

NORTHWEST VISTA COLLEGE PROCEDURE

Procedure Number: SS.2.3.1
Procedure Title: Individual On-Campus Visits Procedures

I. **Purpose**

Northwest Vista College (NVC) facilitates on-campus visits to individuals in order to recruit prospective students and engage interested students in starting their academic career at NVC. Additionally, individual visits are offered to support the on-boarding of new students as they are acclimating to the NVC culture. Individual campus visits are also provided to support important community and donor outreach initiatives for NVC campus partners.

II. **Procedure Statement**

- A. The NVC Admissions/Welcome Team is responsible for the planning and implementation of individual tours in the fall, spring, and summer semesters. The Admissions/Welcome team is charged with ensuring that all visitors are provided with a welcoming, positive, and informative experience that connects them to NVC and the enrollment process. When requested, the Admissions/Welcome team will also provide staffing and coordination for 1-1 college community events and tours (i.e. VIP or Donor tours).
- B. The Individual On-Campus Visit will consist of the following: a welcome segment (5-10 min) that connects visitor to notable information about NVC and the tour guide (i.e. introduction and background of guide, NVC historical info, class sizes, population, tuition rates, etc.); a walking tour of the campus, resources and services, and academic buildings (40-45 min), and a closing segment for final questions, referral opportunities, and information and survey collection (5-10 min). When requested, customized meet and greets or presentations are scheduled to accommodate special student needs. Cart tours are also offered upon request to accommodate special needs.
- C. The NVC Admissions/Welcome Team collaborates with various departments on campus to ensure services are provided to students:
 - 1. Determine dates, times, and capacity for most favorable tour experience.
 - 2. Request room reservations and place work orders to ensure room set up for applicable special presentations.
 - 3. Determine staffing needs for the visits and work with other departments, as needed to supplement.
 - 4. Conduct recruitment and training for Campus Tour Tracker and College Ambassador volunteers and leaders.
 - 5. Conduct training for student, part-time, and full-time staff to facilitate consistent and engaging tours.
- D. Once tour dates are established, the Admissions/Welcome team will promote these dates through updating the NVC website. Prospective and Current students are then able to sign up and reserve their preferred tour date by filling out an interest form. Once forms are received and availability and staffing is assessed, all interested students are sent a confirmation email with location and tour information.

- E. Visit contact information and survey data is collected for each tour request on an Excel spreadsheet stored on the NVC shared drive. Information for all tour requests is updated after each tour date to assess show rate of scheduled students and additional visit information for each tour date. Visitors who did not attend their scheduled tour are contacted via email and phone to follow up, offer additional tour opportunities, and engage interest.

- F. Upon completion of each semester the Admissions/Welcome team will review the processes and tour feedback to determine opportunities to improve. Feedback is received from students via survey to assist with improvements for the subsequent semesters. Student tour information is also reviewed to improve tour offerings and engage interested students in the future. Additionally, training and staffing processes are reviewed to maintain consistent, updated, and improved tour information.

Contact for Interpretation:

Director, Admissions and Records

Relevant Board Policy:

N/A

Relevant SACSCOC Principle:

CS 3.3.1.3 FR 4.6

Last Updated: ___September 22, 2016___

Approved: _____
Vice President for Student Success