

The Visitor Experience

Welcome to PCACAC's
Virtual 18th Annual
Summer Institute



Session A-3

July 13, 2021

FACULTY



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Learning Objectives



1

- Design and develop a Visit Experience that is well received by all influencers in the college search/selection process

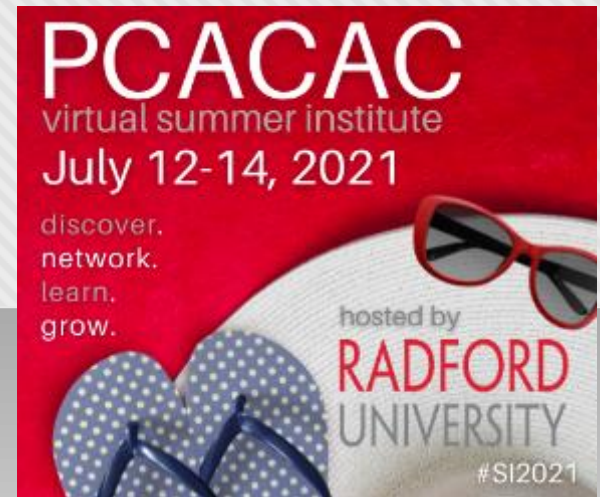
2

- The College Visit Experience

3

- Evaluation of the college visit...It's all about the ROI.

First Things First



- The visit begins before anyone arrives on campus
 - Website
 - Registration
 - Communication

Student Preparation

- Think about the big picture
 - Where (what schools)
 - How Far
 - What size
 - How much
 - What do you want to accomplish
 - Weekend v. Weekday, Summer v. School Year



The Experience



- What's the goal? What knowledge or experiences do you want visitors to leave your campus with?
 - General Information
 - Campus Tour
 - Interview
 - Attend a class or meet with a faculty member
 - Meet with a coach
- Image is Everything
 - First Impressions
 - Parking
 - School Spirit
 - The Money Walk
 - Be authentic
- Be Prepared – Anything Can and Will Happen
 - It's Drinking Time

Our Favorite Campus Visit Stories

PCACAC
virtual summer institute
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discover.
network.
learn.
grow.

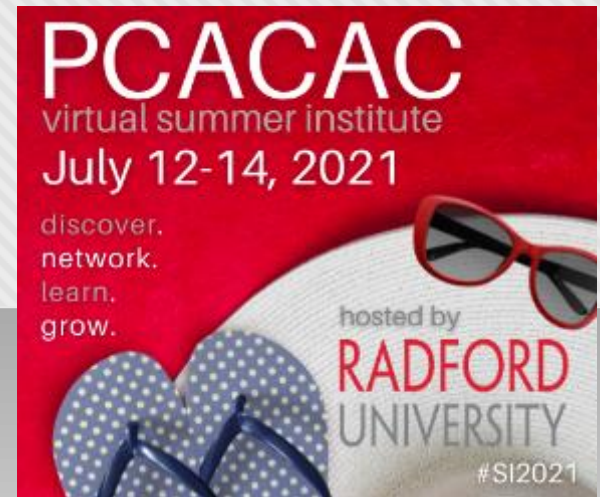
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Multiple Priorities

- The visit is intended for students but we cannot forget:



- Parents
 - Their needs are different
 - They are the question askers
 - Will try to publicly trip-up your tour guides
 - BS Meter is on high alert

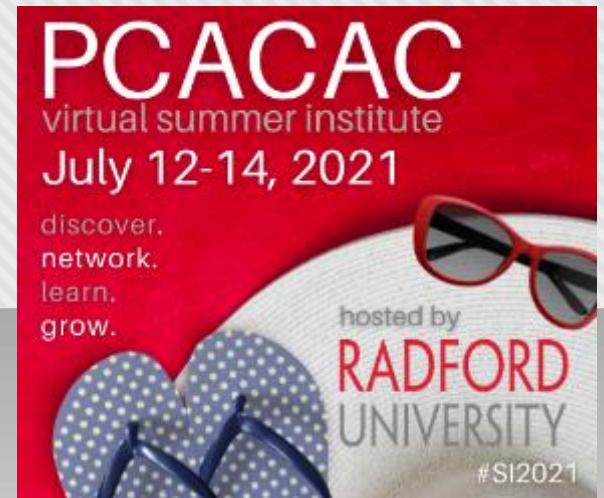


The Campus Visit in A COVID-19 World



- Each School will be different
 - Virtual Tours
 - Virtual Open Houses
 - Some virtual will continue
 - Zoom, Teams, Blackboard

Outcomes, Evaluations and Adjustments



- High School
- College

Questions?

A promotional poster for the PCACAC virtual summer institute. The background is red. At the top, the text 'PCACAC' is written in large white letters, followed by 'virtual summer institute' in smaller white text, and 'July 12-14, 2021' in white. Below this, the words 'discover.', 'network.', 'learn.', and 'grow.' are listed vertically in white. In the bottom right, it says 'hosted by RADFORD UNIVERSITY' in white, with 'RADFORD' in red and 'UNIVERSITY' in white. At the bottom right corner, the hashtag '#SI2021' is visible. The bottom of the poster features a graphic of a white beach umbrella with blue polka dots, a pair of red sunglasses, and a pair of blue flip-flops with white polka dots.

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YOUR FEEDBACK MATTERS!

Please complete a session evaluation at www.pcacac.org/summer-institute.

Thank you!

