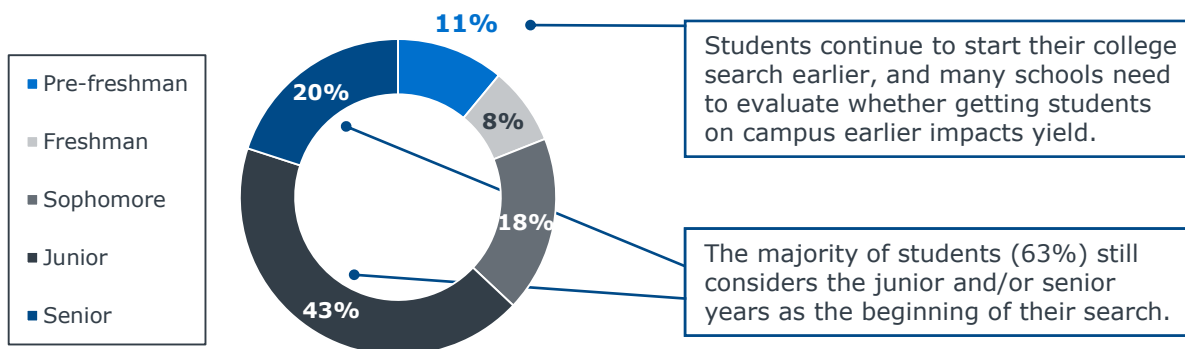


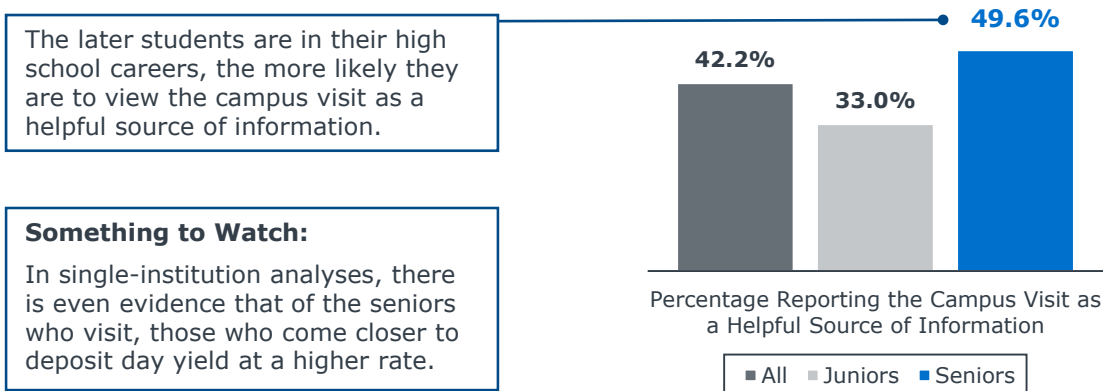
When Should We Aim to Get Students on Campus?

There are certainly merits to getting students on your campus as early as possible—increased brand awareness and creating a regional pipeline of students chief among them—but when it comes down to post-decision analysis, it is clear that visiting a campus later in the decision-making process is ultimately more beneficial to the student and a better indicator of a student’s likelihood to yield.

Some Students Begin Their Search *Very* Early, But Most Still Wait



The Campus Visit Remains Most Useful During the Senior Year



EAB Campus Visit Timing Recommendations

- Begin to **consistently** invite students to visit when they are rising juniors, and continue this message for the rest of the time they remain in your funnel.
- Focus your strongest efforts on those students who report getting **the most use out of a visit**—your junior and senior prospects.
- Study your own yield rates for visitors and determine if **visits later in the cycle** (i.e., between January 1 and May 1) yield at higher rates than earlier visits. If this anecdotal trend is present on your campus, your visit invitation strategy should reflect this.

Source: Communication Preferences: How to reach the next generation of college-bound students (2016); Communication preferences: Insights and implications from our 2017 Student Communication Preference Study (2017); EAB interviews and analysis.