# Visitor Center

## Improve Effectiveness

**Goal Description:**

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

RELATED ITEMS

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RELATED ITEM LEVEL 1

**Student Tracking**

**Performance Objective Description:**

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

RELATED ITEM LEVEL 2

**Conversion**

**KPI Description:**

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%.

**Results Description:**

<u>Results</u> (See attached charts)

<u>Regular Tours</u>
- • Individual Students
  - o Visited to Applied = 67.4%
  - o Applied to Enrolled = 52.8% (or 35% of visited)
- • School Group Students
  - o Visited to Applied = 24.2%
  - o Applied to Enrolled = 34.6% (or 8% of visited)

<u>Saturday@SAM (Campus Preview Day)</u>
- • Individual Students
  - o Visited to Applied = 52.6%
  - o Applied to Enrolled = 49.6% (or 26% of visited)

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

Attached Files

📄 Pie Charts - Vist_Applied_Enrolled

## Spanish Speaking Tour

**Goal Description:**

The Visitor Center will implement a Spanish speaking tour to serve the population of prospective student parents that speak little to no English.

RELATED ITEMS - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

RELATED ITEM LEVEL 1

**Tour Implementation - Spring 2016**

**Performance Objective Description:**

The Visitor Center will implement a complete Spanish speaking tour by Spring 2016.

RELATED ITEM LEVEL 2

**Implementation**

**KPI Description:**

The Spanish tours will be offered no later than Spring 2016.

**Results Description:**

Results

Successful Implementation.

Spanish tours are now being offered completly in Spanish from registration, pre-tour communication, tour presentation, and campus tour.