HelloCampus

Virtual tours are here to stay.
First things first! Have you told your tour guides about our scholarship offer?

HelloCampus is Offering
Two $5,000 Tour Guide Scholarships

Campus tour guides have a superpower. They tell awesome stories.
We want to reward them for it! Deadline: May 1, 2021.

Application? A fun and persuasive video answering:
“Why enroll at my school?”
Plus confirmation they are a guide.

www.sayhellocampus.com/scholarship
Virtual tours are here to stay. What do we do now?

In ‘20–’21, most schools moved fast to add either a zoom+ppt online meeting, a “guided” self-guided tour, or HelloCampus.

What about ‘21–’22?
Sharing our experience!

HelloCampus has a lot under our belt:

- **40+** School Partnerships
- **80 GB** Content Hosted
  - over 28,000 media files
- **1500+** Live Events
- **6000+** Visitor Tours

We have learned a lot. The following includes the most important things we learned.
Virtual is acceptable, but only if it remains very personal.

7 of the 10 most effective college enrollment strategies involved personal connections.

Ruffalo Survey Results

- Open House Events
- Overnight Visits
- Campus Visit Days
- Online Applications
- Planning a Recruitment Cycle
- Schedule Campus Visits
- Admissions Visiting High Schools
- Weekend Visit Days
- College-Paid Trips to Campus
- Targeting In-State Students
What students want:

• A live, virtual tour option where they can safely meet current students and hear your campus story.

• To get a feel for your culture and experience the campus where they will be living and studying.

• Less “data.” More “What makes your school unique? What is the culture like? Did you fit in? Will I fit in?”

• They have questions. They want answers. They want to hear the tour guide’s own personal experiences.

• An authentic, enjoyable and welcoming experience.

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The text reads:

You can run live talking tours
Almost Free

- Use Zoom and have tour guides show PowerPoint slides.

Lowest costs, but some drawbacks:
- Visitors will think it's a patch job. First impressions matter.
- Visuals: Videos, 360 pics and maps shown on Zoom are a poor experience: Low quality, less clear, more choppy.
- PPT slides force guides to follow a script. Less chance for the amazing magic of an authentic connection to happen.
- At 2 or more tours a week, you will experience complications around scheduling and visitor event management.

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After Thousands of Tours -- What’s the top line?

Things that work well:
- Expands your ability to talk to new prospects anywhere/time.
- Tour guides are still best!
- Customize your tours to meet visitors’ interests.
- You get their focus. Use it!
- Meet them when they are available (8pm and weekends!).
- Slate integrations!

Challenges teams resolved:
- Scripted/formulaic tours.
- Limiting how you think (more pins, show your off-campus world).
- Limiting photos and videos (more).
- You MUST invite them!
- “Forgetful” guides.
- Event registration & confirmation.
- School maps are out-of-date!
- Talking tour length!
Personal connections still drive enrollment!

Prospective students still expect to build personal connections with guides in a fun and engaging manner.

They react to emotions and real experiences.
How to GIVE a great tour:

- Share stories; not just data-driven facts.
- Mix it up with different media content to help better engage visitors.
- Branch out and offer more convenient tour time slots.
- Invite representatives from various campus departments to connect with prospective students.

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How to GIVE a great tour (Continued):

- Don’t constrain yourself to what you always do on your traditional tours.
- Tell your school’s traditions. Best single piece advice we can give!
- Your main goal: Get intending students to do an in-person tour.
- Sell your study abroad or internships!

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The back-end matters. A LOT!

- Single sign-on
- CRM integration or Alternative Event Management System
- Attendance & other data reports
- Unlimited & customizable content
- Support multiple forms of media content.
- You’ll want tour tracks to match student interests.
- Expanded map features
- Troubleshooting
- Participant notifications

- Organize visitor tour room assignments
- Assign Tour Guides
- Set a max. visitor-to-guide ratio
- Closed captioning
- Pointer feature
- Tour guide ability to remove participants
- Mute/Unmute button
- Provide student information to guides before tour starts
- Messaging system
- Admin & Tour Guide training
- Responsive system to meet future needs + best practice tips

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Posting a registration link on your website and expecting prospective students to find it is not enough. You have to invite them!

Give them something to be excited about!
Get creative with your marketing:

- Record one of your tours and post segments on your website and social media pages.
- Invite them with registration links as a postscript in emails or via snail mail.
- Do a mail blast to local high school Admissions Counselors sharing the opportunity.

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Your Creativity surprised us!

Customized Programs Including: Very small schools, Graduate, Vocational, Medical, etc.

Individual Interviews, Small Group Discussions, Scholarship Donor Meets.

Development office use to show campus to non-traveling donors.
What works well at HelloCampus?
No two tours are ever exactly alike.

A typical school offers 15-40 tour stops, with 10-12 images per stop, spread across 3 different geographies, led by 15-70 tour guides. That’s 33,000+ possible tour experiences!

But only one tour ever matters - the tour your visitor is taking!
HelloCampus: Built from the ground-up to foster personal connections between visitors and your school.

Designed to be informative and fun for visitors and tour guides.

Everyone meets online.

They talk about the campus.
They laugh. They ask questions.

They connect!

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Visitor’s role: See the content, hear the story, ask questions. 100% of their focus is on the guide!
Guides learn it in 3 minutes. Customizable to visitors!

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Guides click a pin and tell the pin’s story with visuals.
HelloCampus Highlights

It’s all about building personal connections!

Implementation can be quick!!

- 7-15 days to create a tour and launch.
- Easily upload your unlimited media files.
- Minimal - or even zero - IT involvement.

HelloCampus is cost effective! $2,000 to start now!

Our platform is user friendly with GREAT features!

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1

**Annual Site License:**
**$6,000**

Includes a dedicated account representative to help you create your tour, integrate your CRM system, train you and help train your tour guides, etc.

Mid-Year Sign-up Policy:
$500/month x Months until June 30
(Fiscal year of July 1-June 30th)

2

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<thead>
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<th>Estimated Number of Monthly Visitors Per Program</th>
<th>Monthly Cost Per Program</th>
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<tr>
<td>75 Visitors or Less</td>
<td>$45</td>
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<tr>
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<td>$375</td>
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You estimate your expected number of annual visitors. We will then divide that by 12 months to determine your fixed monthly fee based on our program pricing levels. At renewal, we’ll make adjustments.
Questions?

PS: Please join our summer melt NACAC webinar on March 24th!
Thank you!
Brian Lawe
blawe@sayhellocampus.com