# SALES SUMMER SCHOOL

For Senior, Seasoned and Starting Admissions Professionals

# ECHO DELTA Higher Education Marketing & Consulting

#### **SESSION 1**

**The State of the Campus Visit** Dead, Dying or Reviving?



#### Jeff Kallay

Over 25 years enrollment marketing experience





# Agenda



# **Enrollment and Campus Visit Data**



- The Fourth Turning is Here and Alphas soon
- The State of the Campus Visit



Wrap-Up/Things to Remember

Conclusion/Q&A

Introductions





# **Meet your presenters**







#### **Jeff Kallay** Over 25 years enrollment marketing experience

Jeff has worked with more than 300 college and university campuses nationwide.

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**Emily Smith** 22 years in higher ed consulting and technology

Collaborated with over 500 + colleges and universities

**Chris Lewis** 25 years sales and admissions experience

Concordia University, Pittsburgh Technical Institute , New York Life Insurance, Fidelity Mortgage



# **Timeline of campus visit consulting**









PWR











# **Breadth and Depth of Experience**

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# **Capabilities & Partners**

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**Marketing Services Enrollment Services** Industry Partners **Brand Strategy Enrollment Consulting Services** sales*f*orce Camp **Creative Campaigns Campus Visit Consulting** HubSoot **c** enroll **m** Media Planning and Buying Admissions Representative **Sales Training Email & Marketing Automation** ∧ Meta Hyper-Targeted Name Buys **Google Partner** <u>=</u>2 Web Design & Development ADV MARKET RESEARCH & CONSULTING slate



# **Three Takeaways**







**Embrace** the Fourth Turning

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Rethink the campus visit enrollment funnel

Craft a holistic campus visit experience (online + on campus)



# Enrollment Campus Visit Data







### Why students choose



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Eduventures, Encoura



### **Remember the funnel**

### Admissions Funnel - responsibility of the admissions unit











#### 2024 High School Student College Planning Report

A study of college-bound student search behaviors and preference



**Markov Sales Summer School** 

### **Goals for College**

PRIORITIES (ALL STUDENTS: STUDENTS PICKED TOP 2 PRIORITIES)	2022	2024
A job offer upon graduation	49%	63%
Specific skills for the workplace	65%	59%
To have fun on campus	28%	31%
Networking abilities	18%	23%
I'm doing this because it is expected of me	6%	6%

2024 STUDENT POPULATION	SPECIFIC SKILLS FOR THE WORKPLACE	NETWORKING ABILITIES	TO HAVE FUN ON CAMPUS	A JOB OFFER UPON GRADUATION	I'M DOING THIS BECAUSE IT IS EXPECTED OF ME
Continuing generation	48%	25%	40%	60%	4%
First generation	69%	20%	25%	70%	9%

RNL 2024



#### **COLLEGE TOURS**

#### INFLUENCERS



#### INFLUENCERS BY GRADE LEVEL

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INFLUENCERS	9™	10 <sup>™</sup>	<b>11</b> тн	12™
Parents	66%	68%	69%	68%
High school counselors	28%	29%	24%	24%
College admissions representatives	19%	26%	23%	19%
Teachers	13%	27%	21%	18%
Friends	44%	23%	30%	25%

Parents remain important throughout high school, with nearly seven out of ten students saying their parents/guardians are enrollment influencers. Friends are more important in freshman year, while teachers, counselors, and college representatives are most influential during the middle years of high school.

#### Students who have taken a college tour

GRADE	VIRTUAL	IN-PERSON TOUR
9th	25%	42%
10th	37%	25%
11th	36%	48%
12th	57%	73%

#### Where students signed up for a college tour



#### Satisfaction with college tours

SATISFACTION	VIRTUAL TOUR	IN-PERSON TOUR
Very satisfied	25%	52%
Somewhat satisfied	46%	34%
Neither satisfied nor dissatisfied	18%	9%
Somewhat dissatisfied	8%	4%
Very dissatisfied	3%	2%

RNL 2022



#### ECHO DELTA

### Uncovering the Attitudes of Today's Gen X Parents

#### Anxious

28% of Parents

In Their Words

**Prior Experiences wi** 

To what extent do parents' own experiences with higher ed

influence their views on higher education today? To underst

better, we asked our respondents a range of questions about

college experience from the highest level of education they and the type of institution they attended to how far they tra college and how likely they are to recommend college today

Higher Ed

The largest segment of parents we uncovered is define collega. The Anious parent segment is uniquely conce collega. The Anious parent segment is uniquely conce decadora. Instead, having deeply concerned about the successfully into collega life. They're considerably more their chief's mentil and will define they're also conthan other segments, they warry their chief walls they also than other segments, they warry their chief walls tays, obser-

#### **Planning for College**

When it comes to planning for college we found very few substantive differences across segments. Most parents report discussing or having discussed college at least weekly. In this area, invested parents were significantly more likely to report discussing college daily than other segments. Regarding when parents start planning, 62% report planning for college before the junior year. Concerning who leads the research and decision making process, parents report sharing responsibilities. The largest share report their child taking the lead.

#### How often do you talk with your child about their upcoming college or university experience?



When do you believe it's best to start planning for college? (Identifying schools, going on tours, etc.)





Getting to Know the Segments | 11

Echo Delta 2023





## Uncovering the Attitude of Today's Gen X Parents

- 1. **Invested:** Committed to higher education and ensuring their child has a good experience.
- 2. **Skeptical:** Believe higher education isn't worth the cost and doesn't guarantee career success. Think the industry is corrupt.
- 3. **Anxious:** Concerned about safety, mental health, and their student's ability to live independently.
- 4. **Inclusive:** Believe higher ed should be more accessible and provide better options.

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## Uncovering the Attitude of Today's Gen X Parents

#### **Concerns about the College Experience**

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Parents' biggest concerns about their child's higher education experience include **cost of living** while attending school (57%), their child's ability to **keep up with the academic pressure** (54%), and their child's ability to **stay motivated and focused** on their education (52%).





Download the Report

Echo Delta 2023



## **American Generational Cycles**



Life Course Associates - Neil Howe and William Strauss





## **Gen X Stealth Parents**





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### **Gen X Lawn Mower/Snow Plow Parents**









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#### Best Sources of Information When Narrowing Your Application List, 2023 vs. 2019

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#### Please select which of these you prefer to do on-campus or virtually. Which of these were the best sources of information when you were narrowing your list of schools to apply to? See what the campus looks like 10%2% 88% Look at housing and dining halls 11% 4% College website Email from the college Explore the location of the campus 14% 2% Campus tours, open houses See the campus community 82% 13% 5% Printed material from the college Look at classrooms and labs 15% 6% Communication with admissions staff Sit in on a class 9% College comparison websites 77% College fairs Talk to current students 8% The school's social platform Talk to faculty 6% Admissions visits at your high school Learn about activities 4% Text from a college Learn about academics 32% 2% Virtual events by the college Events for admitted students Ask questions of admissions officers 57% 4% Live chat with a college Ask questions of financial aid officers 4% 0% 10% 20% 30% 40% 50% 60% 70% On-campus 📕 Virtual Not interested 2019 2023 Source: Eduventures' 2019 and 2023 Student Sentiment Research Source: Eduventures 2023 Student Sentiment Research encoura' encoura' Eduventures' Research Eduventures' Research

Encoura 2023

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Preferred Features for On-Campus Visits

# Campus visits: the quick facts

- Campus visits have rebounded, but have still not reached pre-pandemic levels.
- 89% of students visited a campus prior to enrolling and 21% visited more than five.
- Two-thirds of respondents took an individual visit scheduled through admissions and 84% of those students said it influenced their decision.
- Fewer students (54%) attended a group visit day, but **82% found it influential.**

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- Only 28% scheduled a visit through athletics or arts programs but
  76% found it influential.
- 16% of students attended summer programs and 73% found them influential.
- High school group visits to campuses were the least influential with 32% having taken one and 69% saying that it influenced their decision.
- 83% of students who took a visit said they are enrolling at the college that offered the best visit experience.



Niche 2024



#### **CAMPUS VISIT EXPERIENCE**







Niche 2024



### of families include a *campus tour or visit* as part of their selection process

RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)

RNL & CampusESP 2024





### Parents need to be part of your enrollment strategy



#### **Importance of Experiences**

#### 1. On-campus visit (96%)

- 2. Information about the school or program your student is considering (95%)
- 3. The quality of the school's communication with the parents/family (94%)
- 4. Meeting a faculty member in the program your student is considering (91%)
- 5. Meeting an admissions staff member (91%)
- 6. Meeting a coach (87%)
- 7. Information received from a high school counselor (75%)
- 8. Information received at a college fair (74%)
- 9. Virtual visit (69%)
- 10. Meeting a current student's parent or family member (68%)

RNL & CampusESP 2024



### **SALES SUMMER SCHOOL**

### Put fun and engagement back in the funnel!



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Magellan Promotions 2024



### Flip the hierarchy



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Abraham Maslow



# The Fourth Turning is Here and Alphas soon







## The Fourth Turning is Here

The Fourth Turning is a **Crisis** "A decisive era of secular upheaval, when the values regime propels the replacement of old civic order with a new one."



Neil Howe





## **American Generational Cycles**



Life Course Associates - Neil Howe and William Strauss





## Alphas want to heal and fix

#### 11-04-22 | WORKPLACE EVOLUTION

### Generation Alpha is coming. Their top career choices may surprise you

**FAST@MPANY** 

Hard to believe, but employers will have to make room for workers younger than Gen Z sooner than they think.



[Photo: Getty Images]

**T**MORE LIKE THIS

These are the top skills you

need as a freelancer in 2023

Cognitive scientists may have

just discovered the most cuddly way to protect your aging

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#### BY SHALENE GUPTA 1 MINUTE READ

Marketers and advertisers still don't have a great handle on Gen Z, but never fear: The very forward-thinking have already moved on. Now, market research firms are studying Generation Alpha, children born in or after 2010. *The Ellie Sparkles Show*, a YouTube show aimed at children, surveyed 1,000 five- to eight-year-olds in the United States and asked them what they wanted to be when they grew up, proving it's never too early to ask children to start thinking about how to be good capitalists.



#### Here's what the survey found:

▼ MORE LIKE THIS These are the top skills you

need as a freelancer in 2023 Cognitive scientists may have just discovered the most cuddly

way to protect your aging brain

2 states celebrate MLK and Robert E. Lee on the same day. A Mississippi lawmaker wants to change that  They want to be healers: Generation Alpha has already figured out that they need to step up and fix our most broken and burnt-out industries. According to the survey, 26.2% want to be a doctor or nurse or a healthcare professional, and 16.5% want to be teachers. Ah, to be young and fearless again.

- But they can't resist the siren call of social media: The fourth most popular career choice was TikToker/YouTuber/Vlogger (12%). Meanwhile, 5.6% wanted to be influencers, and 3.3% wanted to be professional gamers.
- They make sensible choices: 73% wanted the ability to choose between working from home and an office. On average, they wanted five-hour work days and four day work weeks. Don't we all?
- They have regional distinctions: In New Mexico, the most popular career choice was spy or detective. In Kansas, it was professional gamer. In Iowa, Generation Alpha appears to have reached enlightenment because they announced they didn't want any iob at all.
- But mostly they want to help others and have fun: 35% said the most important part of a job would be helping others, while 28% said it was having fun (and 10% did admit their top priority was working with animals.)

Fast Company 2022





### "Tri-purchasing" visiting your campus



Boomer Grandparents + Millennial Parents + Alpha Child/Grandchild





# The State of the Campus Visit

Dead, Dying or Reviving









🛑 December 02, 2024

### The Campus Visit Is Changing

W. Kent Barnds considers the implications of students deferring their campus visits until after they receive offers of admission.

By W. Kent Barnds



Kirkikis/IStock Editorial/Getty Images Plus

recently participated in a virtual meeting with about 20 vice presidents of enrollment from across the country, and all but one were very worried about campus visit trends. In short, campus visits seem to be decreasing, and this is creating anxiety for all.

One of my colleagues shared that it seems as though "students no longer visit to determine where to apply, but instead apply to determine where to



Solutions 🗸

Inside Higher Ed





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**Market Sales Summer School** 

# Dead, Dying, or Reviving?



**"Where are the students?"** Brands are mirrors







**Best fit** Stage for the many, meaty middle



**Guest centric** Not institution centric



**Create toolkit** Give visitors tools to create their visit experiences




# Key takeaways

- Campus Visits are shifting in the funnel
- Don't be boring or say the same thing
- Craft a holistic campus visit experience (online+on campus)







### Where in the funnel are families visiting?



Magellan Promotions





### Don't be boring!







### Don't be boring!

**FURMAN** UNIVERSITY

Admissions & Ald + Visit Furman

SCHEDULE A VISIT



#### Experience Our Campus

the top private college in South Carolina?

DAILY CAMPUS VISITS WEEKEND EVENTS GRADUATE STUDIES VIRTUAL VISITS

#### We have so much to show you.

Enjoy a student-guided tour, hear from a panel of current students and learn more about the admissions process during our daily campus visits, which are available Monday-Friday.

No matter how or when you visit Furman, you'll notice that there's something different about this campus nestled in the foothills of the Blue Ridge Mountains. During your time with us, you'll eact her Furman Advantage in action, our innovative approach to the Iberal arts that prepares students to leave their mark on the world. And you'll appendence our residential campus that's as beenduiful as it is welcoming. Any you ready to check out

#### SCHEDULE A DAILY CAMPUS VISIT

#### DAILY CAMPUS VISIT HIGHLIGHTS

Your visit will include a 30-minute group information session led by an Admissions Counselor, followed by a 90 minute walking and riding tour of Furman's campus led by one of our Student Ambassadors.

During your walking tour, you will experience our academic buildings, Trone Student Center, the Dining Hall and more. Your riding tour includes the opportunity to see some of our residence options, Physical Activities Center, and more of our 940 acre campus.



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Visit Furman How to Apply

### Don't be boring!



Undergraduate Admissions > Visit

### We've Done More Tours Than The Rolling Stones.

We can introduce you to our beautiful campus in a number of ways, but the best (and most popular) is to take a tour in person. Bring a guest or two and some comfy shoes.



#### Visit In Person

Come see our campus and your future as a Horned Frog. You'll experience a dynamic tour with a small group led by a student and a 30-minute information session hosted by an admission counselor. The inviting spirit of our team and sparkling facilities will only confirm your feeling that TCU is where you'll want to spend your college years.

Campus Tours Monday at TCU



Q SEARCH

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### Make their phones friend and ally



#### SCAN FOR TOUR PHOTO ALBUM



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College/University Admisions Offices & Welcome Centers History



- Support your stories
- Change of seasons
- Inside buildings
- Behind the scenes
- And more

## Create "Augmented Reality" an online photo album to share with guests

We created a "Sample Album" using photos from our visit and tour of campus.

Consider using about 20 photos, not video or audio.

This idea was presented during our ideation session.

Collaborate with Student Ambassadors to create images they need to expand stories.



# The State of the Campus Visit

Dead, Dying, or Reviving









# Let's Wrap Up







## **Summer Reading List**



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By Joe Pine and Jim Gilmore



Be Our Guest By Disney Institute



Perfecting the Art of Customer Service





## **Get Connected**

Sign up to Echo Delta's Insights for updates, white papers, and the Higher Ed Marketing Lab podcasts.



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## **Three Takeaways**







**Embrace** the Fourth Turning

Rethink the campus visit enrollment funnel

Craft a holistic campus visit experience (online + on campus)





# Let's Talk







## **Meet with Jeff**

Connect with Jeff Kallay for further campus visit consulting.



### in <u>ieffkallav</u>

### Learn about Visit Consulting



echodelta.co/capabilities/enrollment -campus-visit-consulting







SESSION 1 · TUESDAY, JUNE 24 · 1PM ET The State of the Campus Visit — Dead, Dying or Reviving? with Jeff Kallay

**SESSION 2 · TUESDAY, JULY 15 · 1PM ET Avoiding Dead-End Recruitment Convos — Ask Better Questions, Get Real Answers** with Chris Lewis & Emily Smith

**SCHOOL** For Senior, Seasoned and Starting Admissions Professionals

SALES<sup>2025</sup>

SUÝÝER

Save your spot

### LIVE Q&A included

# Thank you!





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