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 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.”
Generation Y Workflow

BYOA and Employee Behavior

- Generation Y (born in the 1980s and early 1990s) will make up ¼ 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

Created in August 2012
Used by over 50 million people by October 2015
Why Apps in the Workplace at All?

Over 9 in 10 employees cite a lack of communication or ineffective communication for workplace failures.

Employees who use social business tools including mobile apps are 3 times more connected to their workplace than employees who do not.

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
Colin Smith
May 15, 2018, 6:34 AM

Hello everyone, this morning I woke up sick and I was wondering if anyone could take my 10 AM tour for today. Is there anyone who would like to take my tour, it would be much appreciated. Thank you.

See Translation

Alex Miller
I’ll take it!
May 15, 6:35 AM · 1 Like

Colin Smith
Thank you!
May 15, 6:35 AM · 1 Shout

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!” ♩♩♩