



# Consulting Overview

## The Collegocity Approach

Campus visits are one of the most influential and yet underutilized elements of the higher education recruiting process. Collegocity curbs this problem by translating our rich campus visit expertise into a fresh, relevant, practicable perspective on how to optimize campus visit programs to attract and connect with target students.

Our objective is not to help admissions offices “stage” visits but rather to help them learn how to best welcome visitors of all kinds to campus. Our clients learn to authentically highlight unique programs, facilities, and attributes; invite and respond to sincere visitor inquiry; and, again, *connect* with target students in a powerful, lasting way.

The Collegocity approach is collaborative. We enjoy working *with* our clients to understand their needs and co-develop options for meaningful, sustainable improvement. Having undertaken countless campus visits with student groups, we are especially well positioned to recognize not just what visitors see and hear when they experience a campus, but how they think, feel, and react. We know we’ve done our job when we help create programs from which visitors walk away feeling more warmly welcomed, well educated, and enjoyably engaged than before.

## The Collegocity Advantage

Collegocity has three distinct advantages over a typical “marketing” or “branding” firm:

- 1) We **focus exclusively on campus visits**. Improving the campus visit from every possible angle is our passion and promise.
- 2) We work with students, parents, counselors, and schools—**your prospect network**—every day. We coordinate and lead campus visit trips for individuals and groups to campuses all over the US. This abundance of invaluable real life on-campus experience directly benefits our clients.
- 3) We are **educators, not marketers**. Our team’s academic and professional experiences are grounded in schools and colleges. We value a sensitive matching between students and colleges, and we see quality education as the core of any college or university experience.

We’re also a diverse team of bright, fun, talented people who are deeply committed to higher education and college access, with a hope that soon, no poor soul will ever have to hear (or give) a boring info session again!

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## Services Available

### ***Campus Visit Assessments (CVA)***

Campus Visit Assessments can involve various components, depending on a client's needs, resources, and goals. At a minimum, a CVA by Collegocity includes an analysis of:

- The current visitor experience, from initial contact through post-visit follow-up
- The current role of campus visits in the client's larger admissions/enrollment function
- The alignment between current visit programs and target students' expectations
- The quality and impact of any special campus visit programs (e.g., preview days, athletic recruiting)
- The comparative campus visit experiences at peer and geographically proximal institutions
- The opportunities for improvement, and potential challenges to growth and change

Process: The Collegocity team (2-4 people) arrives on campus eager to listen, observe, and ask questions throughout a Campus Visit Assessment. Common activities include meeting with relevant stakeholders to collaboratively determine goals, key questions, and persistent problems; independently exploring campus; learning about admissions procedures; taking tours; interviewing tour guides, current students, and/or faculty; conducting surveys, interviews, and/or focus groups of visitors; reviewing documents; and observing routine operations.

Length: Varies. A 3-day minimum period is recommended, though a CVA can be adjusted from 1 to 5 days.

Deliverables: Written executive summary of findings and recommendations. (Video version of executive summary also made available, if desired.) Additional specific, detailed reports as required or requested. Recommendations often fall under categories such as:

- *Logistics* (e.g., schedule, signage, parking, accessibility, area accommodations)
- *Communications* (e.g., registration and confirmation process, feedback and follow-up strategies)
- *Programming* (e.g., special tours, targeted preview days, overnights, group visits)
- *Tour Development* (e.g., guide selection, compensation, and training, effective tour routing, storytelling emphasis)
- *Customization* (e.g., addressing needs of student athletes, students of color, etc.)
- *Organizational Structure* (e.g., staffing, budgeting, connection to departmental and institutional strategic plans and priorities)
- *Authentic Representation* (e.g., what to showcase and how, tactful truthfulness)
- *Campus Visit Vision* (e.g., big-picture, campus-wide ideas and goals for visits)

Clients are very welcome to direct our focus to any particularly high-need areas of interest as determined in initial conversations or as the consulting process unfolds.

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## **Implementation Facilitation (IF)**

To fully capitalize on good ideas, organizations need to implement them well. Collegocity is available to help facilitate the implementation of large or small changes to any campus visit program. This might include:

- Conducting tour guide evaluations and trainings
- Coaching admissions staff on leading engaging information sessions
- Educating faculty or other constituencies about their potential role in campus visits
- Writing clear, fresh copy for campus visit websites
- Designing an institution-specific video message for campus-wide distribution that explains the importance (and benefit) of campus visits
- Building streamlined visit registration, follow-up, and feedback processes
- Facilitating honest dialogue amongst constituencies about implementing change

Process: Depending on the recommendation(s) at hand, a Collegocity team or team member works with appropriate stakeholders to create materials, provide education, build systems, communicate vision, etc.

Length: Varies. Facilitation can take place on-site and/or remotely, depending on its focus and scope. The implementation process is often iterative, involving multiple points of contact across a given time period.

Deliverables: Varies. We work with clients to establish clear, attainable expectations for implementation processes and results.

## **Confidentiality**

All info, data, and reports, as well as any communications produced in connection with these assignments will be considered confidential. (This understanding shall survive the completion of the consulting relationship.)

## **Professional Fees and Expenses**

Fees for services are based on a daily rate of \$2000 (or \$250/hour) plus out-of-pocket expenses (travel, meals, etc.) at cost. Campus Visit Assessments are currently available to new clients at an introductory rate of \$1400 daily (or \$175/hour) for a limited time.

## **References**

Upon request, we are happy to provide a list of people with whom we've worked (but figured we'd resist the urge to put their email addresses and phone numbers on the Internet). But by all means, please get in touch with us, and then with them!

*Thank you for your interest in Collegocity.*

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