



CASE STUDY: CALIFORNIA STATE UNIVERSITY SACRAMENTO USE OF VISITDAYS FOR CAMPUS ENGAGEMENT EVENTS

Overview

Sacramento State University, a comprehensive public university, has adopted the VisitDays platform to streamline and enhance various campus engagement events, including campus tours, open houses, admitted student events, new student orientation, and counselor fairs. This case study explores how VisitDays has been integrated into Sacramento State's event management strategy, detailing its implementation and impact across multiple events.

Platform Integration

VisitDays provides a robust, scalable solution for managing both in-person and virtual engagement opportunities. Its comprehensive suite of features includes automated scheduling, personalized itineraries, CRM integration, real-time communication tools, and detailed analytics, all of which Sacramento State has utilized to optimize interactions with prospective and current students, as well as counselors.

Key Event Implementations

- **Campus Tours:** Sacramento State utilizes VisitDays to schedule and manage both virtual and in-person campus tours. The platform's scheduling system allows prospective students to book tours at their convenience, while the personalized itineraries ensure visitors see and experience aspects of campus life most relevant to their interests.

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Key Event Implementations- Continued

- **Open Houses:** Open houses at Sacramento State are major events that showcase the university to prospective students and their families. Using VisitDays, the university organizes these complex events with features that manage invitations, registrations, and personalized schedules, enhancing the visitor experience and maximizing engagement.
- **Admitted Student Events:** These crucial events aim to convert admitted students into enrolled students. VisitDays helps Sacramento State deliver personalized content and interactions, using features like live chat and video conferencing to address individual concerns and questions, thus boosting yield rates.
- **New Student Orientation:** The orientation process is critical for student retention and success. Sacramento State leverages VisitDays to organize both in-person and virtual orientations, ensuring all new students have access to essential information and resources, regardless of their physical presence on campus.
- **Student and Counselor Fairs:** The university hosts several fairs throughout the year, providing information and networking opportunities for both prospective students and educational counselors. VisitDays facilitates the planning and execution of these fairs, with tools to manage attendee data, schedule sessions, and follow up post-event.

Impact on University Engagement

The deployment of VisitDays at Sacramento State University has had several significant impacts:

- **Increased Accessibility and Reach:** The university has extended its reach by offering virtual alternatives for key events, attracting attendees from wider geographical locations who might not be able to visit the campus in person.

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Impact on University Engagement - Continued

- **Enhanced Attendee Experience:** Personalized itineraries and real-time interaction capabilities ensure that every attendee, whether online or on campus, receives a tailored experience that maximizes their engagement and satisfaction.
- **Streamlined Operations:** Automating the scheduling, reminders, and follow-ups has significantly reduced the administrative burden on staff, allowing them to focus more on strategic engagement rather than logistical details.
- **Data-Driven Insights:** Integrating VisitDays with existing CRM systems provides Sacramento State with valuable insights from analytics and reporting tools, enabling continuous improvement of event strategies and content based on attendee feedback and behavior.