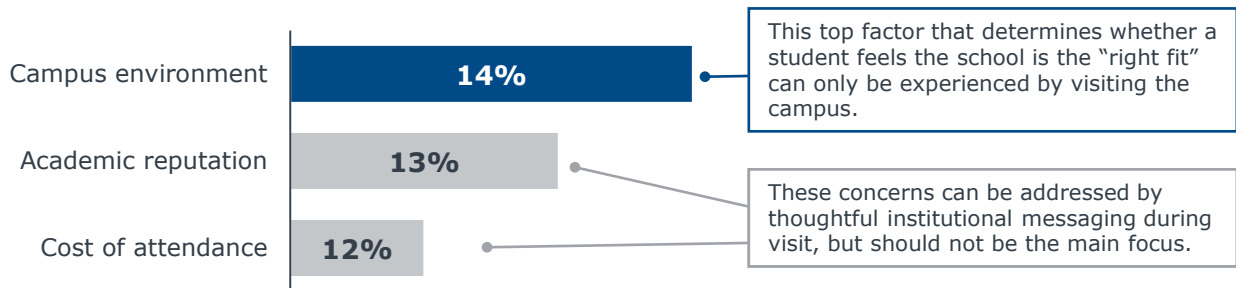


# What Factors Matter Most in School Selection?

Prospective students’ minds may seem like black boxes, but there is clear evidence that a few core factors matter when they make a final decision. Understand what areas are the most influential to students, and shape your campus visit messaging based on these factors.

## Top Reasons for Choosing *Another* Institution



## Campus Visit Insights from Online Discussion

It also matters what visitors are saying about campus visits themselves. In an analysis of 77 online discussion comments about good and bad campus visits, we uncovered some of the common drivers for enjoying—and not enjoying—a campus visit. In order of importance:

### Reasons Students **Disliked** a Campus Visit



- Bad or ineffective tour guide
- Campus facilities issues
- Poor staff or faculty interaction
- Unwelcoming campus environment or culture

### Reasons Students **Liked** a Campus Visit



- Welcoming campus environment or culture
- Good, personable tour guide
- Liked the location of the school
- Great campus facilities and amenities



### The School Also Needs to “Feel Right”

One often overlooked factor is that students need to be able to see themselves on campus—the experience of visiting needs to inspire them to picture a future there.

## Self-Check: Do You Address These Top Factors?

- |  |   |
|--|---|
| <input type="checkbox"/> Our tour guides go through training in both school knowledge and people management.     | <input type="checkbox"/> The admissions team has a relationship with the campus facilities and maintenance teams. |
| <input type="checkbox"/> Faculty involved in campus visits and events are thoughtfully matched with prospects.   | <input type="checkbox"/> Every staff member on campus knows how to greet a visitor in a welcoming way.            |
| <input type="checkbox"/> Info session or financial aid panel discusses cost and ways to afford the college.      | <input type="checkbox"/> Academic reputation is demonstrated through more than just ranking data.                 |
| <input type="checkbox"/> Visitors to campus will see both students and faculty who reflect their own identities. | <input type="checkbox"/> The campus visit emphasizes what there is to see and do in the school’s local area.      |

Source: “Beyond the Campus Tour: College Choice and the Campus Visit,” Okerson (2016); EAB Enrollment Services Deposit IQ (2017); EAB interviews and analysis.