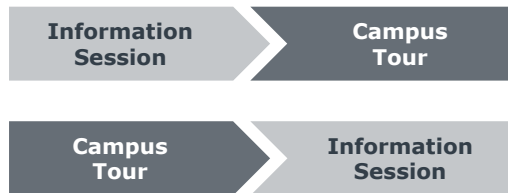


What Are Other Schools Doing for Campus Visits?

The Essential Model

This model is the starting point for any talk about innovating on-campus visits. It is the most prolific, with 84% of schools' general visits¹ using one of the following structures:



What This Model Does Well

- Touches on the core visitor expectations
- Provides a reliable framework for visit

Drawbacks of This Model

- Difficult to differentiate between schools
- Commits visitors to two long activities

A Conference-Style Model

	Info	Tour	Special
9am	General Info	Walking Tour	Dorm Tour
11am	STEM Info	Walking Tour	Dorm Tour
1pm	General Info	Walking Tour	Financial Aid

What This Model Does Well

- Provides a way to mass-customize visits
- Still incorporates the essential elements

Drawbacks of This Model

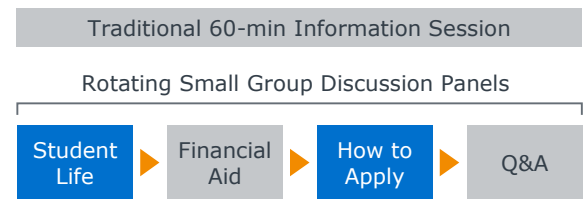
- Suited for large visits/events (i.e., open houses)
- Requires significantly more scheduling

The Modified Essential Model

Rethinking the tour structure:



Rethinking the information session:



What This Model Does Well

- Breaks up the monotony of info sessions
- Innovates on the standard visit model

Drawbacks of This Model

- Creates more timing and logistics for staff
- Requires more staff to host tours or panels

A Completely Personalized Model

We are so happy you're here today. Based on our conversations with you, we have arranged the following itinerary for your day:

9:30am	Roundtable talk (admissions)
11:30am	Science-focused academic life tour
12:30pm	Lunch with Dr. King (biology)
2:00pm	Student shadow with Mindy

Optional: Coffee with the Dean at 10:45am

What This Model Does Well

- Fully personalizes the campus visit experience
- Provides only the elements the prospect wants

Drawbacks of This Model

- Resource-intensive from scheduling to day of
- More realistic for lower volumes of visitors

1) EAB data collection of 223 institutions' campus visit practices.

Source: EAB interviews and analysis.