HelloCampus
Ambassador-led Live Video Talking Tours.
Why Us?

OnPage Ideas, Inc.: We build systems for online live, personal interactions, using smart design and video.

24,193 | $21 billion | 636,946

ONLINE AUCTIONS RUN | SOLD THROUGH THE PLATFORM | REGISTERED BIDDERS
Today’s Topic:

Understand how you can duplicate (not replace) this experience:
Today’s Topic:

With this experience: Same tour guides, same stops, and same personal interactions.
Herculean Efforts to Date:

Zoom, Skype, FB Live Streams, Google Meetings, etc. One-on-one or groups. Youtube presentations. Phone calls.
Survey Says: You Moved FAST!

What tools have you recently implemented as a quick replacement for physical on-campus visits? (Check all that apply.)

- Offering one-on-one phone/video calls
- Zoom
- Virtual Tour
- Youtube Video
- Google Meet
- Facetime
- Other (please specify)
- Houseparty
- None
Awesome Resource:

https://tinyurl.com/up2xykg
Awesome Resource:

https://tinyurl.com/rez26de

Rethinking Revisit Days: Going Virtual Session
Another Resource:

https://tinyurl.com/s636muv

Create Content for Virtual Accepted Student Events
Moved Fast...But Need Sustainable.

Management reports.

Repeatable Processes

Survey Says!
A Plan B for Next Year’s Visits:

A good hockey player plays where the puck is.  
A great hockey player plays where the puck is going to be.  
— Wayne Gretzky
Survey Says: Covid’s Impact Fall 2020

On a scale of 1-10, how worried are you about the effect of COVID-19 on enrollment for Fall of 2020?
Survey Says: Covid’s Impact Fall 2021

On a scale of 1-10, how worried are you about the effect of COVID-19 on enrollment for Fall of 2021?
Three Viable Options for the Fall:

- **Walking Tours:**
  - Personal and immersive.
  - Best experience.
  - Tour guide led.
  - One or many visitors.
  - Q&A encouraged.
  - High cost to visitor

- **100% Virtual Tours:**
  - Free to visitor.
  - Done from home.
  - Passive activity.
  - Watched alone.
  - No Q&A.

- **Video Tours:**
  - Tour guide led.
  - Personal interaction.
  - Story telling.
  - Q&A encouraged.
  - Free to visitor.
  - Done from home.

SayHelloCampus.com
100% Virtual: Not Our Focus

Good, but not great, option. If you have it, keep it. Major weakness is loss of the all-important personal interaction.
Survey Says: Would online video help?

Do you think having the opportunity to connect with one of your ambassadors online (via video chat), would increase or decrease the likelihood that a prospective student would visit your campus in-person?
Why A Video Tour Option?

**Reason 1:** Essential for COVID-19. You need it yesterday. Future applicants now trained to use online video meetings.
Why A Video Tour Option?

**Reason 2:** 7 of the 10 most effective college enrollment strategies involve personal interactions. 7 of 10!

-Ruffalo Survey results-

1. Open house events.
2. Overnight visits.
3. Campus visit days.
4. Online applications.
5. Planning a recruitment cycle.
7. Admissions visiting high schools.
8. Weekend visit days.
9. College-paid trips to campus.
10. Targeting in-state students.

Every one of these 7 personal interactions is at risk of failing.
Reason 3: Visits cost money, time and now health. Students may only visit 2–3 nearby. What if you are far away? Or #4, 7, 16?

1. Ohio State University
2. Case Western Reserve University
3. The University of Michigan
4. Cornell University
5. Vanderbilt University
6. Harvard University
7. Hillsdale
8. Princeton University
9. Johns Hopkins University
10. Northwestern University
11. Grinnell College
12. The University of Chicago
13. Purdue
14. Washington University in St. Louis
15. Oberlin College
16. St. Olaf College
17. Carleton College
18. University of Notre Dame
19. College of the Ozarks
Survey Says: Getting on their “must-visit” college list

Students often have 15-20 long-listed schools. Next year they may only visit 2-3 on a short list. If you offered it, which tool do you feel would give your school an advantage to be chosen as one of the shortlisted schools?(Check all that apply)
Why A Video Tour Option?

**Reason 4:** Visitors traveling 2.5 hours or more to get to your campus, will be at highest risk to not visit.
Reason 5: Registering for a live video talking tour means more applicants reveal themselves sooner (fewer stealth applicants)!

Number of stealth applicants who did not identify before applying.

PRIVATE 1 in 3  PUBLIC 1 in 5

2019 Ruffalo Noel Levitz | 2019 Conversion and Yield Rate Benchmarks for Four-Year Institutions
Survey Says: Sum: Visits are Vital for Enrollment

On a scale of 1-10, how important are campus visits to driving your enrollment yield?
Be Ready for the Fall Semester

Best Strategy: Build a video talking tour to mirror walking tours. Same tour guides, same stops, and same personal interactions.
Guiding Principles:

1) Stay focused on the magic of your walking tour. 2) Don’t break your budget/processes. 3) Know your tech constraints.

Foster the magic.  Manage your budget and processes.  Know your tech constraints.
It’s All About This Magic:

Stay focused on the magic of your walking tour.
It’s All About This Magic:

“On a scale of 1-10, how significant is the role of a student tour guide or ambassador in a visitor’s enrollment decision?
Build on Your Existing Assets:

Don’t break your budget or your processes.

Use your current ambassadors.

Maintain your training.

Use your same website calendering.
Know Your Tech Constraints

Anticipate insufficient bandwidth for your visitors, not for you.

You choose awesome campus pictures. Make sure they display right!
10 Ground Rules for Video Tours:

1. Encourage tour guide stories.
2. Great pictures + talking points.
3. Technology must not distract!
4. 1 guide/1-3 visitors. 1:6 max.
5. Calendar it like walking tours.
6. No more than 45 minutes long.
7. Strive for interactivity.
8. Max 8 “req’d visit” spots.
9. 8-10 optional other spots.
10. Survey after each video tour.
Administrator Sets-up Tour:

Ambassador’s Control Panel:

- Ambassadors click on spot’s “Talking Points” to see ideas to share.
- All of this exists so ambassadors can tell your school’s unique story.
- Ambassadors encourage and welcome questions throughout.
Visitor’s Viewing Panel:

- Visitors click an emailed link to join their tour.
- Agree to cam/mic share, FERPA and they are in!
- Visitors listen. Ambassador tells the campus’ story.
- Ambassadors welcome visitors’ questions.
Mark: “Hi Abbey and Robert! Thanks for joining me on this Video tour. I’m Mark, a junior finance major from Naples, FL. I live on campus and absolutely love TCU and can’t wait to tell you about it. How about we start by you introducing yourselves? Abbey, would you go first?”

Abbey: “Sure. I’m from Dallas, TX and interested in TCU’s nursing program. My parents both went to TCU, and got married at Robert Carr Chapel.”

Robert: “I’m Robert, from Chicago, IL. I want to major in Biology at TCU. I don’t know anyone there but know it has a great bio program.”

Mark: “Awesome to meet you. That is so cool about your parents. Our nursing program is outstanding, and so is our bio program. I’ll make sure we look at both the nursing school and the science center on our tour. But since both of you will study be in there a lot, let’s start at the library. You can see the library here on this map.”

Mark: “I love this shot of the library looking down the quad. I’ll show you a few pictures inside. Abbey -- you have a question?”

Abbey: “Yes! Do most students study in the library or in their dorm rooms?”
Afterwards, Visitor Rates Tour:

Your call has ended
Rate your video talking tour

How would you rate your experience with your video talking your?

1. I saw most of what wished to see during my visit.
2. My student tour guide was knowledgeable and answered my questions.
3. My student tour guide was professional and a good representative of the college.
4. I rate my current overall interest in Texas Christian University
You will love HelloCampus
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