

## CASE STUDY

# How One Institution Made Their Largest Class in History Despite a Global Pandemic

Public University in the Midwest with 9,500+ Undergraduate Students

**Challenge:** With a student population that is over 80% in-state, the University of Wisconsin-La Crosse is always working to extend their reach and recruit from other areas of the country. Nonresident recruitment (attracting students who live outside of Minnesota and Wisconsin) became particularly challenging during the global pandemic. The spread of COVID-19 caused many on-campus events to be canceled and recruitment travel to be restricted. Other pandemic-related changes—such as test-optional policies and limited name availability—also caused an overall decrease in the school’s new freshman pipeline.

**Solution:** As a long-standing YouVisit partner, this institution turned to their virtual tour to combat the unforeseen challenges of the pandemic. Through strategic promotion and expansion of traditional use cases, they were able to maximize their virtual tour impact. In addition to prominent website placement, the school created a “socially distant” campus tour by leveraging QR codes. This allowed prospective students to experience campus from the safety of their own car.

**Impact:** The YouVisit Virtual Tour has been an impactful tool for attracting and engaging students both near and far. Contributing to their largest class in history, 4% of the university’s newly enrolled freshman class inquired through the virtual tour at one point in their journey. Additionally, 2% of the entering class inquired through the YouVisit Virtual Tour as a first source. In terms of residency, 9% of students who inquired via the virtual tour and later enrolled were nonresident. The virtual tour also supported 436 curbside visit registrations.

## Impact Highlights

### 30%

Inquiry-to-application rate for students who inquired through the YouVisit Virtual Tour

### 46%

Admit-to-enroll rate for students who inquired through the YouVisit Virtual Tour

### 9%

Of prospective students who inquired through the YouVisit Virtual Tour and enrolled were nonresident



## INFLUENCE

### Virtual Tour Influence at Every Stage of the Enrollment Funnel

*In addition to improving yield, the YouVisit Virtual Tour also helped to generate net new inquiries*

**30%** inquiry-to-application rate

163 applicants were **first source inquiries** from the YouVisit Virtual Tour (2% of total applicants)

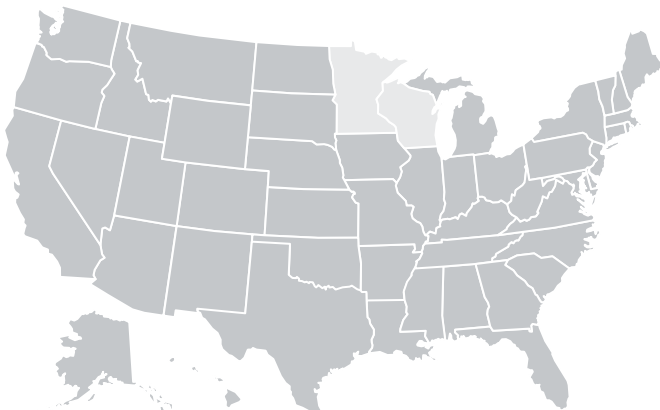
**83%** application-to-admit rate

**46%** admit-to-enroll rate

## NONRESIDENT

### Virtual Tour Influence on Nonresidents

*Nonresidents made up a number of virtual tour inquiries and subsequent enrollments*



▶ **14%**

of prospective students who inquired through the virtual tour were nonresident

▶ **9%**

of prospective students who inquired through the virtual tour and enrolled were nonresident

## The Virtual Tour as an In-Person Supplement

Students were provided a unique on-campus experience using virtual tour QR codes



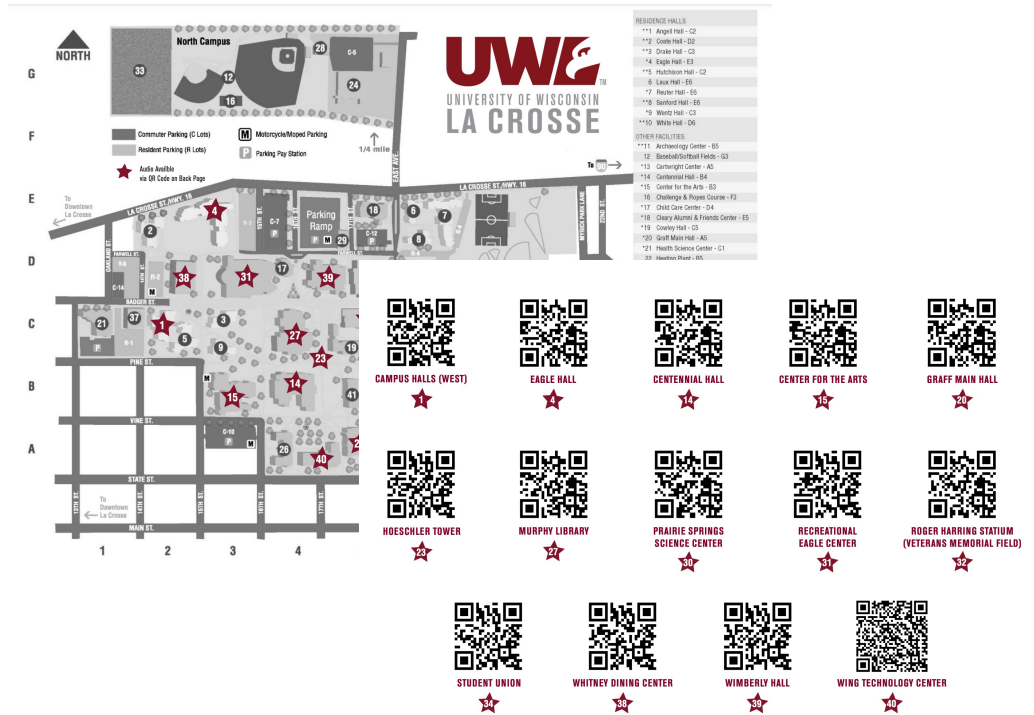
436

Students registered for curbside visits



14

On-campus destinations highlighted with the virtual tour



**How it works:** Upon arrival, an admissions counselor greets visitors at their car and provides them with a folder of information about UWL and a map featuring QR codes. When used with a smartphone, the codes correlate to relevant virtual tour stops, and upon scanning the QR code, launch into audio recordings and additional media describing various campus spots.



We were able to have students come to campus and visit in a safe manner even through COVID, which really allowed people to get a sense of the energy and excitement of UWL. Between our staff, faculty, programs and facilities, when students and families come to campus and see what we can offer, they want to join the UWL community.

Corey Sjoquist, Assistant Vice Chancellor for Admission & Recruitment

