

NORTHWEST VISTA COLLEGE PROCEDURE

Procedure Number: SS 2.3.2
Procedure Title: Group On-Campus Visits Procedures

I. Purpose

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

II. Procedure Statement

- A. The NVC Admissions/Welcome Team is responsible for the planning and implementation of group tours in the fall, spring, and summer semesters. The Admissions/Welcome Team also collaborates with the Recruitment Team to identify key tour dates to support community partners, as well as solidify recruiter representation for College Connection high schools. 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 also provides staffing and coordinator for group community events and tours (i.e. VIP or Donor tours).
- B. The Group On-Campus Visit will consist of the following: a welcome segment (5-10 min) that connects the entire group 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 and interactive tour recap and give-a-ways opportunities (5-10 min). When requested and possible, customized meet and greets or presentations with recruiters, staff or faculty are added to the agenda to accommodate special high school requests. A lunch option is also offered as an agenda addition when requested (group are responsible for confirming meal rates with dining facilities).
- 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. Determine logistics and coordination of multiple tour group guides and starting/ending locations.
 3. Request room reservations and place work orders to ensure room set up for applicable group tour events.
 4. Determine staffing needs for the event and work with other departments, as needed to supplement.
 5. Conduct recruitment and training for Campus Tour Tracker and College Ambassador volunteers and leaders.
 6. 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. Interested community leaders can request group visits through the same site and specific group 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 point of contact information and group demographics are 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 groups and additional visit information for each tour date. Groups who did not attend their scheduled tour are contacted via email and phone to follow up, offer additional tour opportunities, and engage interest. A consistent trend of no shows for a specific group may lead to reduced tour flexibility for future tour requests.

- 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