LONGMIRE
and company

Campus Visit Snapshot Study

Primary Goal of the Study:

Determine ways in which the campus visit experience can be fixed, changed or improved to best serve prospective students and parents while enhancing the appeal and distinctiveness of the college.

Specific Goals and Objectives:

- Measure the gap between what students and parents want to see and experience versus what colleges enable them to see and experience.

- Measure the <u>relative</u> influence that specific campus visit experiences have on the enrollment decision.

- Understand the variety of feelings and emotions students and parents experience on visits, what triggers them, and how this understanding can be used to design the best possible visit experiences.

- Explore ways in which colleges can gather information from students and parents prior to the visit that would <u>enable</u> customizations to the visit.

- Uncover ways that a college <u>can build</u> campus visit experiences that feel more customized to students and parents.

- Explore how feelings of "fit" develop for prospective students and how elements of the campus visit can generate them.

- Uncover the unplanned interactions and experiences that students and parents have with colleges that influence their college selection decisions.

- Explore new ways that current students, faculty, and others on campus can be better informed and supportive of the campus visit experience.

- Obtain specific recommendations from students and parents on how campus visits can and should be improved.

- Test the relevancy (as perceived by students and parents) of the varying information and experiences provided by colleges during campus visits.

- Explore questions that are not being asked on campus visit surveys that could or should be asked to provide colleges with more insight into how the visit may have influenced the college selection decision of the student.

Methodology:

- Online survey fielded in May 2019.

Deliverables:

- Complete set of tabulations that reports the study findings.

Client responsibility:

- Provide a data file of students who have visited campus in the last 12 months.

Participation cost:

$750.00