How Do We Ensure Our Campus Is Accessible to All?

As strategic enrollment goals continue to push for increased diversity of many kinds—high-achieving, first-generation, underrepresented demographics, international—many enrollment managers find it challenging to get these interest groups onto the campus itself. Addressing the cost or travel barriers requires careful design because the best practices require dedication of resources in order to make noticeable impacts in enrollment.

Two Strategies for Increasing Campus Visit Access

Fund Their Travel

▶ Campus Visit Stipends

- Dedicate a set amount of money to pay toward a student's visit, usually once they have been accepted.
- These can be tied to an application process or a special student status, but usually they are broadly offered.

▶ Strategic Visit Programs

- Engage a target group by creating a financial incentive (low cost or free travel) to visit campus.
- Dedicate travel funds to students who would otherwise not be able to visit.

Engage Virtually

▶ Virtual Tours

- Most schools have virtual tours online, so it is quickly becoming an expectation in the market.
- The easiest-to-implement solution is to hire a vendor, though this means most virtual tours look alike.

▶ Live-Cast Events

- Online events leveraging social media offer much greater convenience and facilitate interaction and discussion.
- The large reach of internet events and the ability to quickly follow emerging trends in questions are unparalleled.

Travel Program Ideas

Bus-In Programs

Great for building partnerships with regional schools

Fly-In Programs

Can take some of the huge expense out of visiting

Travel Tuition Waivers

Incentivize visitors to later enroll by giving them a fall tuition discount

High-Touch Visit Days

Free, application-only visit offering college prep advice and mentoring

Live-Cast Event Toolbox

1. Select which of the above tools to use for a live-cast event.
2. Determine a targeted group of prospects and invite them early and often.
3. During the event, make sure there are at least two people presenting to maximize their responses to emerging questions and topics.
4. Record the live-cast event so it can live online as a resource for those who missed it.

Source: EAB interviews and analysis.

eab.com