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
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?
YOUR FEEDBACK MATTERS!

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

Thank you!