

CAMPUS OPEN HOUSE BENCHMARKS

CAMPUS OPEN HOUSE BENCHMARKS

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THE QUESTIONNAIRE

Introduction

1. Please give us the following contact information:
 - A. Name:
 - B. College:
 - C. Work Title:
 - D. Email Address:
2. Is your college public or private?
 - A. Public
 - B. Private
3. What is the total full time equivalent enrollment of your college?
4. What is the annual tuition at your college prior to any deductions or discounts?
5. Carnegie class or type of college
 - A. Community College
 - B. 4-Year College
 - C. MA/PHD Granting College
 - D. Research University

Attendance

6. How many of each of the following participated in your last major campus open house event?
 - A. Prospective and Admitted Students
 - B. Prospective and Admitted Students and their friends, families and other associates
7. What percentage of students who come to your open house events come with the following:
 - A. Percentage that attend with Parents or Guardian
 - B. Percentage that attend with Siblings
 - C. Percentage that attend with Friends

Number and Kind of Open House Events

8. What are your college's most successful open house campus events for prospective students?

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9. How many open house "days" or "periods" does your college hold each year?
10. Over the past five years have you altered the number of campus open house days or periods and, if so, how did you alter it, why did you alter it, and what have been the results?
11. About what percentage of students attending open houses have done the following:
 - A. Been to a prior open house event at your college
 - B. Been on a campus tour at your college

Personnel for Campus Open House Events

12. Describe the team of college administrators and other employees who plan open house events?
13. How many UNPAID student volunteers did your last open house event use?
14. How many paid student workers (such as paid tour guides) did your last college open house event use?
15. What percentage of faculty asked to participate in open house events comply?
16. Approximately how many faculty members participated in the last open house event?

Evaluation

17. How good an indicator of a desire to attend the college is a student's attendance at campus open house events and campus tours or either of these at least twice? How much more likely is such a student to accept a proffered offer than students who had not attended an open house or taken a campus tour?
18. What percentage of students who attend open houses ultimately end up enrolling at the college?

Surveying Attendees of Open House Events

19. Do you survey potential students who have attended a campus open house about their perceptions about the college?
 - A. Yes
 - B. No
20. Do you ask questions designed to assess how the campus open house event impacted perceptions about the college before and after the event?

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- 21. How have your survey findings affected how you organize campus events?
- 22. Which booths or presentations draw the most interest at your campus open house events?

Campus Open House Event Finances

- 23. What is the overall budget for devising, promoting and staging all of the campus open house events for one year?
- 24. What was the percentage change in this budget in 2014-15 relative to the prior year?
- 25. What do you expect will be the year on year change in spending on next year's campus open house events?
- 26. In general, what are the major expense items for your campus open house events? About how much do you spend on each?

Publicity

- 27. Do you invite representatives of the news media to campus open house events?
 - A. Yes
 - B. No
- 28. What are your most effective ways of publicizing campus open house events?
- 29. In your opinion what are some of the best practices to keep in mind in staging campus open house events?
- 30. Which colleges stage great open house events that might serve as role models for other colleges?

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PARTICIPANTS LIST

Andover Newton Theological School (grad school)
Aquinas College
Bradley University
Centenary College of Louisiana
Chamberlain College of Nursing
College of Southern Idaho
Concordia College
Davis & Elkins College
Dean College
East Stroudsburg University
Edgewood College
Eureka College
Fort Hays State University
Illinois State University
Luna Community College
Miles College
Mount Aloysius College
Neumont University
North Iowa Area Community College
Rhodes College
Rockford University
Roseman University
Salisbury University
San Joaquin College of Law
Seattle Pacific University
Seattle University
Smith College
Stevenson University
SUNY Brockport
Texas State University
The Sage Colleges
Trinity Law School
Tulane University School of Public Health and Tropical Medicine
UC Santa Barbara
UNC Pembroke
UNC Wilmington
University of Texas at Arlington
University of Texas at Austin
University of the Cumberlands
Wake Forest Law School
Wellesley College
Young Harris College

Summary of Main Findings

INTRODUCTION

Characteristics of the Sample

Forty three institutions participated in the “Campus Open House Benchmarks” survey. For the purpose of the survey we broke the sample out by four sub-categories. First, we asked “What is the total full time equivalent enrollment of your college?” Of the entire sample, 10 institutions have less than 1,000 students, 12 have 1,000-2,400, 11 have 2,400-7,500, and 10 have more than 7,500. We then asked, “Is your college private or public?” 15 schools were public; 28 were private. Next we asked, “What is the annual tuition at your college prior to any deductions or discounts?” Of the entire sample, 10 said less than \$11,000, 10 said \$11,000-\$25,000, 12 said \$25,000-\$31,000, and 11 said more than \$31,000. Finally, we asked the participants to identify their school’s Carnegie class or type. Of the entire sample, 4 are community colleges, 29 are 4-Year colleges, 6 are MA/PHD granting institutions, and 4 are research universities.

ATTENDENCE

Prospective and Admitted Students

We asked the participants of the Campus Open House Benchmarks survey how many prospective and admitted students had participated in their last major campus open house event. Of the entire sample, the reported range was 0-3,804 students with a mean of 339.03 and a median of 180.

Broken out by private or public status, public schools reported much higher numbers of prospective and admitted students who had attended their last major campus open house event than private schools did. The range for public schools was 6-3,804 students with a mean of 681.07 and a median of 400. Private schools, on the other hand, reported a range of just 0-450 with a mean of 154.85 and a median of 95.

The results were further broken out by Carnegie class or college type. MA/PHD granting institutions had the fewest number of prospective and admitted students attend their last major campus open house event. Their mean and median were just 135.8 and 60 students respectively in a range of 0-384. Research Universities reported the highest numbers. Their mean and median were 1,145 and 375 in a range of 26-3804 student attendees. Community colleges and 4-Year colleges were in the middle of the group with means of 211.25 and 276.19 respectively.

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Students and Their Friends, Families and Other Associates

We then asked how many prospective and admitted students and their friends, families and other associates had participated in the college's last major campus open house event. Of the entire sample, the mean was 792.43 and the median was 292.5 in a reported range of 0-12,114 attendees.

Again, public colleges reported significantly higher numbers of attendees at their latest major campus open house event than private schools did. The range for public schools was 0-12,114 with a mean of 1,773.38 and a median of 950. Private schools reported a range of 0-983 with a mean of 320 and a median of 250.

The results were then broken out by Carnegie class or college type. This time community colleges reported having the lowest mean number of prospective students and their friends, families, and other associates participate in their last major open house event, 225 attendees. The range for community colleges was 100-450. 4-Year and MA/PHD granting colleges reported higher means, 588.73 and 253.33 respectively, but they both reported 0 as their minimum number of attendees. Their ranges were: 0-3,300 for 4-Year colleges and 0-983 for MA/PHD granting colleges. Research universities again reported the highest number of attendees. Their range was 36-12,114 with a mean of 3,492 and a median of 910.

Percentage Attending with Parents or Guardians

Next we asked, "What percentage of students who come to your open house events come with parents or guardians?" Of the entire sample, the reported range was 0%-99% with a mean of 66.42% and a median of 82.50%.

The greatest variance in results was seen when the numbers were broken out by Carnegie class or college type. MA/PHD granting colleges reported some of the lowest percentages. Their reported range was 0%-95% with a mean of just 31.5% and a median of 1.50%. On the other end of the spectrum, research universities reported a range of 15%-99% with a mean of 72.25% and a median of 87.50%. 4-Year colleges reported the highest mean, 76.5% with a median of 85% in a lower range of 10%-95%. Community colleges reported a mean and median of 52.5% with a minimum of 15% and the lowest maximum, 90%.

Percentage Attending with Siblings

We then asked, "What percentage of students who come to your open house events come with siblings?" Of the entire sample, the minimum reported was 0% and the maximum was 60%. The mean was 17.03% and the median was 10%.

Again, the results were broken out by Carnegie class or college type. MA/PHD granting institutions again reported the lowest mean and median percentages, 5.6% and 1% respectively. Their reported range was 0%-25%. Both community colleges and research universities reported that a mean of 14% of their attending students come to open house

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events with siblings. The median for community colleges was 5% and their range was 2-35%. For research universities the median was 14% and the range was 2%-26%. 4-Year colleges reported the highest numbers. Their mean and median were 20.04% and 17.5% in a range of 1%-60%.

Percentage Attending with Friends

The next question we asked was, “What percentage of students who come to your open house events come with friends?” Of the entire sample, the mean and median were 11.31% and 10% respectively, in a range of 0-50%.

The results were then broken out by the schools’ private or public status. Public schools reported higher numbers than private schools for the percentage of students that attend open house events with friends. The range for public schools was 0%-50% with a mean of 19% and a median of 17.5%. Private schools reported a range of 0%-30% with a mean of just 8.24% and a median of 5%.

The results were further broken out by Carnegie class. This time, community colleges reported the highest percentages in answer to the question. Their reported range was 10%-25% with a mean and median of 17.5%. Research universities reported the lowest numbers, 5% across the board. The means for 4-Year colleges and MA/PHD granting institutions were 11.48% and 6.80% respectively.

NUMBER AND KIND OF OPEN HOUSE EVENTS

Most Successful Events for Prospective Students

We then asked the survey participants to share what are their college’s most successful open house campus events for prospective students? All of the participating schools answered this open-ended question and we received a wide variety of responses. Fall and spring open houses, or fall and Spring Preview Days were probably the most popular answer given by the participants. Admitted Student Programs were also named repeatedly as were Saturday Open House events and overnight experiences. Other events participants identified as being highly successful were: Scholarship Day, Freshman Experience Weekend, multi day events, Athletic Recruiting Days, days dedicated to specific programs, and programs on school holidays etc. Campus specific days mentioned were: Longhorn Saturday, Maverick Experience, and Bobcat Days.

Number of Open House Events

Next we asked the participants how many open house “days” or “periods” their college holds each year. Of the entire sample the minimum number was 0 and the maximum was 35, with a mean of 6.79 and a median of 5.50.

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The results were broken out by the college's private or public status. Private colleges reported holding more open house events than the public colleges. The range for the private colleges was 0-35 with a mean of 8.33 and a median of 6. In contrast, the mean and median for public schools were 4 and 3 respectively, in a range of 1-10.

The results were further broken out by full time equivalent enrollment. Somewhat surprisingly, schools with the largest student population hosted the fewest open house events each year, a mean of 3.4 in a range of 1-6. The means for the other enrollment brackets were: 6.44 for schools with less than 1,000 students, 8.44 for those with 1,000-2,400 students, and 8.36 for those with 2,400-7,500 full time equivalent students.

Altered Number of Campus Open House Events

Our next question focused on changes to the number of open house events held by the colleges. We asked, "Over the past five years have you altered the number of campus open house days or periods and, if so, how did you alter it, why did you alter it, and what have been the results?" We received 41 responses to this open-ended question, 10 of those were along the lines of "No" or N/A". A few participants mentioned minor additional changes, such as name changes, altering the structure of events, moving dates around, or moving "one open house to a Saturday."

The majority of those who have made changes to the number of events their college holds have made increases. 11 participants said they had increased while just 6 said that they had reduced the number of events. A number of participants also admitted to reducing and then increasing the number of open house events, "trying to find a happy medium."

Some of the participants did provide us with reasons for their alterations, mostly in relation to changes in the number of events. For those who reduced the number of open house days or periods at their college the reason most often cited was low attendance at events. Those who had increased the number of open house events said they had done so to accommodate the large number of visitors to events, to better accommodate student schedules, or because students were not as comfortable with individual visits so larger events were needed.

Prior Open House Visits

Next we asked, "About what percentage of students attending open houses have been to a prior open house event at your college?" Of the entire sample, the range was 0%-30%, the mean was 13.93% and the median was 15%.

The results were then broken out by Carnegie class. Research universities had the fewest number of repeat attendees to their open house events Community colleges reported the highest percentages, a range of 10%-30% with a mean of 21.67% and 25%. The means for the remaining two college types were 12.85% for 4-Year institutions and 16% for MA or PHD granting schools.

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The results were further broken out by the colleges' annual tuition costs. Colleges in the highest tuition bracket, with an annual cost of over \$31,000 reported the fewest return visitors. These schools reported a mean 10.67% of students attending open houses have been to a prior open house at their college, in a range of 0%-30%. Schools in the lowest tuition bracket, less than \$11,000 annually, reported the highest rate of return students: a mean 20% in a range of 10%-30%. For colleges with annual tuition costs of \$11,000-\$25,000 and \$25,000-\$31,000 the reported means were 12% and 15.9% respectively, both in ranges of 0%-30%.

Prior Campus Tours

We then asked the participants what percentage of students attending open houses have been on a campus tour at their college. Of the entire sample, the range was 0%-100% with a mean of 26.77% and a median of 25%.

The greatest variance is seen when the results are broken out by Carnegie class. The reported means were: 15% for MA/PHD granting institutions, 26.5% for 4-Year colleges, 27.5% for community colleges, and 57.5% for research universities.

We again broke the results out further by annual tuition costs. Once more colleges with the highest annual tuition costs reported the lowest percentage for return student visitors. Colleges charging more than \$31,000 per year in tuition reported that just a mean 18.71% in a range of 0%-30%, of students attending their open house events had been on a campus tour. Schools in the lowest tuition bracket reported the highest mean rate, 30% but their range of 25%-40% was much smaller than the ranges for schools with annual tuitions of \$11,000-\$25,000 and \$25,000-\$31,000 who reported 5%-100% and 14%-95% respectively.

PERSONNEL FOR CAMPUS OPEN HOUSE EVENTS

Planning Team

Next we asked the survey participants to describe the team of college administrators and other employees who plan their college's open house events. We received 42 answers to this open-ended question; just one was an "N/A." Responses ranged from 1 staff member to "a committee of about 20, representatives from housing, our three colleges, facilities, catering, student life, parking, IT, and the chancellor's office." Most schools have a proper "Campus Visit" or "Visit Experience" team while one school said it hires an outside event planner.

The Office of Admissions and/or one or more of its employees was named by almost every participant as being involved in the planning of open house events, including: the Director of Admissions, Assistant Dean of Admissions, and general administrative and professional staff. Other team members named by the participants as being a part of the event planning process include: representatives or directors from Guest Services, Marketing, Financial Aid, and Food/Dining Services; faculty members; students; counselors and event coordinators.

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Use of Unpaid Student Volunteers

The next question we asked was: “How many UNPAID student volunteers did your last open house event use?” Of the entire sample, the range was 0-1,010 with a mean of 53.55 and a median of just 5.

Broken out by public/private status, public schools used far more unpaid student volunteers at their last open house event than did private schools. Public schools reported a range of 0-1010 with a mean of 98.67 and a median of 10. Private schools, on the other hand, reported a range of 0-450 with a mean of 28.48 and a median of 4.

Broken out by full time equivalent enrollment, schools in the second highest enrollment bracket used the most unpaid student volunteers at their last open house event. Schools with 2,400-7,500 students reported a mean of 163.7 and a median of 22.50 in a range of 0-1010. Colleges with less than 1,000 full time equivalent schools reported a mean of 5.9 in a range of 0-25. For schools with 1,000-2,400 students the mean was 14 in a range of 0-100. And schools in the largest full time equivalent enrollment bracket, with more than 7,500 students, reported a mean of 38.5 in a range of 0-200.

Number of Paid Student Workers

We then asked, “How many paid student workers (such as paid tour guides) did your last college open house event use? The numbers were much more modest. Of the entire sample, the mean was 25.31, the median was 15 and the range was 0-280.

Broken out by private or public status, public schools again out-staffed private schools and paid more students to work at their last college open house. Public schools reported a mean of 45.67 and a median of 25 in a range of 0-280. Private schools reported a mean of 16.26 and a median of 10 in a range of 0-95.

The results were then broken out by full time equivalent enrollment. This time, schools in the highest enrollment bracket used the most paid students to work at their last college open house event. These schools reported a mean of 53.8 and a median of 30 in a range of 0-280. They were followed by schools with 1,000-2,400 students who reported a mean of 20.58 in a range of 0-95. Schools with 2,400-7,500 full time equivalent students, who used the most student volunteers, reported a mean of just 20.29 in a range of 6-35. Finally, schools with less than 1,000 students reported a mean of 6 in a range of 0-21.

Percentage of Faculty Asked to Participate that Comply

Next we asked the participants what percentage of the faculty asked to participate in open house events actually comply. Of the entire sample, the range was 0%-100% with a mean of 65.49% and a median of 75%.

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The results were broken out by full time equivalent enrollment. Schools with less than 1,000 students had the worst luck getting faculty to participate in open house events. Colleges in this bracket reported a mean of just 48.5% and a median of 40% in a range of 0%-100%. The means for the other schools were: 66.82% for schools with 1,000-2,400 students, 77.60% for those with 2,400-7,500, and 71.17% for those with more than 7,500 full time equivalent students. Schools in this last enrollment bracket were the only ones to not report a maximum of 100%, their maximum was 98%.

Participating Faculty Members

We then asked the participants, “Approximately how many faculty members participated in the last open house event?” Of the entire sample, the range was 0-100 with a mean of 33.03 and a median of 25.

The number of faculty members who participated in the colleges’ last open house event rose as the enrollment numbers rose. Schools with less than 1,000 full time equivalent students reported a mean of 17.22 in a range of 0-90. In the next bracket the mean was 29.36 in a range of 3-60. For schools with 2,400-7,500 students the mean increased to 37.73 in a range of 16-90. Finally, schools with more than 7,500 full time equivalent students reported a mean of 51.71 in a range of 22-100.

EVALUATION

Attending Campus Open Houses and/or Tours More than Once

The next question we asked was another long answer, open-ended question. We asked the survey participants how good an indicator of a student’s desire to attend the college is their attendance at either campus open houses and/or campus tours more than once. We followed up by asking how much more likely such a student is to accept an offer to attend the college than for a student who has not attended an open house or campus tour. 37 of the 43 participants provided an answer to these questions. 5 said they did not know or answered with “N/A.”

Most of the participants agreed that a student’s attendance at two or more campus open houses and/or campus tours was a very good indicator of the student’s interest in attending the college. Many of the participants provided figures for the percentages of students in attendance who had visited the campus prior to enrollment; these ranged from 35%-95%.

Percentage That End Up Enrolling

The participants were asked what percentage of students who attend their open houses end up enrolling at the college. Of the entire sample, the range was 0% to 85% with a mean of 53.54% and a median of 50%.

The results were broken out by Carnegie class or college type. Community colleges reported a mean of 48.33% in a range of 25%-60%. 4-Year colleges reported a mean of 53.50% in a

CAMPUS OPEN HOUSE BENCHMARKS

range of 17%-80%. MA/PHD granting institutions reported the widest range, 0%-85%, and a mean of 51.83%. Research universities claimed the highest mean percentage of students who attend open houses who end up enrolling at the school, 60.25% in a very narrow range of 45%-75%.

The results were further broken out by annual tuition levels. Colleges with annual tuition costs of less than \$11,000 reported the highest mean rate for students enrolling after attending open houses; a mean of 63% in a range of 25%-75%. Schools in the \$25,000-\$31,000 annual tuition bracket reported the lowest mean percentage in response to this question, 47.08%. They did report the highest maximum though, 85%. In the middle of the group, schools in the \$11,000-\$25,000 tuition bracket those with annual tuition costs of more than \$31,000 reported mean rates of 57.22% and 51.11% respectively.

Surveying Attendees of Open House Events

Surveying Potential Students

The next question we asked was: "Do you survey potential students who have attended a campus open house about their perceptions about the college?" Of the entire sample, 72.09% said "yes."

The results were then broken out by Carnegie class or college type. Community colleges were the least likely to survey potential students about their perceptions of the college; just 50% said they do. In contrast, 100% of research universities answered the question with "yes." Of the two remaining groups, MA/PHD granting institutions said "Yes" at a rate of 66.67% and 4-Year colleges at a rate of 72.41%.

By public/private status, private colleges were slightly more inclined than public institutions to survey potential students about their perceptions of the college. Private schools responded "Yes" at a rate of 75% while 66.67% of public schools responded in the same way.

Assessing the Impact of Open House Events on Perceptions

We asked the participants if they asked questions of open house attendees designed to assess how the campus open house event impacted perceptions about the college. We received answers to this open-ended question from 39 of the participants. A majority of participants said that they do ask questions designed to assess the impact of such events on prospective students' perceptions of the school. 12 participants said they do not ask such questions and another 3 responded with "NA" or "Not sure." One research university said they ask "if they're more likely to apply" and one 4-Year college said they "only ask questions about their perceptions after the event."

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Impact of Survey Findings

We then asked the participants if their survey findings have affected how they organize campus events. 37 participants responded to this question, 4 of which were “NA.” Very few participants said that survey findings have not affected how they organize their campus events. Of the 3 “no” answers two stated it was because of low participation in the survey.

The participants said their survey feedback is generally positive and often “reaffirms what they are doing.” They take the negative feedback and suggestions gathered from their surveys and make adjustments accordingly. Some of the elements of the events participants said were affected by survey findings included: time and date of events, activities, length of sessions, and staffing. One participant said, “We make changes every year based on survey findings, and our satisfaction ratings have continued to improve.”

Biggest Draws

The next question we asked was, “Which booths or presentations draw the most interest at your campus open house events?” 39 participants answered this open-ended question and there were only two “NA” responses. There was considerable variety in the answers we did receive. Two of the most common responses were Financial Aid and Academic Fairs/Booths focusing on specific majors or high demand programs. Student panels and tours were also named as highly popular elements of open house events. Other booths or presentations named by the participants were: sports clubs and athletics, student services, general information, housing, classroom visits, alumnae panels, and admissions. One participant said that their biggest draws were “Anything experiential like tours or eating in the dorms.”

CAMPUS OPEN HOUSE EVENT FINANCES

Overall Budget for Campus Open House Events

The next question we asked was: What is the overall budget for devising, promoting and staging all of the campus open house events in one year? Just 32 participants answered this question and 8 of those said the amount was either unknown or private, or the question was “N/A.” Figures we received in answer to the question ranged from \$0 to “if I had to guess...somewhere in the \$150k range, plus or minus 50k.” The mean amount worked out to just under \$40,000.

Percentage Change in Campus Open House Budget

We then asked the participants what the percentage change in their open house budget in 2014-2015 was relative to the previous year. We received 34 responses to this open-ended question with 4 stating they did not know or that the question was “N/A.” A majority, 19, of the participants said that there was no change or that their budgets were “about the same” across the two years. Very few participants specified whether the percentage they gave

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(which ranged from 0%-50%) was an increase or a decrease. Others gave dollar figures; one answered with “decreased by \$30,000” while another simply put “about 1k.”

Projected Change in Campus Open House Spending in the Next Year

We followed by asking, “What do you expect will be the year on year change in spending on next year’s campus open house events?” 33 participants answered this question, and only 3 said they did not know or that the question was “N/A.” 14 respondents said they anticipated no change or quoted “0,” 14 said they expected to see their spending increase, 2 said they expected to see a decrease in spending. Three of the participants did say that their spending would increase with the addition of new events being planned.

Major Expense Items for Campus Open House Events

We then asked the survey participants what the major expense items for their campus open house events are and how much they generally spend on each. This question garnered 37 responses, only one of which was an “N/A”. Less than half of the participants who named their major expense items included how much they spent on them in their answer.

While there was variety in the answers one response was repeated by 33 participants: FOOD. Of those who did estimate the cost of food and catering for their open house events, the figures ranged from \$1,000-\$25,000. One participant said that they spend “about \$650 per month and about \$2,500 for the spring 2-day open house” on catering and another said that they spend about “3,500” each open house.” For those who included percentages, food costs took up 50-60% of their total budget.

Other major expenses named were: give away items, lodging, building rentals and facilities, transportation, marketing materials including radio ads, technology and A/V, and equipment rentals.

PUBLICITY

News Media Invitations to Campus Open House Events

We asked whether the colleges invited news media representatives to campus open house events. 20.93% said that they do, 65.12% answered with “No,” and 13.95% did not answer the question.

The results were broken out by the schools’ public or private status. Public schools were more likely than private schools to invite news media representatives to their campus open houses. 26.67% of the public schools surveyed said they do, compared to 17.86% of the private schools.

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The results were further broken out by Carnegie class or college type with great differences noted. A full, 100% of community colleges reported that they do invite representatives of the news media to campus open house events. In contrast, none of the MA/PHD granting institutions said that they extend the same invitations. In the middle, 13.79% of 4-Year colleges and 25% of research universities answered the question with “Yes.”

Effectively Publicizing Campus Open House Events

We then asked the participants, what are your most effective ways of publicizing your campus open house events? We received 38 responses to this open-ended question; a wide variety of publicizing methods were mentioned.

By far, the most popular and effective way of publicizing campus open houses was the use of email, including e-vites and e-blasts. These were mentioned about 23 times. The next most frequently mentioned means of effectively publicizing these events was regular “snail mail” or direct mail, including postcards. Not surprisingly social media and websites were both mentioned multiple times, ranking third and fourth. Keeping with this trend, web advertisements, text messages and other “digital media” were also mentioned. Other ways of publicizing these events that participants identified as being successful were: radio, newspaper articles and ads, telephone calls, brochures, high school visits, and college fairs.

Best Practices in Campus Open House Events

Next we asked the participants what, in their opinion, are some of the best practices to keep in mind in staging campus open house events. We received 34 responses to this open-ended question. Despite a wide variety of opinions and ideas being shared, two major themes, or differences in focus, emerged in the answers. One group focused on the practical and logistical, while the other focused on the personal and the “feel” of the events.

In the opinions of those concerned with the practical side of these events, being organized and adequately preparing for the events were the best practices to keep in mind. Advice they offered included: giving careful consideration to the timing of the event, including the time of day and year, as well as to the length of the event and different activities; properly training staff; “respect the schedule;” provide directions and provide free parking; engage in multi-level marketing; and prepare for anything including bad weather. One practical participant said to “know your goal and measure the outcome” and another stated, “track student participation and plan a follow up strategy.”

Others stressed the personal side and the feel of events. Their responses were full of adjectives like: friendly, welcoming, flexible, active, and fun. They advised to “keep people engaged and moving” and to focus on “less selling and more organic interaction with faculty and students.” These respondents often stressed the importance of communication when staging campus open house events. One participant said it is their “goal to have personal contact with each guest.”

CAMPUS OPEN HOUSE BENCHMARKS

Role Models

Finally, we asked the participants which other colleges they thought stage great open house events and might serve as role models for other colleges. Less than half the participants provided an answer to this open ended question. Of the 21 who did respond, 13 said they did not know what other schools would be good role models for such events. As one participant said, “Those of us who run these usually can’t see the other schools because we run events the same day.” Some of the schools that did get named for staging great open house events and possibly serving as role models for other colleges included: Boston University, Harvard Business School, University of Idaho, Boise State University, and Texas Tech. Some of the participants proudly named their own schools.

CAMPUS OPEN HOUSE BENCHMARKS

Characteristics of the Sample

What is the total full time equivalent enrollment of your college?

Category	#
Less than 1000	10
1000-2400	12
2400-7500	11
More than 7500	10
Total	43

What is the annual tuition at your college prior to any deductions or discounts?

Category	#
Less than 11000	10
11000-25000	10
25000-31000	12
More than 31000	11
Total	43

Is your college public or private?

Category	#
Public	15
Private	28
Total	43

Carnegie class or type of college

Category	#
Community College	4
4-Year College	29
MA/PHD Granting College	6
Research University	4
Total	43

CAMPUS OPEN HOUSE BENCHMARKS

Table 1 How many of each of the following participated in your last major campus open house event?

Table 1.1.1 How many of prospective and admitted students participated in your last major campus open house event?

	Mean	Median	Minimum	Maximum
Entire sample	339,03	180,00	0,00	3804,00

Table 1.1.2 How many of prospective and admitted students participated in your last major campus open house event? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	681,07	400,00	6,00	3804,00
Private	154,85	95,00	0,00	450,00

Table 1.1.3 How many of prospective and admitted students participated in your last major campus open house event? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	72,67	45,00	0,00	198,00
1000-2400	143,58	95,00	55,00	450,00
2400-7500	245,67	300,00	6,00	450,00
More than 7500	897,30	435,00	315,00	3804,00

Table 1.1.4 How many of prospective and admitted students participated in your last major campus open house event? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	461,67	400,00	70,00	1600,00
11000-25000	725,38	259,00	6,00	3804,00
25000-31000	109,17	86,50	26,00	425,00
More than 31000	208,45	225,00	0,00	450,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 1.1.5 How many of prospective and admitted students participated in your last major campus open house event? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	211,25	162,50	70,00	450,00
4-Year College	276,19	170,00	6,00	1600,00
MA/PHD Granting College	135,80	60,00	0,00	384,00
Research University	1145,00	375,00	26,00	3804,00

Table 1.2.1 How many of prospective and admitted students and their friends, families and other associates in your last major campus open house event?

	Mean	Median	Minimum	Maximum
Entire sample	792,43	292,50	0,00	12114,00

Table 1.2.2 How many of prospective and admitted students and their friends, families and other associates in your last major campus open house event? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	1773,38	950,00	0,00	12114,00
Private	320,11	250,00	0,00	983,00

Table 1.2.3 How many of prospective and admitted students and their friends, families and other associates in your last major campus open house event? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	151,60	75,00	0,00	495,00
1000-2400	286,00	202,50	100,00	900,00
2400-7500	459,11	392,00	20,00	950,00
More than 7500	2513,00	1100,00	0,00	12114,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 1.2.4 How many of prospective and admitted students and their friends, families and other associates in your last major campus open house event? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	833,75	510,00	0,00	3300,00
11000-25000	1939,33	495,00	20,00	12114,00
25000-31000	279,25	202,50	36,00	900,00
More than 31000	383,82	392,00	0,00	983,00

Table 1.2.5 How many of prospective and admitted students and their friends, families and other associates in your last major campus open house event? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	225,00	175,00	100,00	450,00
4-Year College	588,73	315,00	0,00	3300,00
MA/PHD Granting College	253,33	52,50	0,00	983,00
Research University	3492,50	910,00	36,00	12114,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 2 What percentage of students who come to your open house events come with the following:

Table 2.1.1 What percentage of students who come to your open house events come with parents or guardian?

	Mean	Median	Minimum	Maximum
Entire sample	66,42	82,50	0,00	99,00

Table 2.1.2 What percentage of students who come to your open house events come with parents or guardian? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	71,38	80,00	15,00	99,00
Private	63,84	85,00	0,00	95,00

Table 2.1.3 What percentage of students who come to your open house events come with parents or guardian? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	44,80	37,50	0,00	95,00
1000-2400	76,18	85,00	15,00	95,00
2400-7500	64,38	82,50	10,00	95,00
More than 7500	80,33	80,00	50,00	99,00

Table 2.1.4 What percentage of students who come to your open house events come with parents or guardian? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	65,89	80,00	15,00	99,00
11000-25000	62,56	80,00	1,00	95,00
25000-31000	67,09	90,00	1,00	95,00
More than 31000	70,00	85,00	0,00	95,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 2.1.5 What percentage of students who come to your open house events come with parents or guardian? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	52,50	52,50	15,00	90,00
4-Year College	76,50	85,00	10,00	95,00
MA/PHD Granting College	31,50	1,50	0,00	95,00
Research University	72,25	87,50	15,00	99,00

Table 2.2.1 What percentage of students who come to your open house events come with siblings?

	Mean	Median	Minimum	Maximum
Entire sample	17,03	10,00	0,00	60,00

Table 2.2.2 What percentage of students who come to your open house events come with siblings? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	21,30	15,00	2,00	60,00
Private	15,25	10,00	0,00	60,00

Table 2.2.3 What percentage of students who come to your open house events come with siblings? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	9,10	2,00	0,00	35,00
1000-2400	20,20	15,00	1,00	60,00
2400-7500	19,29	15,00	2,00	60,00
More than 7500	21,57	25,00	5,00	50,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 2.2.4 What percentage of students who come to your open house events come with siblings? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	17,00	10,00	2,00	50,00
11000-25000	20,11	20,00	0,00	60,00
25000-31000	18,60	15,00	1,00	60,00
More than 31000	12,22	5,00	0,00	35,00

Table 2.2.5 What percentage of students who come to your open house events come with siblings? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	14,00	5,00	2,00	35,00
4-Year College	20,04	17,50	1,00	60,00
MA/PHD Granting College	5,60	1,00	0,00	25,00
Research University	14,00	14,00	2,00	26,00

Table 2.3.1 What percentage of students who come to your open house events come with friends?

	Mean	Median	Minimum	Maximum
Entire sample	11,31	10,00	0,00	50,00

Table 2.3.2 What percentage of students who come to your open house events come with friends? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	19,00	17,50	0,00	50,00
Private	8,24	5,00	0,00	30,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 2.3.3 What percentage of students who come to your open house events come with friends? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	6,20	5,00	0,00	17,00
1000-2400	11,18	10,00	3,00	30,00
2400-7500	10,13	10,00	0,00	25,00
More than 7500	21,67	17,50	10,00	50,00

Table 2.3.4 What percentage of students who come to your open house events come with friends? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	22,86	20,00	10,00	50,00
11000-25000	10,13	10,00	0,00	20,00
25000-31000	10,45	10,00	5,00	30,00
More than 31000	4,44	3,00	0,00	15,00

Table 2.3.5 What percentage of students who come to your open house events come with friends? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	17,50	17,50	10,00	25,00
4-Year College	11,48	10,00	0,00	50,00
MA/PHD Granting College	6,80	5,00	0,00	15,00
Research University	5,00	5,00	5,00	5,00

CAMPUS OPEN HOUSE BENCHMARKS

What are your college's most successful open house campus events for prospective students?

Community College

- 1) Evening Visit programs
- 2) Fall open houses
- 3) College Nights
- 4) Fall open house with application assistance

4-Year College

- 1) Bobcat Days
- 2) Not sure. It's a very hectic day. I think it's the meeting with department faculty and students
- 3) Athletic Recruiting Days
- 4) We don't have prospect open houses
- 5) Scholarship Day is the best for attendance and likeliness to enroll
- 6) Admitted Student Day, Preview Day (Fall & Spring -- Our Spring Preview day is specifically for high school Juniors),
- 7) Admitted Student Program Summer Preview - open house
- 8) new campus openings
- 9) Campus Visit Days
- 10) Master classes Academic Fair Student Org Fair
- 11) Preview for admitted students and fall Open Houses (2 on Saturday and 1 on Columbus Day)
- 12) Fall Visitation Day
- 13) Patriot Preview Days
- 14) Freshman Experience weekend for Accepted Students only.
- 15) Our general open houses are relatively successful; however, our scholarship days tend to be the largest turnout.
- 16) Overnight group events
- 17) Accepted Student Day Open House
- 18) Spring Open Campus (open house for accepted student/yield event), fall Discover Weekend, Junior Open Campus
- 19) Spring Open House in April
- 20) General Day at end of Summer and our Science, Math and Nursing Day
- 21) Our fall Open Houses are really the best. We host 3 in the fall and about 2,000 attendees for each program.
- 22) Our most successful open house event is our Fall Open House. Separate from the open house, we also offer overnight experiences for students in the fall and spring; they are very successful events.
- 23) general open houses & yield events
- 24) Saturday Open House events
- 25) Saturday Open House for all traditional prospects

CAMPUS OPEN HOUSE BENCHMARKS

- 26) Not sure what you are asking here?
- 27) Prospective Student Visitation Days
- 28) 1. Fall teacher's convention days 2. Spring Admitted Student Day "Cobber Celebration" 3. Summer MN Private College Week 4. Christmas Concert Receptions

MA/PHD Granting College

- 1) multi-day open houses
- 2) Programs on school holidays such as Columbus Day, Veterans Day, and Presidents Day.
- 3) We have not held any open houses but are considering doing so this year
- 4) January and April
- 5) Our Fall Preview Days in October and November for prospective students and our Accepted Student Open Houses in April for admitted students.
- 6) The open house events that are held in February and October are usually the most successful

Research University

- 1) Longhorn Saturday
- 2) Those held in the spring semester
- 3) Maverick Experience
- 4) Housing Fair, Academic Fair and Financial Aid Office one on one appointments

CAMPUS OPEN HOUSE BENCHMARKS

Table 3.1 How many open house "days" or "periods" does your college hold each year?

	Mean	Median	Minimum	Maximum
Entire sample	6,79	5,50	0,00	35,00

Table 3.2 How many open house "days" or "periods" does your college hold each year? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	4,00	3,00	1,00	10,00
Private	8,33	6,00	0,00	35,00

Table 3.3 How many open house "days" or "periods" does your college hold each year? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	6,44	6,00	0,00	13,00
1000-2400	8,42	5,00	1,00	35,00
2400-7500	8,36	7,00	1,00	22,00
More than 7500	3,40	3,00	1,00	6,00

Table 3.4 How many open house "days" or "periods" does your college hold each year? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	4,20	3,50	1,00	10,00
11000-25000	4,40	4,50	1,00	9,00
25000-31000	9,92	7,00	3,00	35,00
More than 31000	8,00	6,00	0,00	22,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 3.5 How many open house "days" or "periods" does your college hold each year? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	3,50	2,50	1,00	8,00
4-Year College	7,39	6,00	2,00	35,00
MA/PHD Granting College	7,00	3,50	0,00	22,00
Research University	5,50	4,00	1,00	13,00

CAMPUS OPEN HOUSE BENCHMARKS

Over the past five years have you altered the number of campus open house days or periods and, if so, how did you alter it, why did you alter it, and what have been the results?

Community College

- 1) Yes, increased the number of program specific open house days
- 2) Moved one open house to a Saturday
- 3) We've reduced the number to one each year because attendance is low & unpredictable

4-Year College

- 1) No.
- 2) 1 fewer event for admitted students. Not sure why the change.
- 3) We added the Athletic Recruiting Days this year and did one less regular open house in the fall. Next year we plan to host one less open house in the spring to try to make our events larger and more meaningful.
- 4) We reduced the amount two years ago because the later ones did not have good attendance.
- 5) Yes, we have added and subtracted days throughout the past five years. Attendance was not always good so we went to fewer days in order to concentrate our efforts on a few days. The results have been positive and we have increased attendance.
- 6) We have added a Residence Hall Open House for our students to view ALL of our Residence Halls while they are filling out their housing contracts. We find this is helpful for them because they can physically see where they could potential be living. We have found this to be very helpful for our students.
- 7) Yes, we've added an additional fall open house
- 8) yes; we have more when we first open a campus
- 9) n/
- 10) No
- 11) Yes--added an Open House to host an event during our final home football weekend. We co-sponsor that event with Alumni who offers a Cajun Cookout for all our guests as well as theirs. That event is very popular. We also have an official program 1 Saturday each month, with food and a faculty speaker. Also very successful--though there is discussion as to whether this pulls guests from our weekday visits.
- 12) We increased from 2 to 4.
- 13) no
- 14) Reducing number of large expensive events to have a greater number of smaller more intimate events resulted in fewer enrollments.
- 15) We have added and subtracted trying to figure out a happy medium
- 16) We altered the structure of the events to offer more choices of group overnight events
- 17) We have. We cut one open house and moved dates around. We have not seen a drop in participation
- 18) No

CAMPUS OPEN HOUSE BENCHMARKS

- 19) Went from 4 to 3 because event in late September was poorly attended.
- 20) Not really...just moved dates around slightly.
- 21) Yes, in the past we've hosted 7, this year we hosted 6. We've added a few other programs for admitted students.
- 22) We have two campuses so we have gone from having the open houses on our campuses on different days to doing the open houses on the same day on both campuses. Next year we plan to separate the fall open houses so that each campus will be on a separate weekend.
- 23) Yes, we've changed the number of events per year and the timing of those events. We continue to tweak, but events are running smoothly.
- 24) Increased the number of events and offered weekday and additional weekend dates. We changed it at the direction of our new VP for more events, and we continue to get more people, but see a slight decline in our daily visit program.
- 25) One less large, Saturday event and add 3-4 smaller Saturday Information Sessions
- 26) We added Saturday Visits because our Open Houses were too big and we couldn't get faculty commitment for an additional Open House.
- 27) We've added one PSVD and two Fine Arts Scholarship Days. We added events to accommodate visiting students' schedules and to increase visits to campus. The results are more events and similar numbers of visitors.
- 28) We have increased the number, essentially offering one per month now, with more than one in some months. We did so as we were noticing a trend with students earlier in their college search not being as interested in or comfortable with an individual visit. Visit numbers are growing slightly.

MA/PHD Granting College

- 1) we have tried reducing to 1 day, and changing days of week - and are back to 2 days
- 2) We have maintained the number because we have a program on almost every possible day during the 32 week school year that is not in conflict with Move-in Week, Homecoming, Final Exams or Religious Holidays.
- 3) NA
- 4) Changed the name from Law School forum to Law School 101 Informational Forum.
- 5) 5 years ago we went from offering one Admitted Student Open House to two because we had so many people attending the events.
- 6) They have not been altered.

Research University

- 1) We had one for transfer students and recently converted it back to freshman prospects, the freshman population is our bread and butter and we needed another event to serve the increasing demand.
- 2) Yes, we now hold monthly open houses rather than one annual open house. The results are positive and more prospective students are able to fit a campus visit to their schedules.
- 3) Lessened the number of events by 1 from 4 to 3. The first open house was very early in the fall semester and was not attended as well as the others.
- 4) No

CAMPUS OPEN HOUSE BENCHMARKS

Table 4 About what percentage of students attending open houses have done the following:

Table 4.1.1 About what percentage of students attending open houses have been to a prior open house event at your college?

	Mean	Median	Minimum	Maximum
Entire sample	13,93	15,00	0,00	30,00

Table 4.1.2 About what percentage of students attending open houses have been to a prior open house event at your college? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	20,00	20,00	10,00	30,00
Private	12,00	10,00	0,00	30,00

Table 4.1.3 About what percentage of students attending open houses have been to a prior open house event at your college? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	9,60	6,00	0,00	30,00
1000-2400	13,50	12,50	5,00	25,00
2400-7500	17,57	15,00	4,00	30,00
More than 7500	25,00	25,00	25,00	25,00

Table 4.1.4 About what percentage of students attending open houses have been to a prior open house event at your college? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	20,00	20,00	10,00	30,00
11000-25000	12,00	10,00	2,00	25,00
25000-31000	15,09	15,00	2,00	30,00
More than 31000	10,57	5,00	0,00	30,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 4.1.5 About what percentage of students attending open houses have been to a prior open house event at your college? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	21,67	25,00	10,00	30,00
4-Year College	12,85	12,50	0,00	30,00
MA/PHD Granting College	16,00	20,00	0,00	30,00
Research University	2,00	2,00	2,00	2,00

Table 4.2.1 About what percentage of students attending open houses have been on a campus tour at your college?

	Mean	Median	Minimum	Maximum
Entire sample	26,77	25,00	0,00	100,00

Table 4.2.2 About what percentage of students attending open houses have been on a campus tour at your college? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	28,33	25,00	20,00	40,00
Private	26,14	20,00	0,00	100,00

Table 4.2.3 About what percentage of students attending open houses have been on a campus tour at your college? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	31,50	20,00	0,00	100,00
1000-2400	23,50	25,00	15,00	35,00
2400-7500	24,38	27,50	6,00	40,00
More than 7500	28,33	25,00	20,00	40,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 4.2.4 About what percentage of students attending open houses have been on a campus tour at your college? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	30,00	30,00	25,00	40,00
11000-25000	29,38	20,00	5,00	100,00
25000-31000	28,55	20,00	14,00	95,00
More than 31000	18,71	25,00	0,00	30,00

Table 4.2.5 About what percentage of students attending open houses have been on a campus tour at your college? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	27,50	27,50	25,00	30,00
4-Year College	26,50	25,00	5,00	100,00
MA/PHD Granting College	15,00	20,00	0,00	30,00
Research University	57,50	57,50	20,00	95,00

CAMPUS OPEN HOUSE BENCHMARKS

Describe the team of college administrators and other employees who plan open house events?

Community College

- 1) Enrollment Services team
- 2) Staff from admissions, marketing, food services and facilities.
- 3) Admissions, Financial Aid, Advising, Student Affairs, Registrar, faculty representing most programs

4-Year College

- 1) 3 Assistant Directors, 2 Coordinators, several counselors
- 2) Primarily done by admission office with very little input from others
- 3) Visit Coordinator
- 4) Assistant Dean of Admissions & Financial Aid Event Coordinator of Admissions & Financial Aid
- 5) Open house events are the responsibility of the Campus Guest Coordinator. Input is gathered from other employees but planning, organizing and orchestrating the event is done by the Guest Coordinator.
- 6) Visit Coordinator plans all events within the Admissions Office with the help of the Admissions Counselors. Our Center for Diversity and Inclusion will also host Multicultural Open Houses.
- 7) Admission Office coordinates with facilities
- 8) primarily admission, yet at the event support from all functional areas
- 9) Admissions Office
- 10) First Year counselor is the main organizer
- 11) Director of Guest Services along with a student intern.
- 12) the Admissions staff
- 13) Admissions Staff
- 14) Director of Admission, Event Coordinator, Director of Marketing, VP of Marketing
- 15) Admission Event Coordinator Associate Director of Admission
- 16) Admissions visit team with help from the rest of the office
- 17) Admissions office
- 18) Campus Visit team (4 full-time staff members) with support from Special Constituency Team, Communication Team, Operations, Records - one main person plans, supported primarily by three others, with about 12 in lower support roles
- 19) Admissions staff only
- 20) Admissions Office leads the days and works with other key college personnel - conferencing, dining, faculty and staff.
- 21) Director, Event Coordinator, Assistant Director of Visit Experience
- 22) A member of our staff handles office coordination and event planning. Many of the other members of our admission staff help out with various parts of the event planning process.
- 23) admission takes the lead
- 24) Admission staff members. One is in charge of events specially and one supervises.
- 25) Admissions, Facilities, Logistics Committee

CAMPUS OPEN HOUSE BENCHMARKS

- 26) Planned by the Office of Admissions both administrative and professional staff
- 27) One person plans the entire event. Other employees involved with the events are admissions, financial aid, faculty, maintenance, grounds, housekeeping, president, campus minister, student development staff, student tour guides, student tele-counselors, campus police and dining hall staff.
- 28) We have a 5-member Visit Experience Team that coordinates our open house events: 1. Enrollment Experience and Campus Relations Coordinator 2. Campus Visit Admin. Asst. 3. Admissions Receptionist 4. Admissions Representative 5. Director of Enrollment Marketing
- 29) Admissions Office staff plans the day

MA/PHD Granting College

- 1) Admissions staff
- 2) Campus Visit Coordinator based in Admissions, University Marketing individual assigned to Enrollment Management, Director of Admissions, Support Staff member who compiles reservations and reports, 4 undergraduate interns, 6 faculty who collaborate weekly as we share admissions activities and data.
- 3) NA
- 4) Director of Admissions plans the Open House and involves a Professor and 3 currently enrolled students
- 5) The Associate Director of Admission plans these events.
- 6) I primarily plan each event, but consult with the Director of Admissions when plans are finalized. The Dean, one or two professors, and an Admissions Counselor speak at the event.

Research University

- 1) Assistant Director of Admissions for Visitor Services has a Program Coordinator who's responsible for planning the open houses.
- 2) Director of Admissions and Admissions Counselor
- 3) 1 event planner that works for the recruitment office plans the event. All admission counselors and staff work the event on the day of.
- 4) A committee of about 20, representatives from housing, our three colleges, facilities, catering, student life, parking, IT, and the chancellor's office

CAMPUS OPEN HOUSE BENCHMARKS

Table 5.1 How many UNPAID student volunteers did your last open house event use?

	Mean	Median	Minimum	Maximum
Entire sample	53,55	5,00	0,00	1010,00

Table 5.2 How many UNPAID student volunteers did your last open house event use? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	98,67	10,00	0,00	1010,00
Private	28,48	4,00	0,00	450,00

Table 5.3 How many UNPAID student volunteers did your last open house event use? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	5,90	2,00	0,00	25,00
1000-2400	14,00	3,50	0,00	100,00
2400-7500	163,70	22,50	0,00	1010,00
More than 7500	38,50	12,50	0,00	200,00

Table 5.4 How many UNPAID student volunteers did your last open house event use? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	11,50	2,50	0,00	60,00
11000-25000	157,22	25,00	0,00	1010,00
25000-31000	6,17	2,50	0,00	20,00
More than 31000	58,64	5,00	0,00	450,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 5.5 How many UNPAID student volunteers did your last open house event use? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	1,25	1,00	0,00	3,00
4-Year College	71,07	11,00	0,00	1010,00
MA/PHD Granting College	4,67	0,00	0,00	25,00
Research University	56,50	13,00	0,00	200,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 6.1 How many paid student workers (such as paid tour guides) did your last college open house event use?

	Mean	Median	Minimum	Maximum
Entire sample	25,31	15,00	0,00	280,00

Table 6.2 How many paid student workers (such as paid tour guides) did your last college open house event use? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	45,67	25,00	0,00	280,00
Private	16,26	10,00	0,00	95,00

Table 6.3 How many paid student workers (such as paid tour guides) did your last college open house event use? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	6,00	3,00	0,00	21,00
1000-2400	20,58	15,00	0,00	95,00
2400-7500	20,29	25,00	6,00	35,00
More than 7500	53,80	30,00	0,00	280,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 6.4 How many paid student workers (such as paid tour guides) did your last college open house event use? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	25,56	20,00	0,00	80,00
11000-25000	50,00	9,00	0,00	280,00
25000-31000	18,75	11,00	0,00	95,00
More than 31000	16,55	15,00	0,00	35,00

Table 6.5 How many paid student workers (such as paid tour guides) did your last college open house event use? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	8,67	10,00	0,00	16,00
4-Year College	21,15	15,00	0,00	95,00
MA/PHD Granting College	11,17	1,00	0,00	35,00
Research University	86,00	30,00	4,00	280,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 7.1 What percentage of faculty asked to participate in open house events comply?

	Mean	Median	Minimum	Maximum
Entire sample	65,49	75,00	0,00	100,00

Table 7.2 What percentage of faculty asked to participate in open house events comply? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	71,45	80,00	10,00	99,00
Private	62,96	75,00	0,00	100,00

Table 7.3 What percentage of faculty asked to participate in open house events comply? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	48,50	40,00	0,00	100,00
1000-2400	66,82	75,00	10,00	100,00
2400-7500	77,60	85,00	18,00	100,00
More than 7500	71,17	80,00	34,00	98,00

Table 7.4 What percentage of faculty asked to participate in open house events comply? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	72,13	80,00	10,00	99,00
11000-25000	53,63	45,00	25,00	95,00
25000-31000	80,00	80,00	25,00	100,00
More than 31000	53,70	57,50	0,00	100,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 7.5 What percentage of faculty asked to participate in open house events comply? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	55,00	60,00	10,00	90,00
4-Year College	67,35	75,00	15,00	100,00
MA/PHD Granting College	65,80	80,00	0,00	100,00
Research University	61,50	61,50	25,00	98,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 8.1 Approximately how many faculty members participated in the last open house event?

	Mean	Median	Minimum	Maximum
Entire sample	33,03	25,00	0,00	100,00

Table 8.2 Approximately how many faculty members participated in the last open house event? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	45,92	47,50	19,00	100,00
Private	27,08	25,00	0,00	90,00

Table 8.3 Approximately how many faculty members participated in the last open house event? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	17,22	6,00	0,00	90,00
1000-2400	29,36	30,00	3,00	60,00
2400-7500	37,73	25,00	16,00	90,00
More than 7500	51,71	50,00	22,00	100,00

Table 8.4 Approximately how many faculty members participated in the last open house event? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	42,00	35,00	19,00	100,00
11000-25000	32,88	32,50	6,00	60,00
25000-31000	21,36	25,00	1,00	60,00
More than 31000	38,27	30,00	0,00	90,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 8.5 Approximately how many faculty members participated in the last open house event? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	29,75	25,00	19,00	50,00
4-Year College	38,20	30,00	3,00	100,00
MA/PHD Granting College	12,33	3,50	0,00	50,00
Research University	35,67	25,00	22,00	60,00

CAMPUS OPEN HOUSE BENCHMARKS

How good an indicator of a desire to attend the college is a student's attendance at campus open house events and campus tours or either of these at least twice? How much more likely is such a student to accept a proffered offer than students who had not attended an open house or taken a campus tour?

Community College

- 1) do not have information to answer the question
- 2) Yield seems high on attendees; even higher for repeat attendees.
- 3) I don't know

4-Year College

- 1) It is much more likely that they will attend if they visit the campus for an open house or a tour.
- 2) For my department, there does not seem to be any correlation between attending open houses and matriculation.
- 3) It is a big indicator. Multiple visits to campus always result in more commitments. We encourage students to come to campus at least twice before making their college choice.
- 4) 80
- 5) The more often the student visits campus the more likely they are to attend the university.
- 6) We have a very good attendance for our Admitted Student Days and about 70-75% of students who attend our Admitted Student Days decide to enroll. Our campus visits are a very good indicator of whether someone will enroll at Edgewood.
- 7) high
- 8) Very good indicator
- 9) The best indicator we have. Statistically, less than 5% of our enrolled students haven't been to campus. We implemented a demonstrated interest policy because of this statistic. Now, it's even lower.
- 10) 50% more likely.
- 11) 75
- 12) three times more likely
- 13) Much more likely
- 14) 66%
- 15) It is a solid indicator. We yield the best in private visits
- 16) I'm not sure I understand the question. We know that the campus visit is a strong predictor of a student enrolling if accepted, but we appreciate that these are merely correlations.
- 17) Fairly good indicator, significantly more likely to enroll by visiting campus.
- 18) much more likely - approximately 40% who visit attend -lower than 10% for those who don't
- 19) Students who visit campus at least two are VERY likely to attend. 56% who attend campus twice are likely to enroll.

CAMPUS OPEN HOUSE BENCHMARKS

- 20) The more times a student comes to campus, the higher the likelihood that the students will decide to enroll.
- 21) very good
- 22) Good indicator, but a lot of competition in our backyard so may not attend.
- 23) Very good indicator; most likely. Students who visit campus enroll at 60%
- 24) Yield is higher on students who visit campus (touch the campus in some way).
- 25) Very good. Much more likely.
- 26) Significantly more likely to enroll from either an open house or a traditional campus visit - approximately 10 time more likely

MA/PHD Granting College

- 1) Attending is a strong indicator of desire, but does not have a significant impact on accepting an offer (increases #of applications but not yield)
- 2) This question is horribly worded. The answer might be that we get about 35% of applicants who visit to enroll. We get about 6% of applicants who do not officially visit to enroll.
- 3) NA
- 4) unknown
- 5) Our Accepted Student Open Houses have a high yield rate (~75-85%) so attendance at these events is a pretty high indicator of yield.
- 6) We do not give preference to students who attend a campus visit or Open House.

Research University

- 1) Attendance at open house is a very good indicator of a desire to attend our school. A campus visit is an excellent way to determine if a program is the right fit. Not considering funding, the accepted applicant usually wants to accept our offer.
- 2) The Open House is a great indicator of interest. Since we only have one Open House, we find that those who cannot attend are visiting during spring break.

CAMPUS OPEN HOUSE BENCHMARKS

Table 9.1 What percentage of students who attend open houses ultimately end up enrolling at the college?

	Mean	Median	Minimum	Maximum
Entire sample	53,54	50,00	0,00	85,00

Table 9.2 What percentage of students who attend open houses ultimately end up enrolling at the college? Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	60,45	60,00	25,00	80,00
Private	50,62	50,00	0,00	85,00

Table 9.3 What percentage of students who attend open houses ultimately end up enrolling at the college? Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	56,90	61,50	0,00	85,00
1000-2400	45,00	45,00	25,00	75,00
2400-7500	49,63	55,00	17,00	75,00
More than 7500	65,00	73,00	34,00	80,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 9.4 What percentage of students who attend open houses ultimately end up enrolling at the college? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	63,00	71,00	25,00	75,00
11000-25000	57,22	60,00	17,00	80,00
25000-31000	47,08	42,50	25,00	85,00
More than 31000	51,11	55,00	0,00	75,00

Table 9.5 What percentage of students who attend open houses ultimately end up enrolling at the college? Broken out by Carnegie class or type of college

Carnegie class or type of college	Mean	Median	Minimum	Maximum
Community College	48,33	60,00	25,00	60,00
4-Year College	53,50	50,00	17,00	80,00
MA/PHD Granting College	51,83	57,50	0,00	85,00
Research University	60,25	60,50	45,00	75,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 10.1 Do you survey potential students who have attended a campus open house about their perceptions about the college?

	No Answer	Yes	No
Entire sample	0,00%	72,09%	27,91%

Table 10.2 Do you survey potential students who have attended a campus open house about their perceptions about the college? Broken out for public and private colleges

Is your college public or private?	Yes	No
Public	66,67%	33,33%
Private	75,00%	25,00%

Table 10.3 Do you survey potential students who have attended a campus open house about their perceptions about the college? Broken out by Enrollment

Enrollment	Yes	No
Less than 1000	80,00%	20,00%
1000-2400	66,67%	33,33%
2400-7500	54,55%	45,45%
More than 7500	90,00%	10,00%

Table 10.4 Do you survey potential students who have attended a campus open house about their perceptions about the college? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Yes	No
Less than 11000	60,00%	40,00%
11000-25000	80,00%	20,00%
25000-31000	75,00%	25,00%
More than 31000	72,73%	27,27%

CAMPUS OPEN HOUSE BENCHMARKS

Table 10.5 Do you survey potential students who have attended a campus open house about their perceptions about the college? Broken out by Carnegie class or type of college

Carnegie class or type of college	Yes	No
Community College	50,00%	50,00%
4-Year College	72,41%	27,59%
MA/PHD Granting College	66,67%	33,33%
Research University	100,00%	0,00%

CAMPUS OPEN HOUSE BENCHMARKS

Do you ask questions designed to assess how the campus open house event impacted perceptions about the college before and after the event?

Community College

- 1) yes
- 2) no
- 3) yes

4-Year College

- 1) yes
- 2) Not sure
- 3) No
- 4) Yes
- 5) We only ask questions about their perceptions after the event.
- 6) Yes
- 7) yes
- 8) yes
- 9) yes
- 10) No
- 11) Yes.
- 12) no
- 13) Yes
- 14) Yes
- 15) yes
- 16) Yes
- 17) Not really.
- 18) No
- 19) no
- 20) yes
- 21) Yes
- 22) yes
- 23) no
- 24) No
- 25) NA
- 26) Yes
- 27) yes

MA/PHD Granting College

- 1) no
- 2) This is a yes-no question with an open text field for a response? Yes.

CAMPUS OPEN HOUSE BENCHMARKS

- 3) NA
- 4) no
- 5) yes

Research University

- 1) we ask if they're more likely to apply
- 2) No
- 3) Yes
- 4) Yes

CAMPUS OPEN HOUSE BENCHMARKS

How have your survey findings affected how you organize campus events?

Community College

- 1) yes
- 2) no
- 3) no due to low participation in the survey

4-Year College

- 1) Not really. Hardly anyone completes the survey.
- 2) N/A
- 3) Most survey results are very positive but we will follow up on any negative feedback that we get
- 4) we received positive remarks after applicants attend an open house event
- 5) We take into consideration what went well and what did not and make adjustments as necessary.
- 6) We try to get a perception of who is still interested in our college, as well as ways that we can improve our events for efficiency. We have often used results of these surveys to re-arrange our events.
- 7) yes
- 8) determine why students attend open house
- 9) yes
- 10) We always try to address complaints and suggestions.
- 11) More current student and faculty interactions
- 12) Have helped us make some adjustments in time and open house activities.
- 13) yes
- 14) reaffirms what we are doing
- 15) We ask if the event met their expectations and adjust accordingly.
- 16) We have made changes in the past based on recommendations of those who have visited
- 17) yes
- 18) We are very flexible and change anything necessary
- 19) Yes
- 20) We rethink during debriefs after each event while reviewing survey results
- 21) Yes, slightly
- 22) we act on the feedback
- 23) Yes
- 24) NA
- 25) We use the survey results to make adjustments to our program and decide which features we keep as part of the program, which we drop and which need to be adjusted

MA/PHD Granting College

- 1) We make changes every year based on survey findings, and our satisfaction ratings have continued to improve

CAMPUS OPEN HOUSE BENCHMARKS

- 2) Comments about length of sessions, clarity of reservation communication and comments about less effective staff have affected the timing of our sessions and who we ask to participate.
- 3) NA
- 4) N/A
- 5) yes

Research University

- 1) We pay attention to their likes and dislikes and look for themes and adjust from there
- 2) Yes
- 3) We have changed times of events and the order in which events are held
- 4) Positive

CAMPUS OPEN HOUSE BENCHMARKS

Which booths or presentations draw the most interest at your campus open house events?

Community College

- 1) Specific majors and snowboard/ski club
- 2) student panels
- 3) financial aid and scholarships, high demand programs like business and nursing

4-Year College

- 1) Honors, Health Professions, Business, Financial Aid, Housing, Fine Arts
- 2) Financial aid
- 3) Student Programs tables at the fair and the Academic Presentations are very popular
- 4) student panel, classroom visits
- 5) financial aid and faculty/academic fair
- 6) Our Nursing and Education programs draw the most interest at any open house with Faculty. Our Study Abroad programs is also very popular.
- 7) classes; student panels;
- 8) Simulation which we refer to as SIMCare Centers
- 9) student tours, academic booth
- 10) Master classes Housing & Fin Aid presentation
- 11) Student led events.
- 12) Departmental booths
- 13) Financial aid, academic fair
- 14) health majors
- 15) Academic fairs (humanities, interdisciplinary, arts, sciences); social science panel; alumnae panel; student activity fair; student performances; class visits (Note that with two exceptions these are not presentations, but experiences. We do not have any booths.)
- 16) Student panel, financial aid
- 17) academic overview, academic roundtables
- 18) Tours, Academic and Student Services Fair, Departmental Sessions
- 19) Our general college information session and faculty tables during our activities fair
- 20) academia, athletics, performing arts & choir
- 21) Admission presentation, Specific college session, and some specific academic major programs (which tend to be more of our popular programs)
- 22) Academic presentations by faculty
- 23) Financial Aid
- 24) NA
- 25) Academic department booths Financial Aid Student Life
- 26) Academic browsing fair

MA/PHD Granting College

- 1) anything involving faculty

CAMPUS OPEN HOUSE BENCHMARKS

- 2) Anything "staffed" by a student. Anything experiential like tours or eating in the dorms.
- 3) NA
- 4) Alumni
- 5) Return on Investment workshop with Office of Fellowships, Alumni Relations and Career Services.
Living on Campus workshop and housing tours. Academic major workshops. Financial Aid workshop.

Research University

- 1) admissions presentations and the STEM area colleges and schools
- 2) meeting with faculty
- 3) Student Life Fair and Academic Unit presentations
- 4) Housing, Academics, Financial Aid

CAMPUS OPEN HOUSE BENCHMARKS

Table 11.1 What is the overall budget for devising, promoting and staging all of the campus open house events for one year? \$

	Mean	Median	Minimum	Maximum
Entire sample	38681,82	26000,00	1000,00	150000,00

Table 11.2 What is the overall budget for devising, promoting and staging all of the campus open house events for one year? \$ Broken out for public and private colleges

Is your college public or private?	Mean	Median	Minimum	Maximum
Public	23500,00	21000,00	3000,00	50000,00
Private	47357,14	36000,00	1000,00	150000,00

Table 11.3 What is the overall budget for devising, promoting and staging all of the campus open house events for one year? \$ Broken out by Enrollment

Enrollment	Mean	Median	Minimum	Maximum
Less than 1000	37428,57	22000,00	10000,00	100000,00
1000-2400	16800,00	5000,00	1000,00	65000,00
2400-7500	60833,33	50000,00	3000,00	150000,00
More than 7500	35000,00	42500,00	5000,00	50000,00

CAMPUS OPEN HOUSE BENCHMARKS

Table 11.4 What is the overall budget for devising, promoting and staging all of the campus open house events for one year? \$ Broken out by Annual Tuition (\$)

Annual Tuition (\$)	Mean	Median	Minimum	Maximum
Less than 11000	28000,00	30000,00	3000,00	50000,00
11000-25000	26500,00	7500,00	1000,00	100000,00
25000-31000	28666,67	21000,00	5000,00	65000,00
More than 31000	76000,00	70000,00	10000,00	150000,00

Table 11.5 What is the overall budget for devising, promoting and staging all of the campus open house events for one year? \$ Broken out by Carnegie class or type of college

What is the Carnegie class or type of your college?	Mean	Median	Minimum	Maximum
Carnegie class or type of college	8333,33	10000,00	3000,00	12000,00
Community College	47214,29	40000,00	1000,00	150000,00
4-Year College	35000,00	35000,00	20000,00	50000,00
MA/PHD Granting College	31666,67	40000,00	10000,00	45000,00

CAMPUS OPEN HOUSE BENCHMARKS

What was the percentage change in this budget in 2014-15 relative to the prior year?

Community College

- 1) 0
- 2) 3%
- 3) 0

4-Year College

- 1) about the same
- 2) not sure
- 3) 12%
- 4) 0
- 5) 20% increase
- 6) 0
- 7) about 1K
- 8) 20% less
- 9) 0
- 10) 5%
- 11) 0
- 12) 10%
- 13) even
- 14) None
- 15) none
- 16) none
- 17) 0%
- 18) 40%
- 19) 50%
- 20) about the same
- 21) 0
- 22) No change
- 23) ???

MA/PHD Granting College

- 1) 0
- 2) No change.
- 3) NA
- 4) n/a

CAMPUS OPEN HOUSE BENCHMARKS

Research University

- 1) no change
- 2) 0

CAMPUS OPEN HOUSE BENCHMARKS

What do you expect will be the year on year change in spending on next year's campus open house events?

Community College

- 1) 0
- 2) 5%
- 3) 3500

4-Year College

- 1) 10%
- 2) not sure
- 3) Increase of \$500
- 4) 0
- 5) Our budget is likely to double next year
- 6) additional 10,000 for additional fall open house
- 7) 1500
- 8) same
- 9) none
- 10) 5%
- 11) With additional events being planned, budget will increase for next year.
- 12) 10%
- 13) even
- 14) None
- 15) none
- 16) none
- 17) There is a decrease
- 18) 40
- 19) food costs at 3-5%
- 20) flat or reduced
- 21) Increase
- 22) Flat

MA/PHD Granting College

- 1) 0
- 2) No change.
- 3) NA
- 4) stay the same
- 5) n/a

Research University

- 1) no change
- 2) 0
- 3) 2-3K

CAMPUS OPEN HOUSE BENCHMARKS

In general, what are the major expense items for your campus open house events? About how much do you spend on each?

Community College

- 1) food - 60% of the budget
- 2) food, catering
- 3) T-shirts and food.

4-Year College

- 1) trams \$5000 on campus building rentals \$3500 printing programs \$9000
- 2) Give away items and meals
- 3) Lunch is our largest expense
- 4) food
- 5) Food- \$4,000 Marketing materials- \$500
- 6) Our major expense is food cost. We try to be as accommodating as we can by offering food to our prospective students and their families.
- 7) transportation (we pay for our students of color to attend our admitted student program); food
- 8) food, giveaways, and advertising
- 9) Food: 10K Technology: 5K Beautification: 5K Total estimated cost: 25K
- 10) Food. Music.
- 11) Food - \$1500
- 12) Food and lodging
- 13) Meals ranging from \$1,000 to \$5,000 depending on the number of attendees.
- 14) food
- 15) food, depends on number of guests
- 16) Food, transportation (flights and airport shuttles for those programs that offer a travel grant), depending on the program equipment rental such as tables and chairs, audiovisual or tech support
- 17) Continental breakfast
- 18) Marketing and food. Food 25k, marketing 40k
- 19) Food, Decorations
- 20) food & sometimes transportation if we go into the city
- 21) Food, setup
- 22) Food - about \$3500 each Open House; tent rental for 2 Open House events - about \$10,000
- 23) Student staffing
- 24) Food, printing/communication/advertising
- 25) Catering is the largest expense - \$

MA/PHD Granting College

- 1) catering
- 2) Meals. This varies by size of program.
- 3) NA

CAMPUS OPEN HOUSE BENCHMARKS

- 4) Advertising on Pandora
- 5) Outside A/V = ~25K/event. Catering.
- 6) 1. Radio ads: \$4,000 for a three-week run prior to the event 2. Catering: \$1,000 at most 3. Postcards (printing and mailing): \$600

Research University

- 1) OT costs for the venue set up and early opening fees - costs vary but early opening fees for the facility we like to use is about \$600/hr. Food is also expensive - about \$3K for coffee and juice service
- 2) catering, about \$650 per month and about \$2500 for the spring 2-day open house
- 3) Feeding the staff, volunteers, and faculty. It's \$15,000, about half of our budget. After that it's AV and then facilities.

CAMPUS OPEN HOUSE BENCHMARKS

Table 12.1 Do you invite representatives of the news media to campus open house events?

	No Answer	Yes	No
Entire sample	13,95%	20,93%	65,12%

Table 12.2 Do you invite representatives of the news media to campus open house events? Broken out for public and private colleges

Is your college public or private?	No Answer	Yes	No
Public	13,33%	26,67%	60,00%
Private	14,29%	17,86%	67,86%

Table 12.3 Do you invite representatives of the news media to campus open house events? Broken out by Enrollment

Enrollment	No Answer	Yes	No
Less than 1000	10,00%	20,00%	70,00%
1000-2400	25,00%	33,33%	41,67%
2400-7500	0,00%	18,18%	81,82%
More than 7500	20,00%	10,00%	70,00%

Table 12.4 Do you invite representatives of the news media to campus open house events? Broken out by Annual Tuition (\$)

Annual Tuition (\$)	No Answer	Yes	No
Less than 11000	10,00%	30,00%	60,00%
11000-25000	10,00%	20,00%	70,00%
25000-31000	8,33%	25,00%	66,67%
More than 31000	27,27%	9,09%	63,64%

CAMPUS OPEN HOUSE BENCHMARKS

Table 12.5 Do you invite representatives of the news media to campus open house events? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Yes	No
Community College	0,00%	100,00%	0,00%
4-Year College	17,24%	13,79%	68,97%
MA/PHD Granting College	0,00%	0,00%	100,00%
Research University	25,00%	25,00%	50,00%

CAMPUS OPEN HOUSE BENCHMARKS

What are your most effective ways of publicizing campus open house events?

Community College

- 1) news release, radio, web site
- 2) e-vites and e-blasts
- 3) radio, newspaper, schools
- 4) radio, social media

4-Year College

- 1) email invitations
- 2) Probably email
- 3) Local Newspapers, Personal postcard and email invitations to prospective students, Website
- 4) Postcards sent to all students in our system
- 5) We send emails, text messages, and use our social media accounts.
- 6) emails and postcards to students; website
- 7) Radio
- 8) Email, website and postcards.
- 9) Thankfully we don't have to. We only send out an invitation and students respond right away.
- 10) With local schools and email.
- 11) Email, brochures, social media
- 12) Digital and print media by our marketing dept.
- 13) Personal invitations, e-invites, open house brochure for fall and spring events.
- 14) website, email, social media
- 15) newspaper, radio, email, snail mail
- 16) We do all of our publications and advertising in-house - no vendors or outside advertising. Some are invitation-only.
- 17) Website, emails, postcards, newspaper ad
- 18) direct mail
- 19) Invitations, eblasts, text messaging
- 20) email, snail mail, and posters at high schools
- 21) Postcards for our counselors on the road, our Web site, and visitors see them in our presentations
- 22) News print, direct mail, web banner ads, Facebook
- 23) Email and telephone calls
- 24) Email, web advertising, traditional mail, and college fairs.
- 25) Social Media, High school visits, college fairs

MA/PHD Granting College

- 1) email & social media
- 2) Email to prospects. Make them easy to find on your website.
- 3) NA
- 4) Personal Invitations

CAMPUS OPEN HOUSE BENCHMARKS

- 5) email, direct mail and word of counselor mouth
- 6) Radio and Facebook/Twitter

Research University

- 1) emailing prospective students on our database and publishing it on our website
- 2) email
- 3) Social Media

CAMPUS OPEN HOUSE BENCHMARKS

In your opinion what are some of the best practices to keep in mind in staging campus open house events?

Community College

- 1) how long the event is, time of year, hands on activities, engaging speakers
- 2) showcase student work
- 3) Track student participation and plan a follow up strategy, ROI is important for continued funding.

4-Year College

- 1) have representatives from the academic colleges available; provide plenty of free parking; have the whole campus involved; create a welcoming and spirited environment
- 2) Keep it simple and flexible, provide time for students and parents to get questions answered
- 3) Friendly, Welcoming, Informative Staff and Faculty. Our goal is to have personal contact with each guest.
- 4) Keep people engaged and moving.
- 5) I would say making sure that they are as simple as they can. Many times open houses can be very overwhelming and if you have a lot of complicated parts to the day - the students may feel very scattered.
- 6) involving faculty and current students
- 7) Keep them open, free flowing.
- 8) Help students and families create memories of campus.
- 9) Keep it active.
- 10) Getting campus-wide buy in
- 11) less selling, and more organic interaction with faculty and students
- 12) Personalization of the event, having faculty members present to show they are vested in the students' college experience. Coaches as well.
- 13) Make sure you are showing off who you really are as a community
- 14) be organized
- 15) Adequate preparation and training of staff so that all members feel empowered to make good decisions in the moment. We are an extremely small office so everyone, from the Dean to the receptionist, needs to be prepared to make good judgement calls rapidly.
- 16) Keep it fun, highlight student organizations and events, host open house on a weekend when other things are happening on campus
- 17) need to use multi-channel marketing
- 18) respect the schedule, but remain flexible
- 19) There is always room for improvement, be prepared for anything. Have phone numbers of campus staff like facilities & police, be prepared for bad weather (ponchos/umbrellas).
Make good use of the guests' time.
- 20) Visitors like to perceive structure in the program.
- 21) Spend money on the event, follow-up with pre-registered students, pay tour guides, faculty support, split parents and students into two groups with two different schedules

CAMPUS OPEN HOUSE BENCHMARKS

MA/PHD Granting College

- 1) know your goal, measure the outcome
- 2) Don't start too early. Don't make the program too long. Recognize it is an event to be experienced, not a forum for sharing details available at the website.
- 3) NA
- 4) engaging faculty, alumni and current students
- 5) Plan for everything. Family eats last. Kill them with kindness.
- 6) Holidays, school events, and enrollment patterns should all be considered.

Research University

- 1) invite the colleges and schools, showcase your majors, provide directions to the parking and building location along with directional staff, have happy student volunteers/workers and employees
- 2) communication with all involved
- 3) Using ALL public space. Using, students to chat with, guide, and in general assist families attending.

CAMPUS OPEN HOUSE BENCHMARKS

Which colleges stage great open house events that might serve as role models for other colleges?

Community College

- 1) Boston University
- 2) University of Idaho and Boise State University. We'd love to find community college examples.

4-Year College

- 1) DK
- 2) Don't know
- 3) Eureka College!
- 4) N/A
- 5) Not sure.
- 6) Not sure.
- 7) ?
- 8) SMU in Dallas, TX
- 9) Stevenson University
- 10) ?
- 11) I believe we have a good format. I'm not familiar with others.

MA/PHD Granting College

- 1) Harvard Business School
- 2) Those of us who run these usually can't see the other schools because we run events the same day.
- 3) NA
- 4) unknown
- 5) Unfortunately I haven't had the opportunity to visit other college's open house events.

Research University

- 1) UT Austin of course! Texas Tech
- 2) Tulane SPHTM, but that is all I know about
- 3) NA