How BAND® Has Revolutionized Managing Lynn University's Campus Visit Experience Team

Tierra Thompson
Senior Assistant Director, Campus Visit Experience
Lynn University

Who we are

- Lynn University's campus visit experience (CVE) has a robust staff in order to ensure that each prospective student who visits campus has an individualized and personalized tour.

- We currently employ:
  - Senior Assistant Director, Campus Visit Experience
  - Campus Visit Coordinator
  - Admission Coordinator
  - 3 Graduate Assistants
  - 3-5 Interns
  - 110+ Student Admission Ambassadors (SAA)

Our campus visit program
has been featured in

INSIDE HIGHER ED

UB University Business

The New York Times

How students communicate

In a 2015 Forbes Article, Neil Howe states:

"One employer tells the *Minneapolis Star Tribune* that her Millennial workers tend to skip the small talk and 'get right to the point'…[Millennials] default to whichever communication method will help them complete their to-do list as efficiently as possible – a priority that is reflected in how they communicate more generally."

Forbes

Generation Y Workflow

BYOA and
Employee Behavior

Generation Y (born in the 1980s and early 1990s) will make up ½ **of the workforce** by **2020**.

More than **1 in 2 Generation Y** employees say increased **mobile working** would improve their **productivity**.

Generation Y spend **2 hours per day** on their smartphones and **download 6 apps per day** on average.

What is BAND®?

The Best App for Your Groups

BAND

Created in August 2012
Used by over 50 million people by October 2015

Source: Business2Community 2014 Mobile Revolution

Our rewards

- Minimize individual communication and provide a way to contact those students who are relevant to the specific topic.

- Increased ownership on reporting attendance, absences and the needed coverage for events.

- Opportunity for information to be shared quickly and to easily gage who has or hasn't received the information with no manual labor.

Download the app

Go to your app store and look for the logo below or go to band.us and click "Sign up" in the right-hand corner.

The Best App for Your Groups

BAND

Once downloaded, search CIVSA Milwaukee and join!
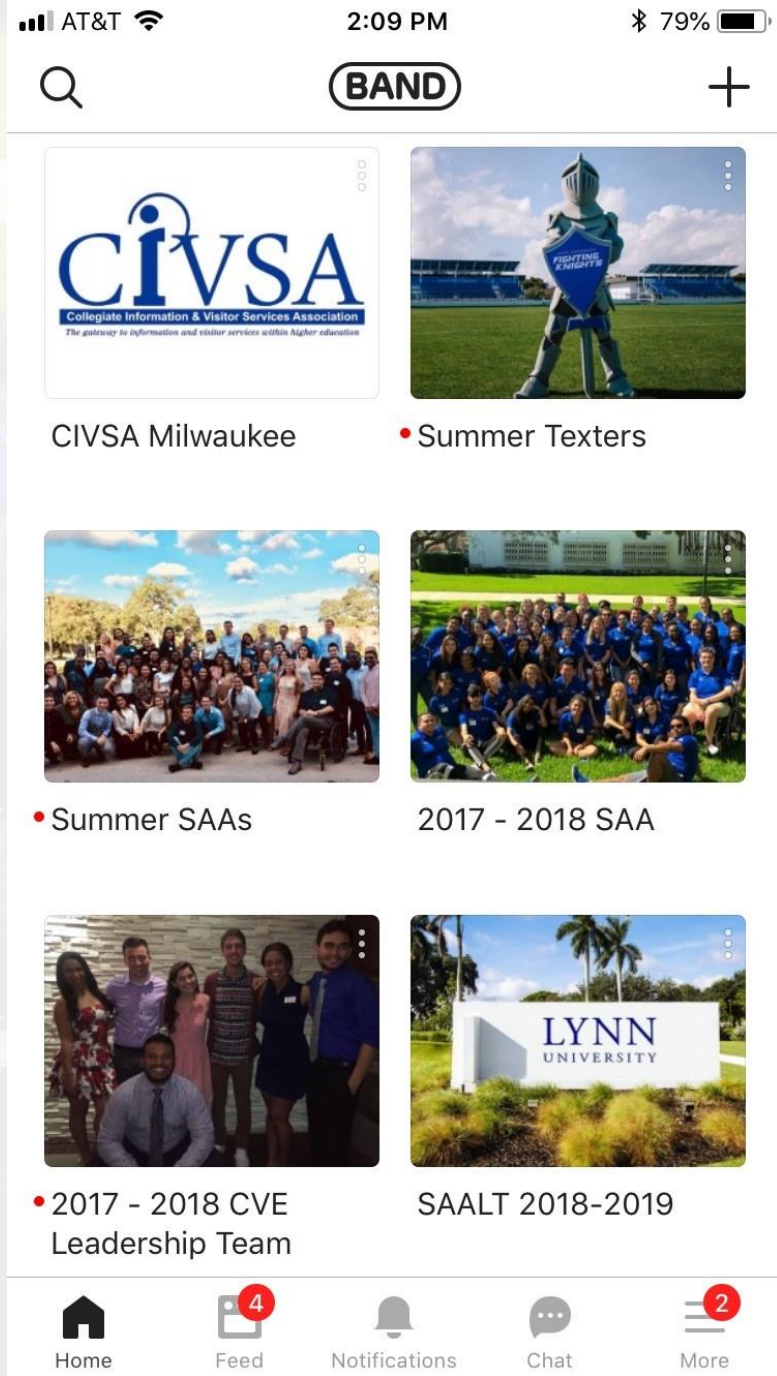
Let's add you to the CIVSA BAND

**This is what
Lynn University's
main page looks like.
Yours will only have
CIVSA Milwaukee.**
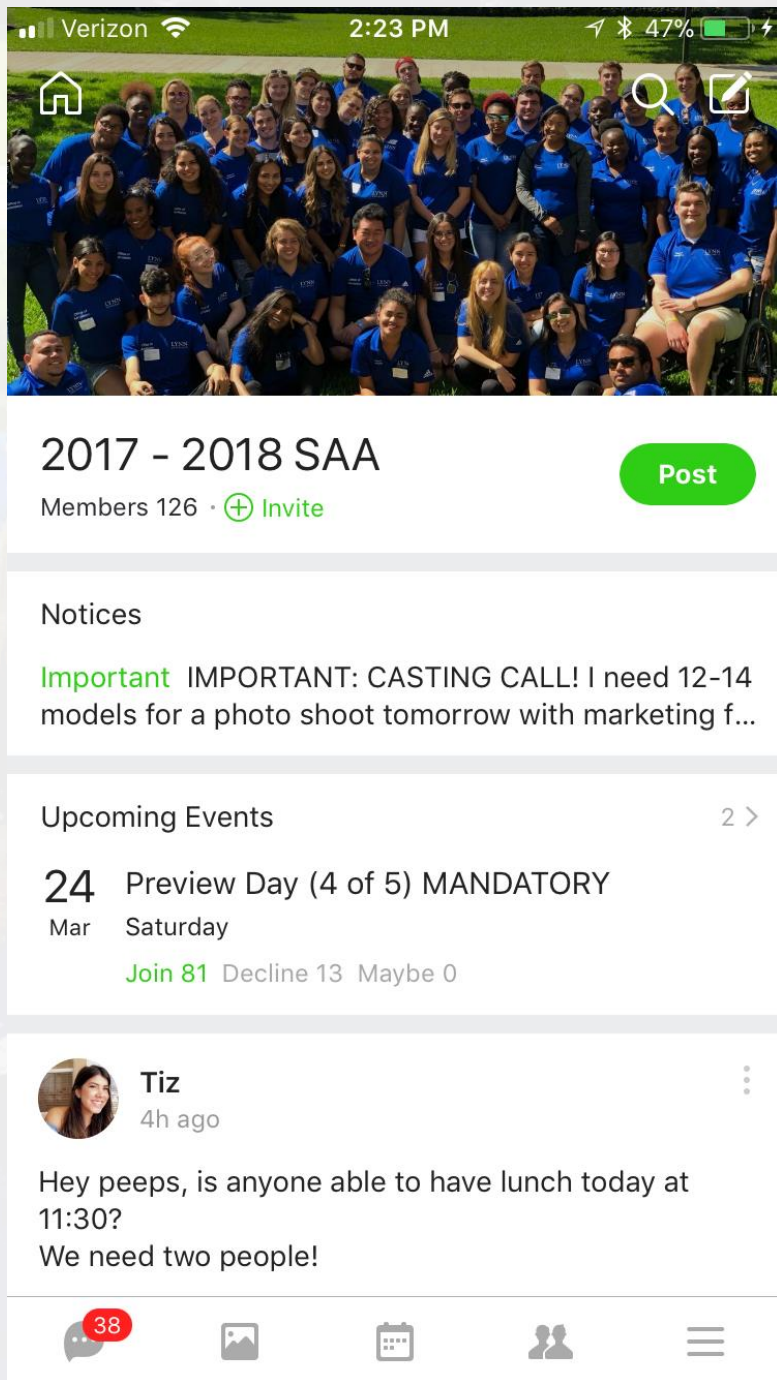
Lynn's home page

Like any social media news feed, everything comes up in one place.

← Posts

← Notices

← Upcoming events

← Read postings

← Navigation station
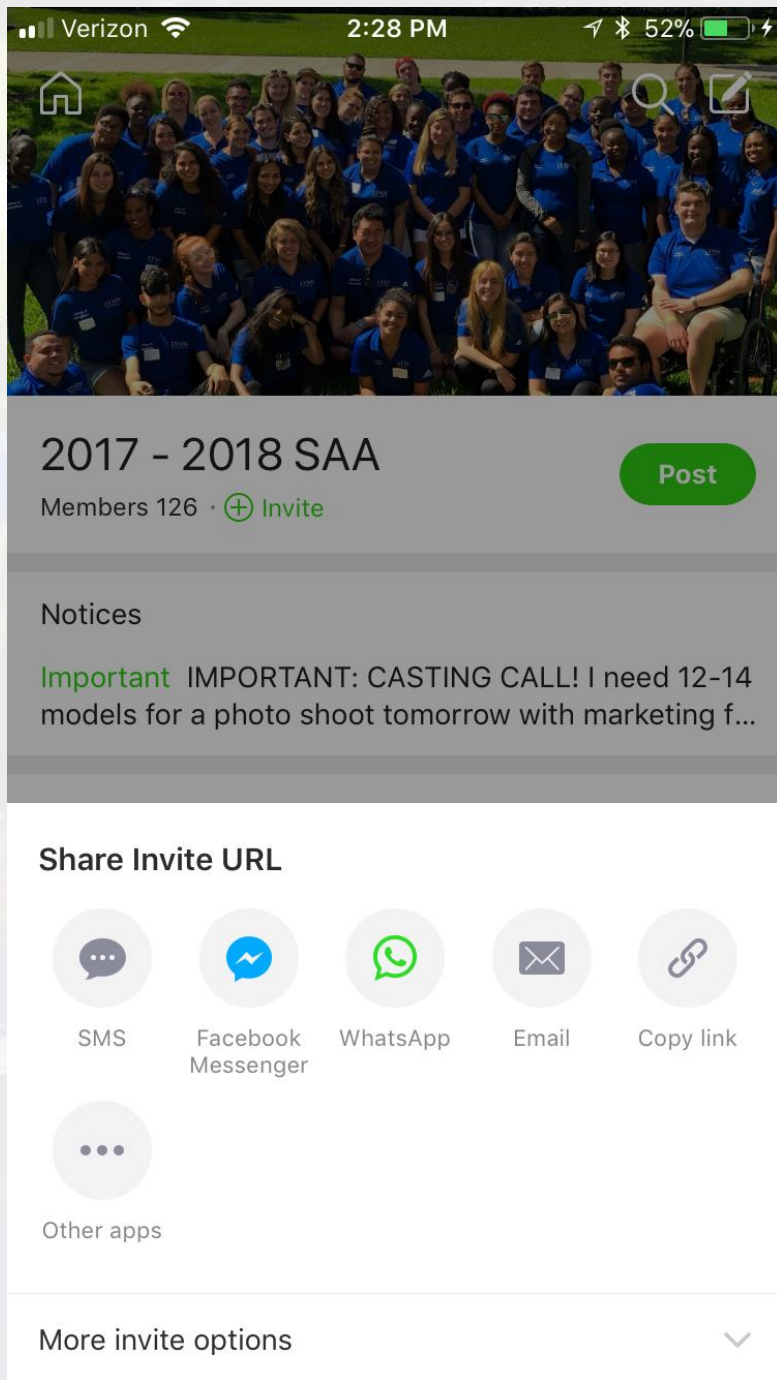
Invite others to your BAND

- Click "Invite"
- Send out the link in multiple platforms
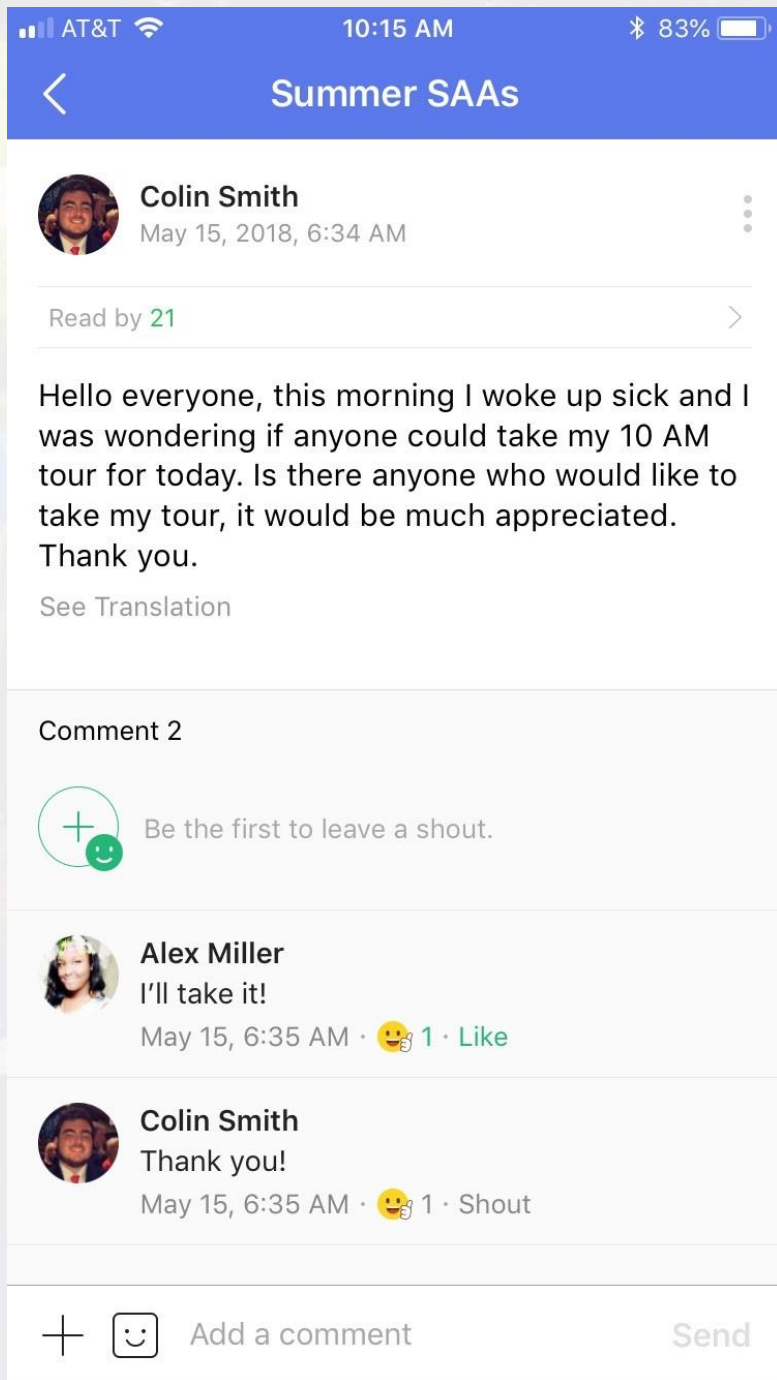
Requesting help & offering assistance

- Send out a message
- Instant replies
- Pick up a tour yourself

Polls

An incredible way to gather information quickly

- Who has read it

- Who has answered it

- Add multiple options, including one for people who the poll doesn't apply to

Calendar

Convenient way to view your organization's schedule

- Add all events
- See who is or isn't available
- Red dots appear on event dates that you have not confirmed your attendance

Calendar events

- Click into an event
- Dates and times
- Description
- Join, decline, or maybe
- Who hasn't participated/replied
- Add a reminder or save it to your calendar

View attendees

- Able to check everyone

- Chat with the group

Chats

- Individual chats

- Group chats
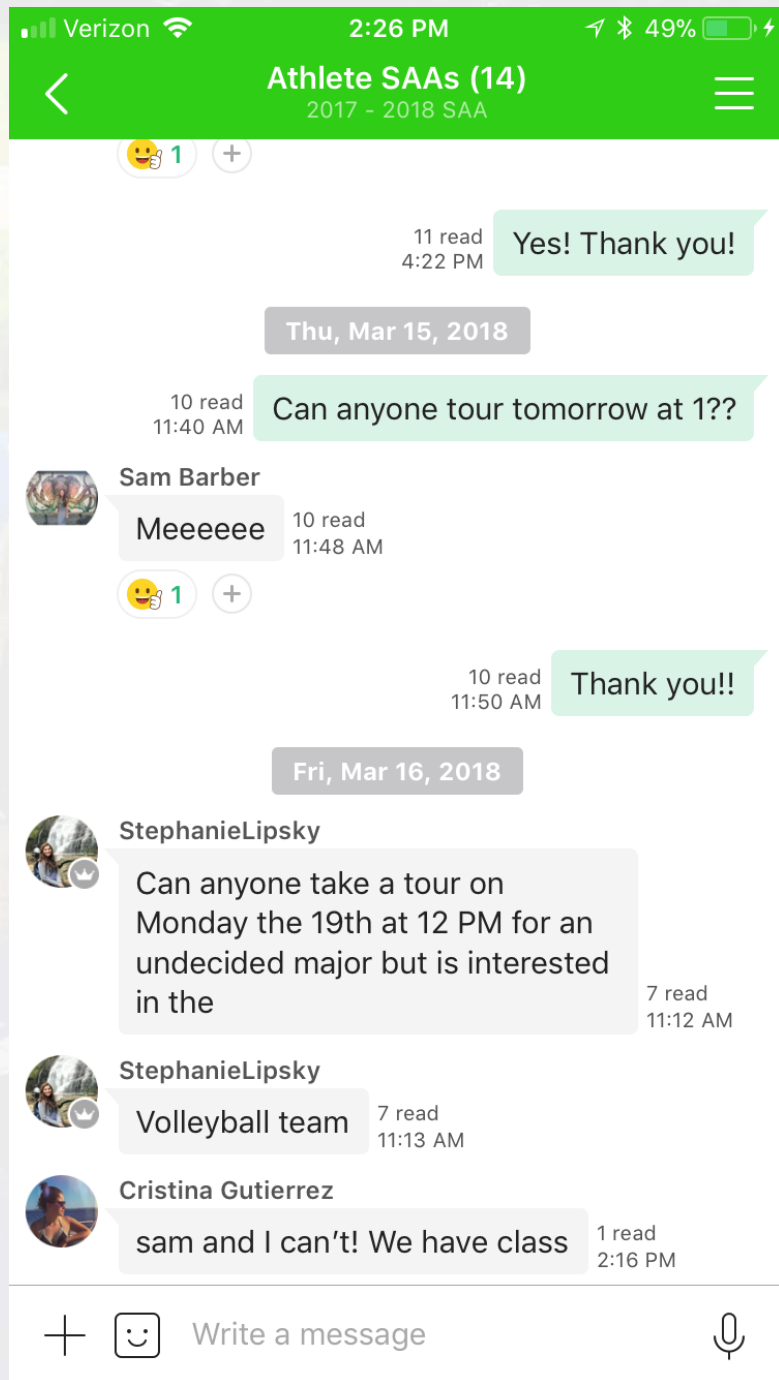
Inside the chat

- Ability to communicate with a group of people who have similar interests

- For example: chat with the student athletes for athletic tours

Members

- Search through members

- Click on the green icon to chat within the app
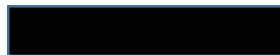
Member information

- Find contact information and connect with them outside the app

Join the "BAND"!!!!

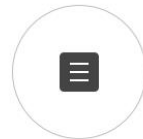- BAND allows students to connect with the admission office in a more social way. Not only can they reach office staff, but they can reach each other.

- In the campus visit world, being efficient, effective and individualized is pertinent to attaining positive visit experiences and higher yield. BAND allows the campus visit staff to structure how the work gets communicated and completed.

Thank you for joining us!

♫♪ Let's keep in touch through CIVSA BAND and inform each other on how you are using it to make your campus visit programs run in "harmony!" ♫♪