

What Are Other Schools Doing for Niche Groups?

Increasingly, institutions are creating unique offerings based on the groups that are not well-served by their basic tour days. If that group is large enough, create a tailored program that will bring those students to your campus in the fall. If you find it difficult to identify groups, current students can weigh in on the particular challenges they may have faced in enrolling as members of these various groups, so use your student team's experiences to help inform new programs.



If Standard Hours Don't Work...

Sunset Tours can show off the campus in a literal new light. Plus, these tours are offered later in the day, opening campus to visitors who can't come during normal hours (such as those who work or would have to make a long journey to attend a morning tour).

Also consider weekend or spring break tours.



If You Have Specialized Groups...

Dedicated info days such as **Homeschool Day** or **First-Generation Student Day** can build on the logic of classic days such as Transfer Days. Recruit attendees by sharing with relevant community groups. If identifying special groups is hard, ask current students for recommendations.

These can be offered multiple times if needed.



If You Can Offer Constructive Sessions for the Community...

Create **workshop events** to get students on campus to achieve other goals and let them visit as a side benefit rather than a main attraction. **College planning days** and **portfolio workshops** are popular. Students value hearing directly from you, and these events help win over parents.

Engage high school counselors in outreach.



If There Are Language Barriers...

In markets where student or their parents are not comfortable learning about the university in English, there has been a push to offer **language days** to support these communities. These work best if staff and students are not only fluent but also culturally aware of different needs.

Expand this to international virtual events.



If International Prospects Are Hard to Reach...

Engaging groups of students can happen off campus entirely. For international students, engaging through their main apps—such as **WeChat sessions** for Chinese students or **WhatsApp sessions** with Latin American students—can help bridge the distance and meet their needs.

Be mindful of firewall and data limitations.



If You Have Yield Loss Points...

Create days that recapture the interest of prospective students before they melt. Depending on the point in the enrollment funnel that you have challenges, these could be anything from early **application decision days** in late fall to activity-themed **summer orientation events**.

Use these to proactively answer questions.