

Grinnell College Enrolls One of Its Most Diverse Classes in History with the Support of YouVisit

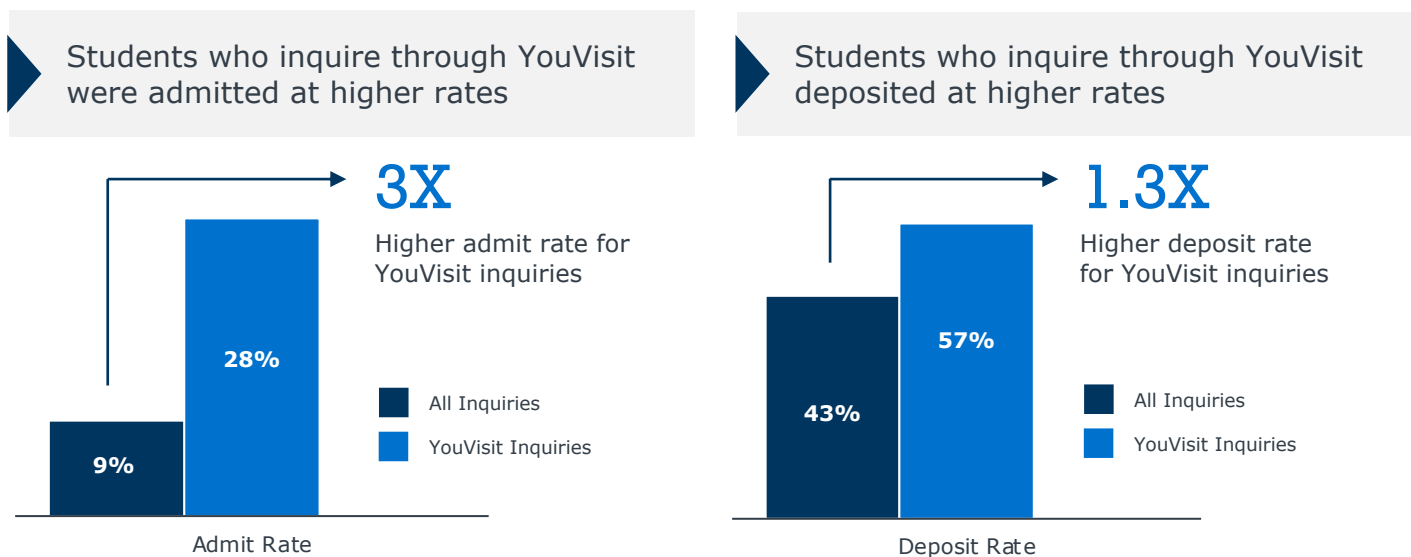
In 2022, Grinnell College welcomed one of its most diverse, highly qualified classes in history. For the Entering Class of 2022 (EC22), Grinnell received 11,658 applications (up 300% in the last 10 years) and made offers of admission to just 1,073 applicants—an acceptance rate of 9.2%, the most competitive ever at the College. These statistics place Grinnell among the most selective national liberal arts institutions in the United States.¹

Since 2019, Grinnell College has been leveraging their YouVisit Virtual Tour to help support recruitment efforts both virtually and in person. In addition to promoting their tour throughout the College website, they also leverage it in other creative ways. For example, if visitors come to Grinnell’s admission office when the building is closed, they can pick up an “after-hours visit packet” and scan a QR code that leads them to a webpage with information about the campus, including an invitation to view the YouVisit Virtual Tour.

For the EC22, YouVisit delivered more than **750 inquiries** for Grinnell College.

YouVisit Drives High-Quality Student Inquiries

Admit and Deposit Rates for All Inquiries Compared to YouVisit Inquiries



When looking at YouVisit **first-source** inquiry data alone:

2X Higher admit rate for YouVisit inquiries

1.3X Higher deposit rate for YouVisit inquiries