

CASE STUDY: FOREST RIDGE SCHOOL OF THE SACRED HEART'S USE OF VISITDAYS FOR OPEN HOUSES AND STUDENT ADMISSIONS



Overview

Forest Ridge School of the Sacred Heart, a prominent educational institution offering middle and upper school curriculums, has effectively leveraged the VisitDays event platform to enhance its open house events and student admissions process. This case study explores the implementation of VisitDays at Forest Ridge, focusing on its features and impact on the school's admission events.

Platform Integration

VisitDays offers an embeddable, plug-and-play technology tailored for educational institutions to boost engagement throughout the student lifecycle—from initial contact to alumni interactions. The platform provides various tools, including lead generation forms, event scheduling, appointment booking, and integration with CRM systems. These capabilities allow Forest Ridge to host both in-person and virtual admission events efficiently.

Open Houses and Admission Events

- 1. Event Scheduling and Management:** Forest Ridge organizes several open house events annually for prospective students and their families. Using VisitDays, the school schedules these events seamlessly, allowing for both in-person and virtual formats. This flexibility is crucial in accommodating attendees from diverse geographical locations.
- 2. Personalized Experience:** The platform supports personalized itinerary creation, ensuring that each attendee receives a tailored schedule based on their interests and grade level. This personal touch helps in better engaging prospective students by highlighting aspects of the school that are most relevant to them.
- 3. Efficient Check-ins and Data Collection:** With QR code technology and automated check-ins provided by VisitDays, Forest Ridge efficiently manages event attendance. This system not only streamlines the entry process but also captures essential data for follow-up communications and future marketing efforts.

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Open Houses and Admission Events- Continued

4.Engagement Tools: Through features like video conferencing and live chat, the school conducts tours and Q&A sessions. These tools make the open houses interactive and accessible, allowing prospective students and parents to connect with faculty and current students, thus gaining a comprehensive understanding of the school environment and curriculum.

5.Feedback and Surveys: Post-event surveys are crucial for Forest Ridge to gather feedback and improve future events. VisitDays facilitates this through its integrated survey tools, helping the school measure event success and attendee satisfaction.

Impact on Admissions

- 1.Enhancing Accessibility: Virtual event options have made the school more accessible to a broader audience, increasing the diversity and reach of prospective students.
- 2.Improving Efficiency: Automation of administrative tasks like scheduling, reminders, and follow-ups has enhanced the efficiency of the admissions team, allowing them to focus more on engagement and less on logistics.
- 3.Data-Driven Decisions: Detailed analytics provided by VisitDays enable the school to make informed decisions based on data from past events and interactions.