

The seal of Cate School is a circular emblem with a decorative border. At the top, a banner reads "M • CM • X". Below this, the words "CATE SCHOOL" are arched across the top. The center of the seal depicts a landscape with a building, a body of water, and a ship. At the bottom, another banner reads "SERVONS".

The Ultimate Experience:
Designing a visit program for results

Cate School

SSATB

September 22, 2011

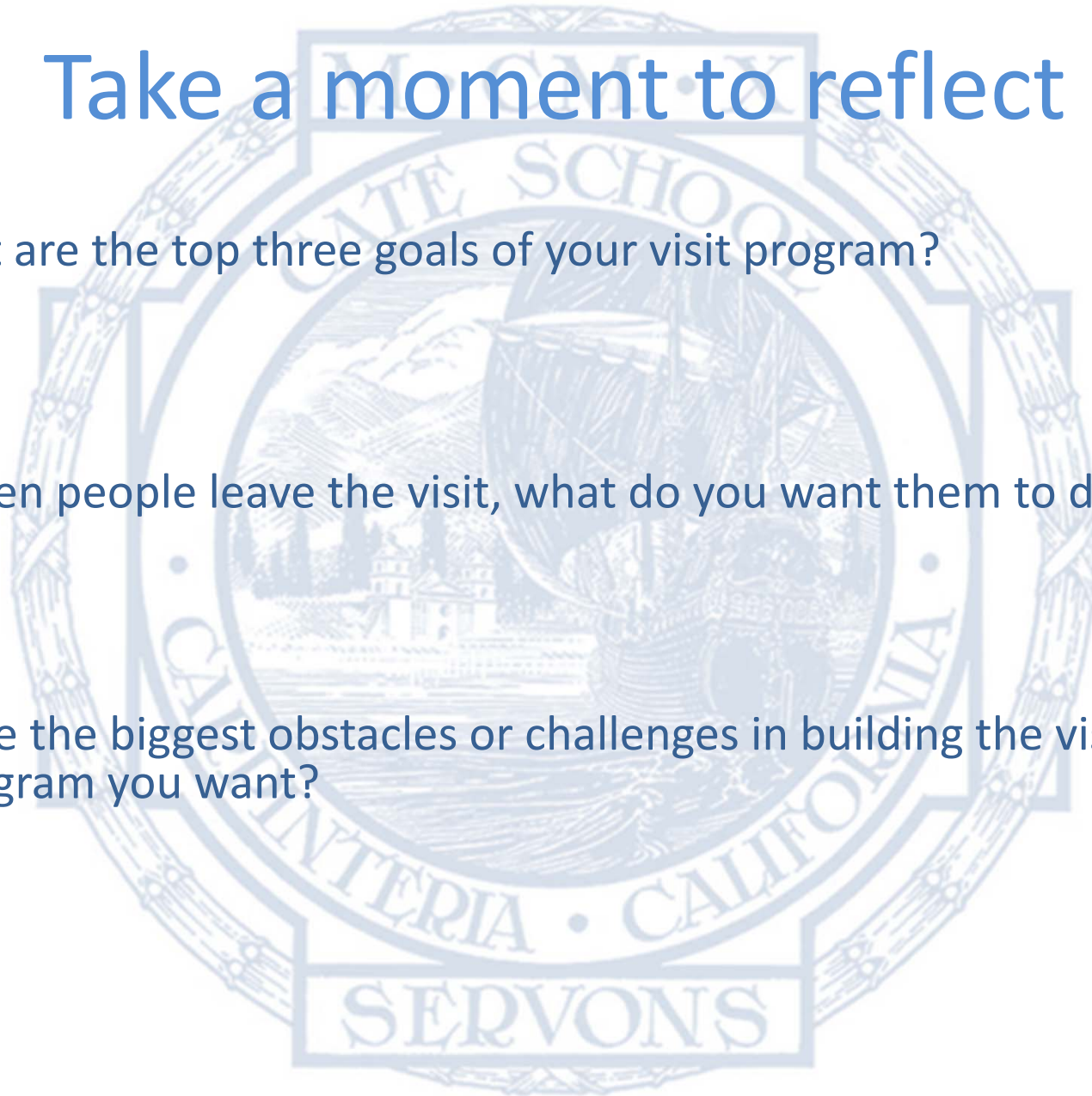
The seal of the University of California, Carpinteria, is a circular emblem. At the top, a banner reads "MCMX". Below this, the words "STATE SCHOOL" are arched across the top. The central part of the seal depicts a landscape with a building, trees, and a body of water. At the bottom, another banner reads "SERVONS". The words "CARPINTERIA" and "CALIFORNIA" are written in a circular path around the central image, separated by dots.

Agenda

- An intentional welcome and introductions
- Using objectives-based design
- Tips and Tricks
- Q&A

Take a moment to reflect

- What are the top three goals of your visit program?
 - 1.
 - 2.
 - 3.
 - When people leave the visit, what do you want them to do?
 - 1.
 - 2.
 - 3.
- What are the biggest obstacles or challenges in building the visit program you want?
- 1.
 - 2.
 - 3.





Our card:

- What are the top three goals of your visit program?
 1. Create a connection to the school
 2. Understand the applicant
 3. Instill desire to apply and attend
- When people leave the visit, what do you want them to do?
 1. Fill out an application
 2. Speak highly of the visit
 3. Stay in contact

What are the biggest obstacles or challenges in building the visit program you want?

1. Maintaining faculty buy-in
2. Creating consistency while on the road
3. Physical plant limitations: interview space and reception area

4 Design Principles for Engagement*

(or, how to make people remember your school)

1. Tell a Story
2. Empathize
3. Be Authentic
4. Match the Media to the Message

* The Dragonfly Effect, by Jennifer Aaker and Andy Smith, pp 81

Tell A Story



- What do you want people to know about your school?
- Think arcs – a story bigger than one individual – how one student might fit into something bigger than him or herself
- Start wide and then narrow in – focus on the key stories
- Know when to shut up – you don't have to tell them everything

Tools to tell a story

- Start with the website and publications (big picture)
- Narrow in with specifics (sample schedules, courses, etc)
- Are you using every opportunity? What do they do while they wait for an interview?
- Student tour guides

Empathize

- Embrace the new relationship
- Find out what is important to visiting students & their parents: discover their needs and feelings
- We want parents to say, “you GOT my kid.”

CATE SCHOOL

Date _____

Applying for: Grade _____ Boarding Day

Entry in the fall of 201_____ DOB _____

Student name _____

Parent(s) name _____

Siblings (Names/ages) _____

Do you have relatives who attend or have attended Cate? _____

Home telephone #: _____ Student cell #: _____ Parent cell #: _____

Mailing Address _____

City, State, Zip _____

Student E-mail Address _____

Parent(s) E-mail Address _____

Current school _____

Current academic courses at school (indicate which level or class):

English _____ History _____

Math _____ Science _____

Foreign Language _____ Other _____

List 3 favorite extracurricular activities (music, drama, arts, athletics, service, leadership, etc.)

Are there specific facilities or programs that you would like to learn about while on tour?

How did you first hear about Cate School? _____

Tools to help empathize

- Greet families warmly and genuinely
- Gather student/family information prior to the campus visit and share it
 - List of who's visiting each day on email to community (name, school, city/state/cty)
 - Specific teachers and coaches (if ok) to meet
- Structure the visit to maximize interviewing time

Be Authentic



- Keep it real??
 - KIR means being your best and most true self
- What engages YOU with the school? What moves YOU?
- How do you tell an authentic story
 - Assess your visit day routine
 - Choose your keystone(s)
 - Utilize all resources to frame your visit around your keystones

Tools to help be authentic



- Faculty
 - Member of admission committee
 - Interviewers
 - Host applicants in classes
 - Chatters
- Students
 - Class hosts
 - Tour guides
 - Chatters
- Parents
 - Volunteer chatters
 - Tour guides
 - Translators
- Love and enjoy what you do!

Match the Media to the Message

- **What** needs to be conveyed
- **How** and **where** do you say things?
- **Who** should convey it?

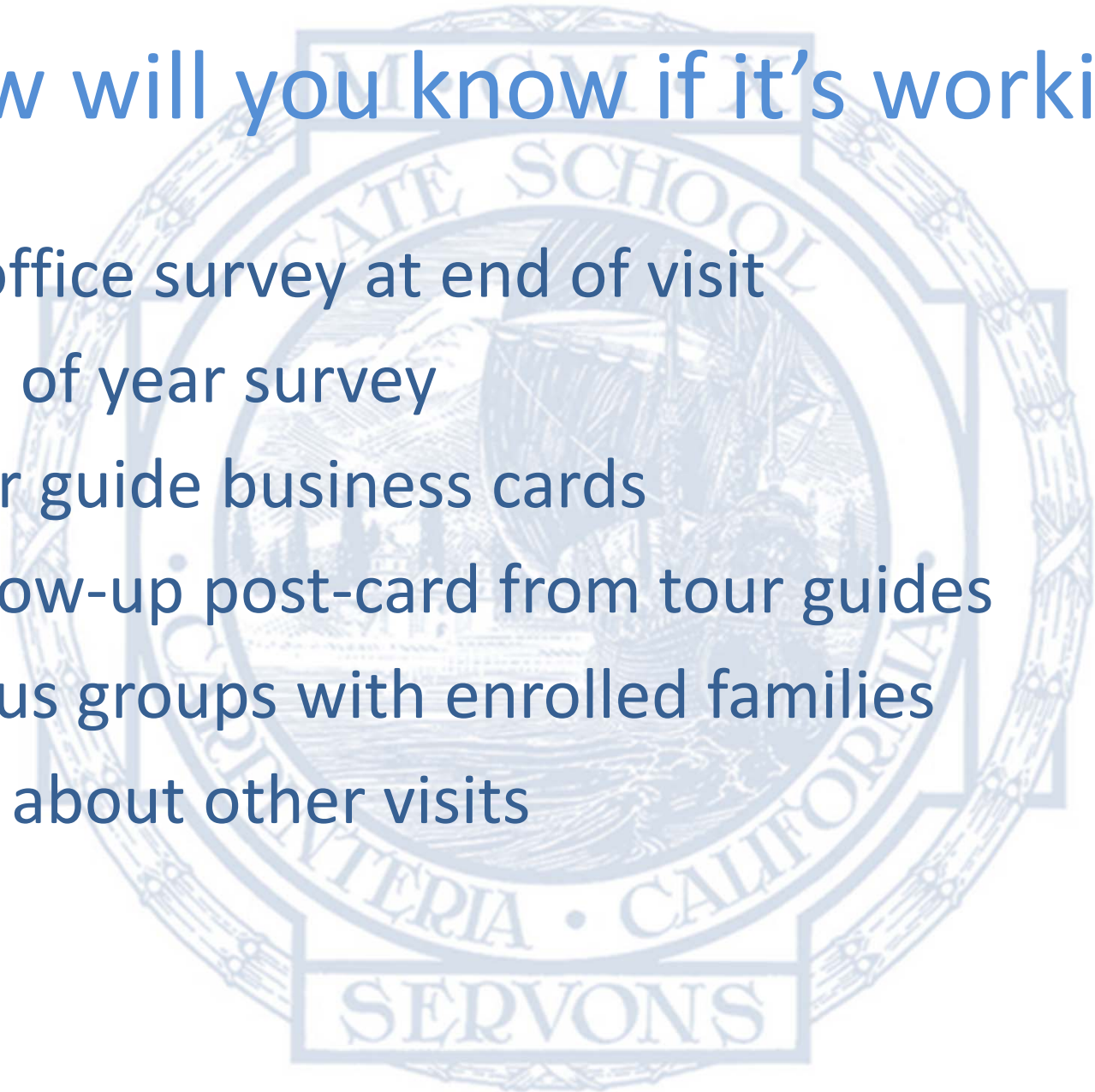


Ideas for delivering the message

- Emails/newsletters ahead of the visit
- Using the time in the reception area to communicate basic facts before the interview – tour guides, chatters, publications on the tables
- Hand-written notes from interviewer and tour guides
- Follow-up email from office

How will you know if it's working?

- In-office survey at end of visit
- End of year survey
- Tour guide business cards
- Follow-up post-card from tour guides
- Focus groups with enrolled families
- Ask about other visits



STUDENT Campus Visit Evaluation

Dear Guest,

Our admission office would appreciate your feedback on your campus visit. We use these evaluations to gauge the comprehensiveness and quality of our on-campus admission program with the hope that we can continue to improve this experience for our visitors. Please drop this form off in the box on the counter before you leave. Thank you for your input.

	Strongly Agree			Strongly Disagree	
My tour guide...					
...worked hard to engage me in conversation.	1	2	3	4	5
...was enthusiastic.	1	2	3	4	5
...gave me a good sense of what day-to-day life at Cate is like.	1	2	3	4	5
...seemed genuinely interested in me.	1	2	3	4	5
...seemed knowledgeable about all aspects of Cate life.	1	2	3	4	5
I have the impression that...					
...Cate has a rigorous academic program.	1	2	3	4	5
...Cate has a strong and wide-ranging arts program.	1	2	3	4	5
...Cate has a strong athletic program.	1	2	3	4	5
...community service is important to students at Cate.	1	2	3	4	5
...student-faculty relationships are healthy, close and positive.	1	2	3	4	5
My...					
...interaction with other Cate students was positive.	1	2	3	4	5
...impression of the all-school assembly or Tuesday Talks was positive.	1	2	3	4	5
...visit was better than I thought it would be.	1	2	3	4	5
...interview gave me enough of a chance to talk about myself.	1	2	3	4	5
...sense is that people at Cate really want to know who I am.	1	2	3	4	5
...campus visit was excellent, overall.	1	2	3	4	5

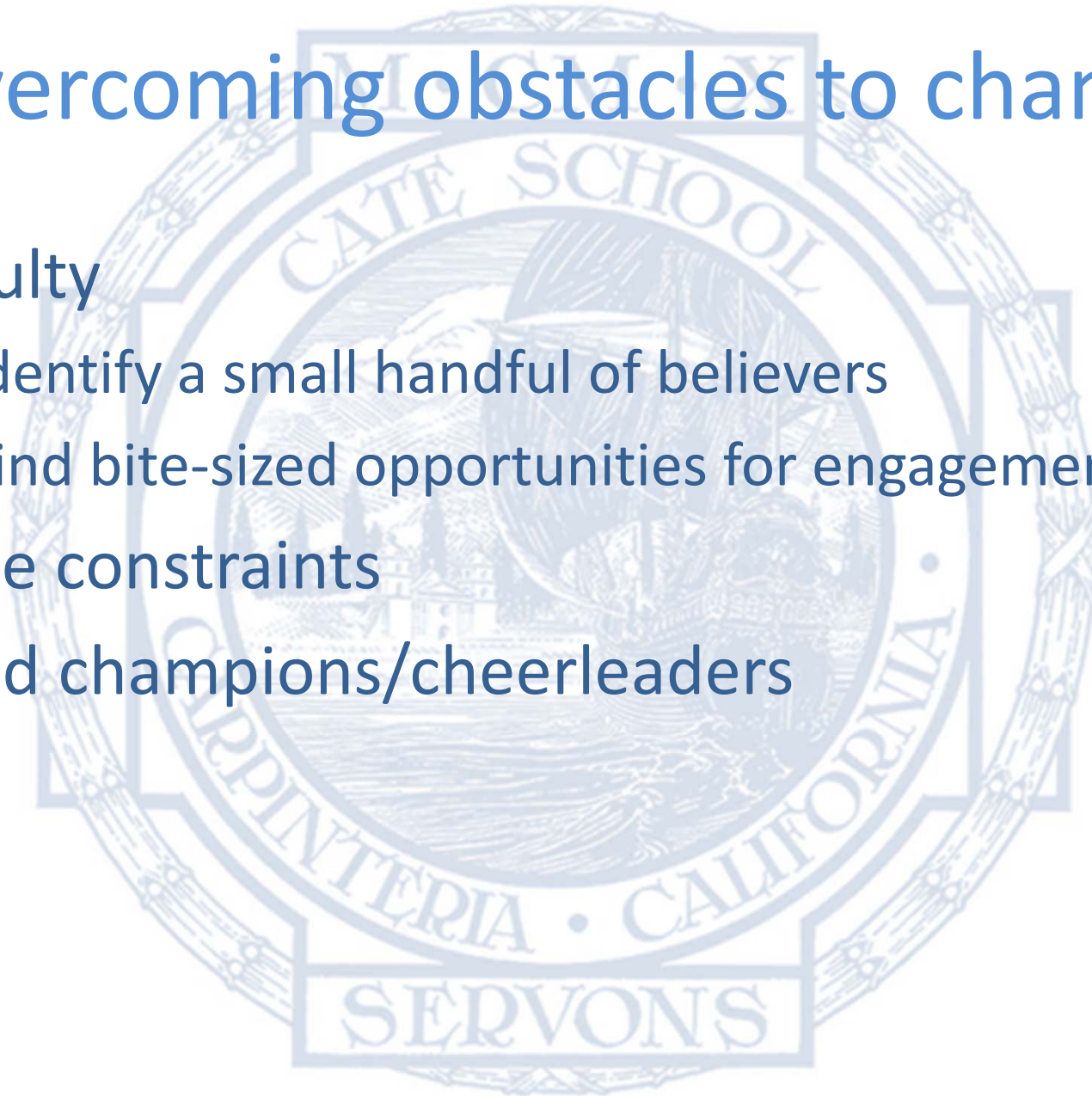
I would have liked to have heard or seen more about _____

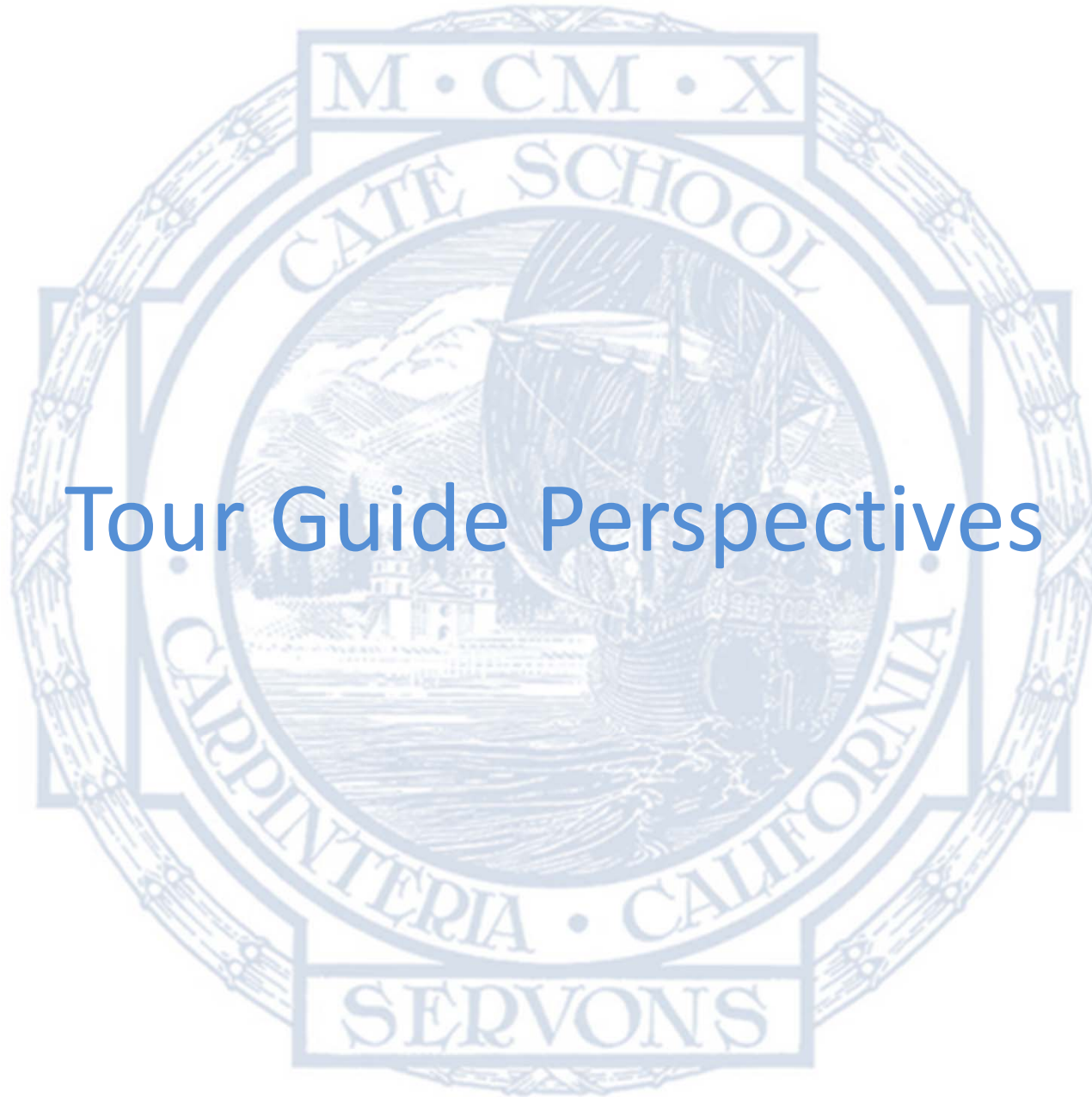
Additional comments: _____

NAME (optional): _____

Overcoming obstacles to change

- Faculty
 - Identify a small handful of believers
 - Find bite-sized opportunities for engagement
- Time constraints
- Build champions/cheerleaders





Tour Guide Perspectives



Questions