—DECEMBER 1
- REGULAR DECISION—FEBRUARY 1
- FAFSA PRIORITY DEADLINE—FEBRUARY 15



MENU

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Internships

MIAMI OFFERS INTERNSHIP OPPORTUNITIES IN ALMOST EVERY FIELD IMAGINABLE, FROM ANTHROPOLOGY TO ZOOLOGY (AND LOTS OF OTHER -OLOGIES IN BETWEEN).

Experiential Learning

MORE THAN


2,000 students

WORK WITH PROFESSORS ON FUNDED RESEARCH EACH YEAR. WE EVEN HAVE A FIRST YEAR RESEARCH EXPERIENCE PROGRAM.

MIAMI RANKS AS THE

#3 public

UNIVERSITY IN THE NATION FOR STUDENTS STUDYING ABROAD.



MENU

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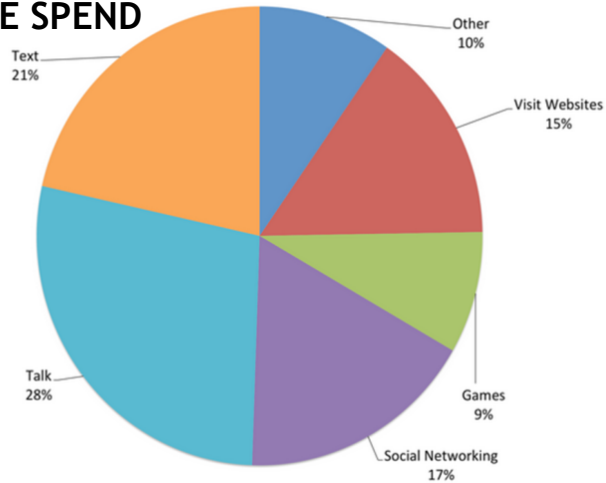


UTILIZING SMARTPHONES



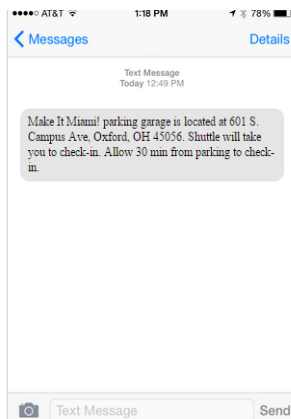
- Numbers fluctuate depending on the study, but all add up to considerable time spent daily on mobile devices.
- In her Internet Trends 2013 slide presentation, Mary Meeker indicated that users check their phones 150 times a day, between apps, voice calls, texts, and utilities.
- In 2013, Experian Marketing Services estimated that U.S. consumers spend on their smartphones: 58 minutes.
- A report in December 2012 from Flurry, an app analytics firm, found that U.S. smartphone and tablet owners spent 127 minutes per day on apps.
- Imperative to provide pertinent information in a format visitors will use.

AVERAGE SMART PHONE OWNER'S DAILY TIME SPEND



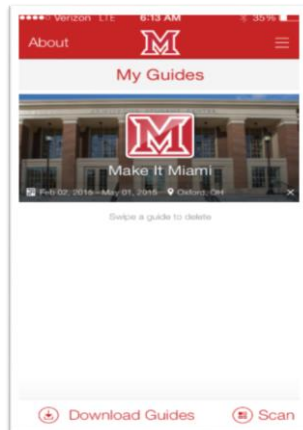
Source: Experian Marketing Services, May 2013

TEXT REMINDERS

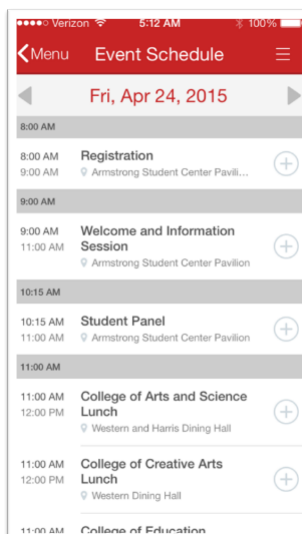
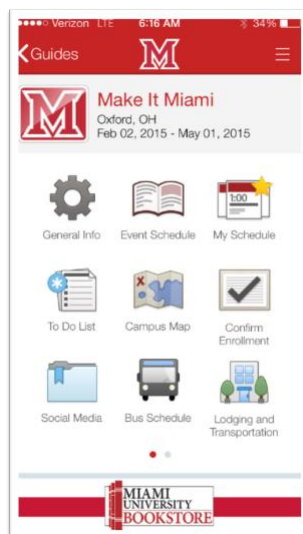


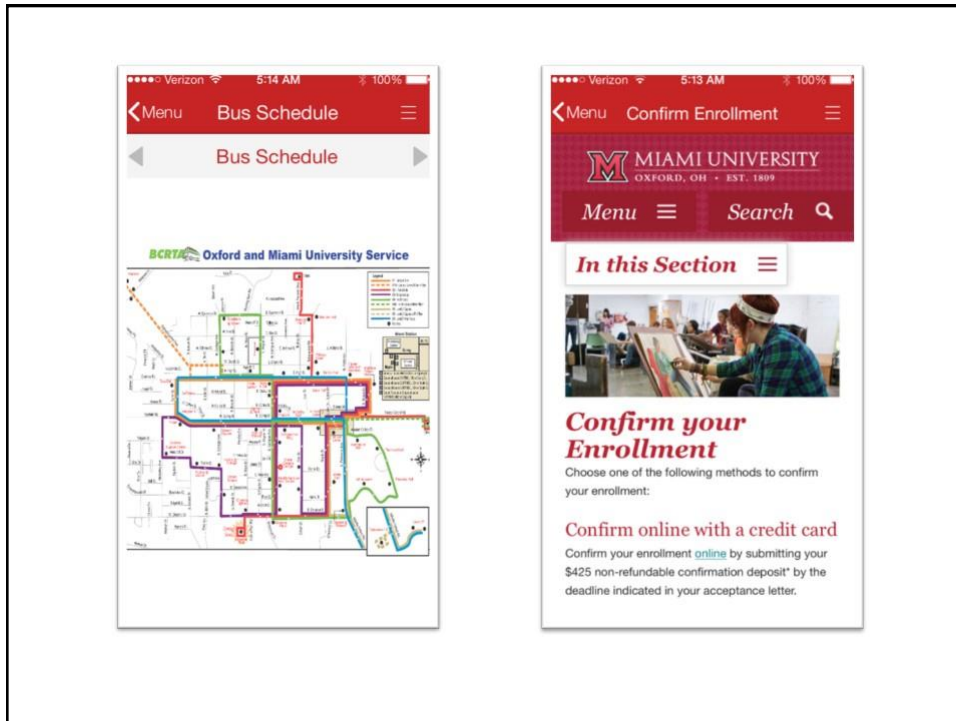
- Sent to all registrants 60 minutes prior to the suggested arrival time
- Duplication of information already shared via email confirmation
- Provides guests with readily available address of destination
- Eliminates any questions visitors may have regarding initial logistics surrounding the day

SMARTPHONE APPLICATIONS



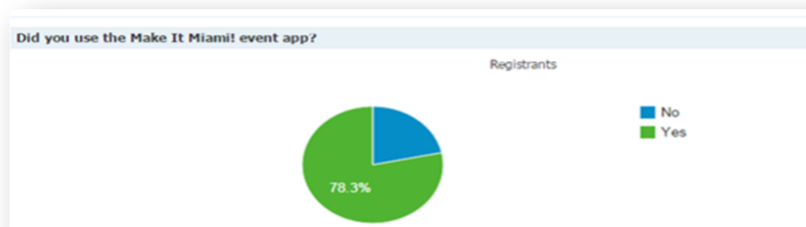
- Utilized Guidebook
- Provided a variety of options to be used by one campus office or by multiple groups
- User-friendly - Miami's app was developed by Office of Admission staff
- Allowed us to customize information we knew guests were most likely to inquire about
- Promoted in an email confirmation and in the event opening



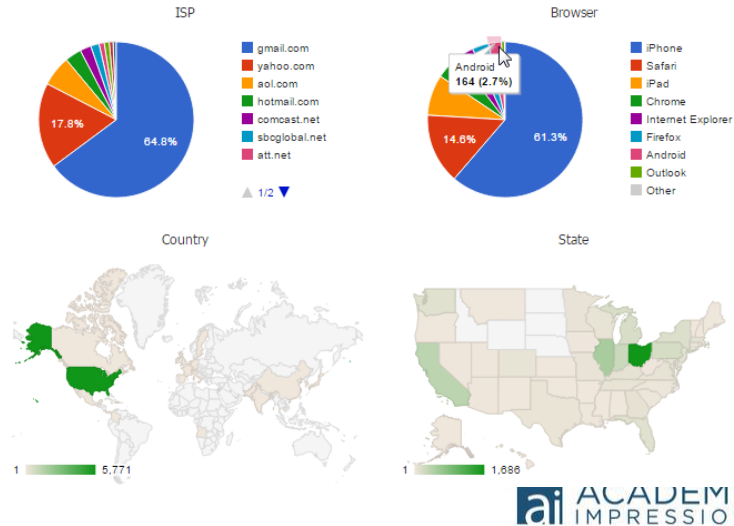


TRACKING THE UTILIZATION OF TECHNOLOGY

- Measure the effectiveness of the communication or effort
- Provide leverage for continued or new resources



TRACKING THE UTILIZATION OF TECHNOLOGY



CHAT

In your opinion, what *should* the role of technology be in the campus visit experience?



CHAT

What are some innovative ways that your campus currently incorporates technology into its visit experience?



CHAT

- **What's new and what's next for you in terms of using technology in your campus visit experience?**
- **What's on your radar—what innovative ways of using technology in your visit experience would you like to learn more about or explore further?**

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MOVING FORWARD

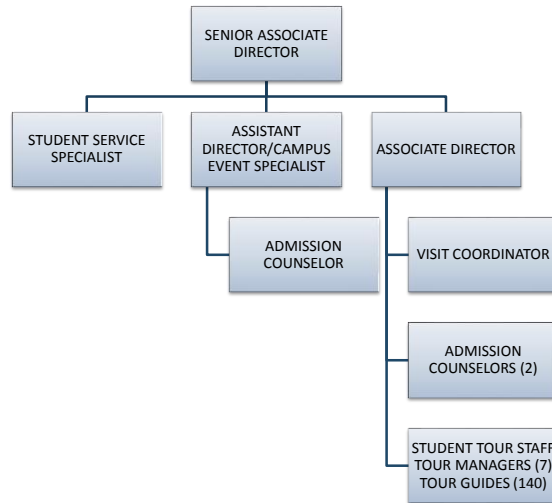


ONGOING ASSESSMENT & EVALUATION

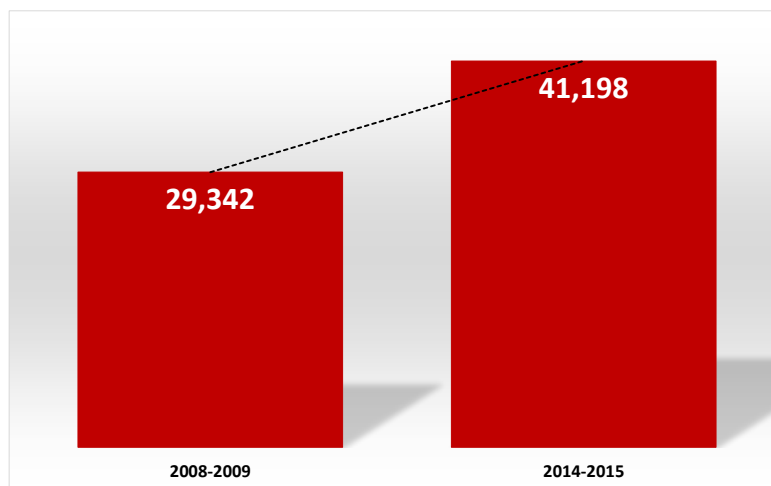
- Imperative that you collect both qualitative and quantitative data.
- Data – and the sharing of that data - demonstrate both accountability and success.
- Providing measures of success allows your office to seek additional resources and articulate the need for continued leverage of current resources.
- Facts and figures leave room for little doubt among campus constituents.



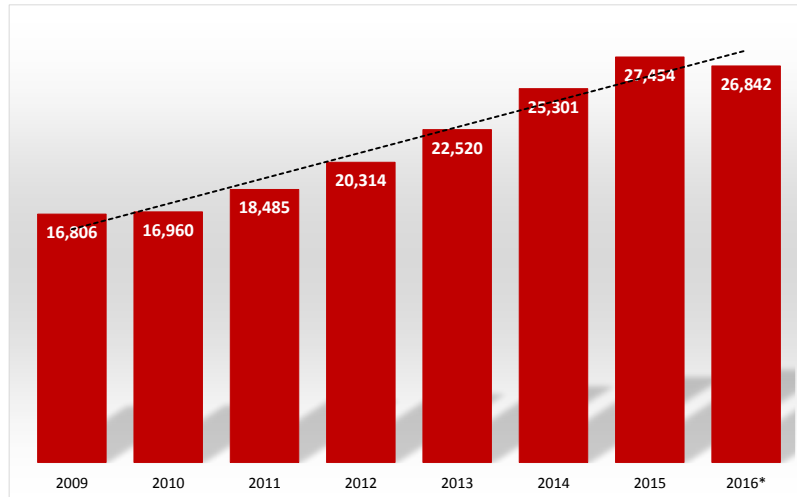
CURRENT CAMPUS VISIT FUNCTION



CAMPUS VISITORS

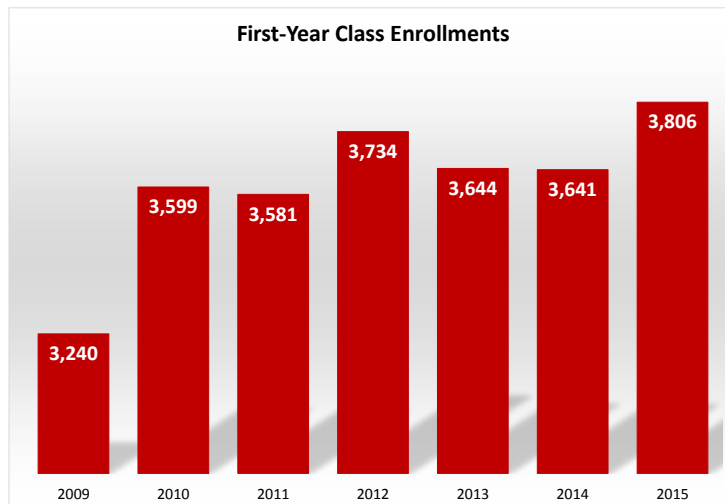


APPLICATIONS FOR ADMISSION



*Fall 2016 numbers are as of 01.18.2016; all other numbers are final.

ENROLLMENT



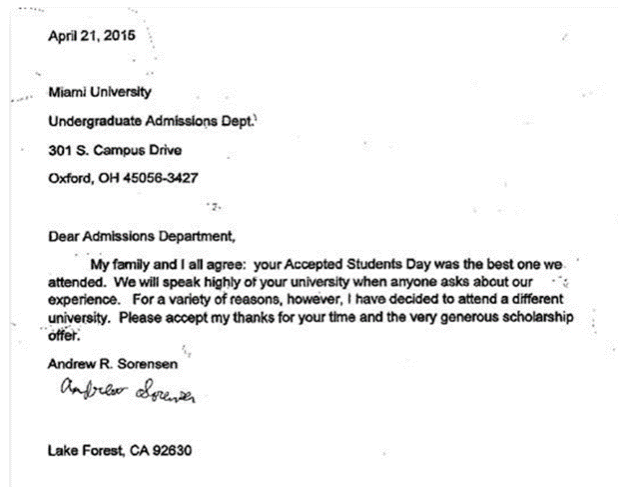
QUALITATIVE FEEDBACK



- Comment thread on the Class of 2019 Facebook page
- Question posed - Is Make It Miami! mandatory?
- Shared with Admission staff, key campus constituents, and the President's Office



QUALITATIVE FEEDBACK



REMAINING RESPONSIVE TO STUDENT'S & PARENT'S NEEDS

- Continued assessment allows you to stay abreast of current trends.
- Ongoing evaluation ensures you are continuing to provide a satisfactory experience and meeting the needs, and most importantly, the expectations of your campus visitors - your prospective students and families

Noah,

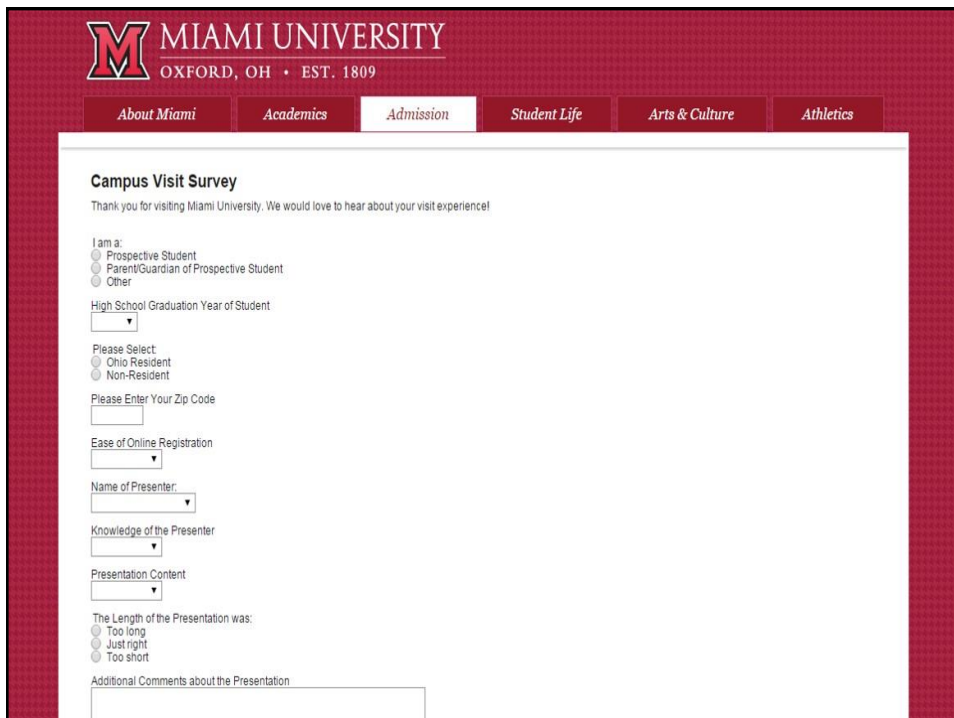
Thank you for joining us in Oxford today! We hope you enjoyed your visit to campus and learned more about the Miami experience.

We rely on feedback to help us create the best visit experience possible for guests and ask that you please take a few minutes to complete our [campus visit survey](#).

We look forward to keeping in touch with you. Please contact us if you have any further questions about Miami. Best of luck in your college search!

Sincerely,

Susan Schaurer
Interim Director of Admission



MIAMI UNIVERSITY
OXFORD, OH • EST. 1809

[About Miami](#) [Academics](#) [Admission](#) [Student Life](#) [Arts & Culture](#) [Athletics](#)

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

High School Graduation Year of Student:

Please Select:

- ☐ Ohio Resident
- ☐ Non-Resident

Please Enter Your Zip Code:

Ease of Online Registration:

Name of Presenter:

Knowledge of the Presenter:

Presentation Content:

The Length of the Presentation was:

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

Additional Comments about the Presentation:



CHAT

What methods are you using to solicit visitors' feedback and evaluate the effectiveness of your campus visit experience?



CHAT

What initiatives is your institution currently working on to better enhance the campus visit experience?



CHAT

What ideas has your visit team explored or brought forward but are unable to implement? What are the obstacles you are facing?



QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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