EAB

Campus Visit Registration Experience Self-Assessment

An Audit of Your Online Registration Process for Visitors

Enrollment Management Forum
Marketing and Recruiting Effectiveness Center

Enrollment Management Forum

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About EAB

EAB is a best practices firm that uses a combination of research, technology, and data-enabled services to improve the performance of more than 1,300 educational organizations. EAB forges and finds the best new ideas and proven practices from its network of thousands of leaders and then customizes and hardwires them into every level of member organizations, creating enduring value. For more information, visit eab.com.

About the Enrollment Management Forum's Marketing and Recruiting Effectiveness Center (MREC)

MREC is EAB's new research resource for enrollment teams, supporting strategic decision-making and targeted improvement efforts in marketing and recruiting. Our research team continually evaluates existing and emerging ideas and pinpoints those that are the most viable.

MREC shares new findings each quarter through a suite of deliverables, including:

• Short research briefs and white papers

• Live webinars

• Expert takes on emerging issues

• Decision-making tools and discussion guides

The Visit Begins at Registration

Treat the Registration Portal as the Digital Front Door to Your Campus

For many prospects and their families, your campus pages and visit registration system are the first real interaction they have with your institution. This means the look, feel, and usability of your pages set the tone for the rest of their relationship with the institution. Visitors to your website will also subconsciously compare the visit scheduling experience to their other online transactions and registrations, meaning you should pay attention to current norms outside of higher education:

- Eventbrite offers a seamless, one-click way to add events to calendars from confirmation emails
- Retailers such as Amazon send nearly instant confirmation emails after any transaction takes place
- Airlines and travel companies send confirmation accompanied with "things nearby" info for travelers

Registration Experience Audit Elements

Design & Usability	Ease of Completion	Information Delivery
Important Considerations:	**Important Considerations:**	**Important Considerations:**
• Look and feel of the pages and forms themselves	• Balance between gathering info and creating a simple process	• Easy-to-find event and school information during registration
• Ability to use the system on most or all device types	• Amount of time required to complete a registration	• Clear ways to get help or make an appointment change/cancellation
• Ease of locating registration on the institution website	• Way the form design creates an intuitive registration process	• Timely follow-up once a visit has been scheduled

This activity should take **30-45 minutes** to complete.

You will need this audit document, a desktop computer, a tablet, a mobile phone, and a timing device/stopwatch.
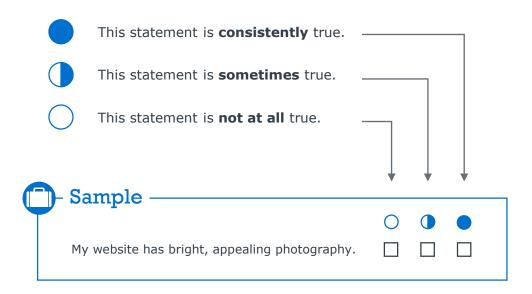
How to Use This Tool

Calculating Your Improvement Opportunity Score

This audit is intended to help focus attention on important areas for improvement and should be considered an indicator of patterns rather than a definitive score. You will work through this audit to create an improvement opportunity score. The higher the score, the greater the opportunity is for making strategic changes to that area. There are two types of self-assessment questions on this audit.
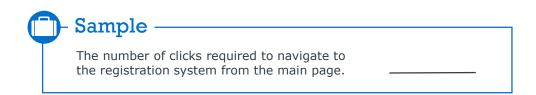
Type 1: Scoring Questions

This uses a simple three-item scale to assess each statement. Do not choose "consistently true" unless you feel the page you are auditing reflects the statement 100%. The scale is explained below:

This statement is **consistently** true.

This statement is **sometimes** true.

This statement is **not at all** true.

Sample

My website has bright, appealing photography.

These responses are then translated into point values that contribute to your improvement opportunity score. Conversion details are included in the final portion of this self-assessment.

Type 2: Measurement Questions

These questions ask you to measure or count some aspect of your website. You will need to write the corresponding value in the blank provided next to the question on the checklist.

Sample

The number of clicks required to navigate to the registration system from the main page. _____

Design & Usability

Work through the following items using the three-item scale (consistently, sometimes, not at all) or a specific measurement to answer each statement. Make comments to the side when you come across any areas you notice need changes. **Unless otherwise noted, start on the main Admissions homepage.**

The Look

	○	◑	●	Comments
All Admissions pages on the website have a consistent template and look.	☐	☐	☐	
All Admissions pages on the website align with the overall institutional branding.	☐	☐	☐	
The Admissions pages incorporate bright, appealing photography.	☐	☐	☐	
Aesthetically pleasing imagery makes up at least 20% of the content on the visit landing page.	☐	☐	☐	
Average number of graphic elements distorted, pixelated, or skewed per page (check 3+ pages).	_____			

Navigation

	○	◑	●	
It is obvious where to go from any page in order to register for a campus visit or other event.	☐	☐	☐	
The number of clicks required to navigate to the registration from the university main page.	_____			
The Admissions website shows the path a visitor took to get to a given page (e.g., A > B > C).	☐	☐	☐	

Usability

	○	◑	●	
The Admissions pages on the website are responsive to all device types (esp. mobile).	☐	☐	☐	
The registration form or system itself is responsive to all device types (esp. mobile).	☐	☐	☐	
The registration form or system has few images or large elements, allowing it to load quickly.	☐	☐	☐	
Registration form labels (e.g., "name" or "email") are intuitively placed to help visitors register.	☐	☐	☐	
The website and registration form or system are both accessible to users with disabilities.	☐	☐	☐	
The purpose of each page on the Admissions site is clear without substantial effort.	☐	☐	☐	

Total Score: _____

Ease of Completion

Work through the following items using the three-item scale (consistently, sometimes, not at all) or a specific measurement to answer each statement. Make comments to the side when you come across any areas you notice need changes. **Unless otherwise noted, start on the registration page itself.**

Ease of Use

	○	◐	●	Comments
The registration form asks new prospects only for information essential to the visit or event.	☐	☐	☐	
The registration system warns visitors early if there is specific information they need to gather.	☐	☐	☐	
The registration form makes it clear which details are optional or required.	☐	☐	☐	
The form's flow of questions is intuitive (e.g., contact info before program or major questions).	☐	☐	☐	
The registration system breaks long forms into shorter portions (e.g., contact info, date, etc.).	☐	☐	☐	
The form validates errors as they are made so a visitor can easily correct them.	☐	☐	☐	

Field Count

Number of **required** fields. (Count text boxes, drop-down menus, check-box questions, etc.) _____

Number of **optional** fields. (Count text boxes, drop-down menus, check-box questions, etc.) _____

Time to Complete

You should create a fake persona to register using three different devices. This will ensure that variations in the time to complete are based on the device rather than the information being input. Start the timer at the same point for each of the three tests.

Length of time (minutes) it takes to complete a registration on **a laptop/desktop computer** _____

Length of time (minutes) it takes to complete a registration on **a tablet** _____

Length of time (minutes) it takes to complete a registration on **a mobile phone** _____

Average length of time (minutes) to complete a registration (laptop + tablet + mobile / 3) _____

Total Score: ☐

Information Delivery

Work through the following items using the three-item scale (consistently, sometimes, not at all) or a specific measurement to answer each statement. Make comments to the side when you come across any areas you notice need changes. **Unless otherwise noted, start on the main Admissions homepage.**

Finding Info

	○	◑	●	**Comments**
It is possible to determine target audience for each visit/event without opening more links.	☐	☐	☐	
The visit and events pages clearly help visitors determine which offerings to attend.	☐	☐	☐	
There are at least two ways on each page to get in touch with Admissions for help or questions.	☐	☐	☐	
It is clear how to modify or cancel a reservation for any registration a visitor might make.	☐	☐	☐	

Follow-Up Info

	○	◑	●	
The length of time (in hours) it takes to receive a confirmation after making a reservation		_____		
The confirmation email includes instructions to change or cancel the reservation.	☐	☐	☐	
The confirmation email includes clear descriptions of what to expect on the day of the visit/event.	☐	☐	☐	
The confirmation email explains how to arrive (parking, driving/public transit directions, etc.).	☐	☐	☐	
A reminder message goes out at least 48 hours ahead of the appointment a visitor makes.	☐	☐	☐	

Total Score: _____

You have reached the end of the self-assessment.

Scoring details are on the next page. ▶

Scoring Your Self-Assessment

Calculate Your Improvement Opportunity Score in Each Area

Convert your self-assessment marks to a score by assigning the following values to each category:

⬤ 1 point   ◑ 2 points   ◯ 3 points

Add these points to any values you wrote directly on a blank (_____) to find your total improvement opportunity score for each page. The sample below illustrates this procedure:

Navigation

	◯	◑	⬤	
It is obvious where to go from any page in order to register for a campus visit or other event.	☐	☐	☒	1 point
The number of clicks required to navigate to the registration system from the main page		_6_		6 points
The Admissions website shows the path a visitor took to get to a given page (e.g. A > B > C).	☐	☒	☐	2 points

⬇

9 total points

With your final scores tabulated, turn to the last page to identify the areas that should be your strategic priorities for improving your event registration system and communications. ▶

My Team's Improvement Opportunity Scores

Identifying the Places Where Intervention Will Result in Big Gains for Visitors

Your improvement opportunity scores for each section will guide your efforts by showing you where you fall on the scales below. EAB recommends targeting the highest scores first in order to make the largest impact on registrant experience.

Design & Usability

12 – 19 Your registration experience scored very well! Nothing needs to be done in this area.

20 – 27 Visitors will benefit from your targeted improvement. Focus on any subsection with clustered points.

28 – 36 Visitors experience significant challenges with your registration. Focus on broad usability and design changes.

36+ Your registration experience is not designed for usability; EAB recommends a total strategic redesign.

Ease of Completion

20 – 31 Your registration experience scored very well! Nothing needs to be done in this area.

32 – 43 Visitors will benefit from your targeted improvement. Focus on any subsection with clustered points.

44 – 55 Visitors find completing this registration cumbersome; make all-over changes to increase the simplicity of finishing registration.

55+ Your registration experience is far too difficult, and EAB recommends a redesign to make registration easier.

Information Delivery

8 – 14 You already give visitors good information in a timely fashion. No changes are needed unless you have specific details you want to add.

15 – 21 Visitors will benefit from a little more information built into your current pages and confirmations, so add FAQs or important details to what you already offer.

22+ Your visitors (a) struggle to find the information they need or (b) want more follow-up than they get. EAB recommends building more information into your approach.

Gut Check

I have no critical areas. Even if your assessed site scores very low in all areas, you can take the highest scoring element(s) in each section and work with your team to improve those areas. This self-assessment gives clear ideas about what considerations matter most.

I reached a very high score. This does not mean the registration site is bad—sometimes usability or form flaws are the result of vendors, IT rules, etc. Start with things *wholly* in your control first before tackling others, and set goals to systematically work through the highest-scoring sections.

> **Tip:** This summary page can be a useful tool to take to meetings to provide sample evidence of why your institution's registration experience may need improvement or adjustment.

Advisors to Our Work

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