

Hospitality that holds across the whole campus visit

How Northern Arizona University partnered with CollegeVine to replace event-by-event outreach with an agent that accompanies 11,000 visiting families a year



The visit is where the journey begins

More than 11,000 prospective students and families come to Flagstaff each year. It is NAU's highest-converting recruitment touchpoint, and for most families it is a long drive and a full day given over to one campus.

The experience on campus was excellent. Everything around it, however, was manual. Once a family drove home, the university heard nothing back.

“We wanted to elevate the family experience before, during, and after their time on campus by providing immediate, personalized support right when they need it most.”



Taylor Rice

Assistant Director of Enrollment Management, Northern Arizona University

WHAT THE VISITS TEAM WAS WORKING WITH

01 Every email was manual

Pre-visit communication was configured event by event inside Eventbrite

02 One cadence for everyone

A family booking 4 months out and a family booking on Thursday received the same sequence, at the same intervals

Nothing captured beyond the tour

03 No consistent record of how a visit actually felt, so there was little to refine against

BUILDING CLINE, NAU'S CAMPUS VISIT AGENT

Everything NAU needed was already in a registration

When a family signs up for a tour, they tell NAU a great deal — the program a student is curious about, whether honors or ROTC is on the table, how far out they are planning. All of it sat idle in Eventbrite.

CollegeVine took NAU's Eventbrite registrations in, normalized them into a single clean picture of each visitor, and normalized the data into an automated end-to-end pipeline that refreshes every 2 hours. A tour booked at midnight is in the agent's hands by morning, with nothing for the visits team to upload, reconcile, or configure.

WHAT COLLEGEVINE BUILT

- 01** **A live line into Eventbrite**
Registrations make their own way to the agent as families book them, through the season and after hours
- 02** **One profile per visitor**
Someone who books an info session, a tour, and an academic showcase is still one family, and Cline speaks to them as one
- 03** **Channel for true conversation**
Families can text back with a question about parking or lunch and get a real answer, at whatever hour they think to ask

From registration to the drive home

Cline reads what each family told NAU at registration, works out how many days are left before the tour, and routes them down 1 of 3 paths — so a family who books 4 months ahead and a family who books on Thursday both get a cadence that fits.

AT REGISTRATION	5 DAYS OUT	DAY BEFORE	MORNING OF	AFTER THE TOUR
Welcome A greeting shaped by the program and interests the family entered	Logistics Where to park, where to check in, what to bring to Flagstaff	Anticipation A note that builds excitement for the day ahead	Arrival A text with the last details a family needs on the way in	Feedback A short check-in that captures the visit while it is still fresh

3 communication paths, chosen by how far ahead a family registers	5 automated touchpoints per visit	0 emails the visits team now configures by hand
---	---	---

WHAT'S NEXT

From hospitality to enrollment strategy

Yield, and reduced summer melt

Connect visit behavior to applications, admits, and enrollment, and hold the momentum through the months where committed students quietly disappear

Populations served on purpose

Academic interests and campus life preferences read at the segment level, so outreach can be tuned to each prospective population

A smoother day on campus

Check-in help for families running late, wellness check-ins and rescheduling for missed tours

Every conversation Cline has produces something the university did not have before: a record of what visitors care about academically, what they want out of campus life, and how engaged they are. Read together, that is the evidence leadership needs to sharpen recruitment strategy and defend NAU's position in a market where fewer students are choosing to travel for a visit at all.

“Operationally, having access to robust qualitative and quantitative insights is transformative. Being able to track visitor trends in real time empowers our team to embrace true data-informed decision-making across the department and division.”



Maggie Thom

Senior Director of Strategic Enrollment and Marketing, Northern Arizona University