



Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015


Visitor Center

Goal **Improve Effectiveness** 

The Visitor Center will implement assessments to allow for improvements in areas that are not as effective.




Objective (P) **Student Tracking** 

The Visitor Center will convert visiting prospective students to applicants/enrolled students at SHSU.

KPI Performance Indicator **Conversion** 

Through the use of data tracking, we will run reports through Hobsons to determine the percentage of students (of applicable age) who apply and subsequently enroll after they attend a visitor center presentation and tour. The end goal is to have a conversion rate of greater than or equal to 50%.

Result

Tours   



Regular Tours

- * Individual Students
 - Visited to Applied = 69%
 - Applied to Enrolled = 55.5% (or 38% of visited)
- * School Group Students
 - Visited to Applied = 13.2%
 - Applied to Enrolled = 21% (or 38% of visited)

Definitions:

- * *Individual Students are students that visit on their own, not with a xschool group or organization.*
- * *School Group Students are students that visit as part of a sanctioned school or organization trip.*

Result

Saturday@SAM (Campus Preview Day)  

- * Individual Students
 - Visited to Applied = 59%
 - Applied to Enrolled = 56.8% (or 33.5% of visited)

Goal **Increase Communication** 

Add new communication tools for the purpose of better connecting with prospective students.

Objective (P)

Social Media 🔑

The Visitor Center will implement a Twitter, Instagram, & Live/Instant Chat feature to our website.

KPI Performance Indicator

Implementation 🔑

The social media tool, Twitter, Instagram, & Live/Instant Chat will be in place and operating by Summer 2015.

Result

Successful Implementation 🔑

A Twitter widget (located at www.shsu.edu/visitor, www.shsu.edu/visitors/contact.html & <http://www.shsu.edu/dept/visitors/ambassadors.html>) an Instagram widget (located at www.shsu.edu/visitors/contact.html) and a live chat feature (located at www.shsu.edu/visitor & <http://www.shsu.edu/dept/visitors/ambassadors.html>) were added to our webpages in July 2015.
