

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

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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 $\frac{1}{4}$ 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

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 gauge who has or hasn't received the information with no manual labor.

Download the app

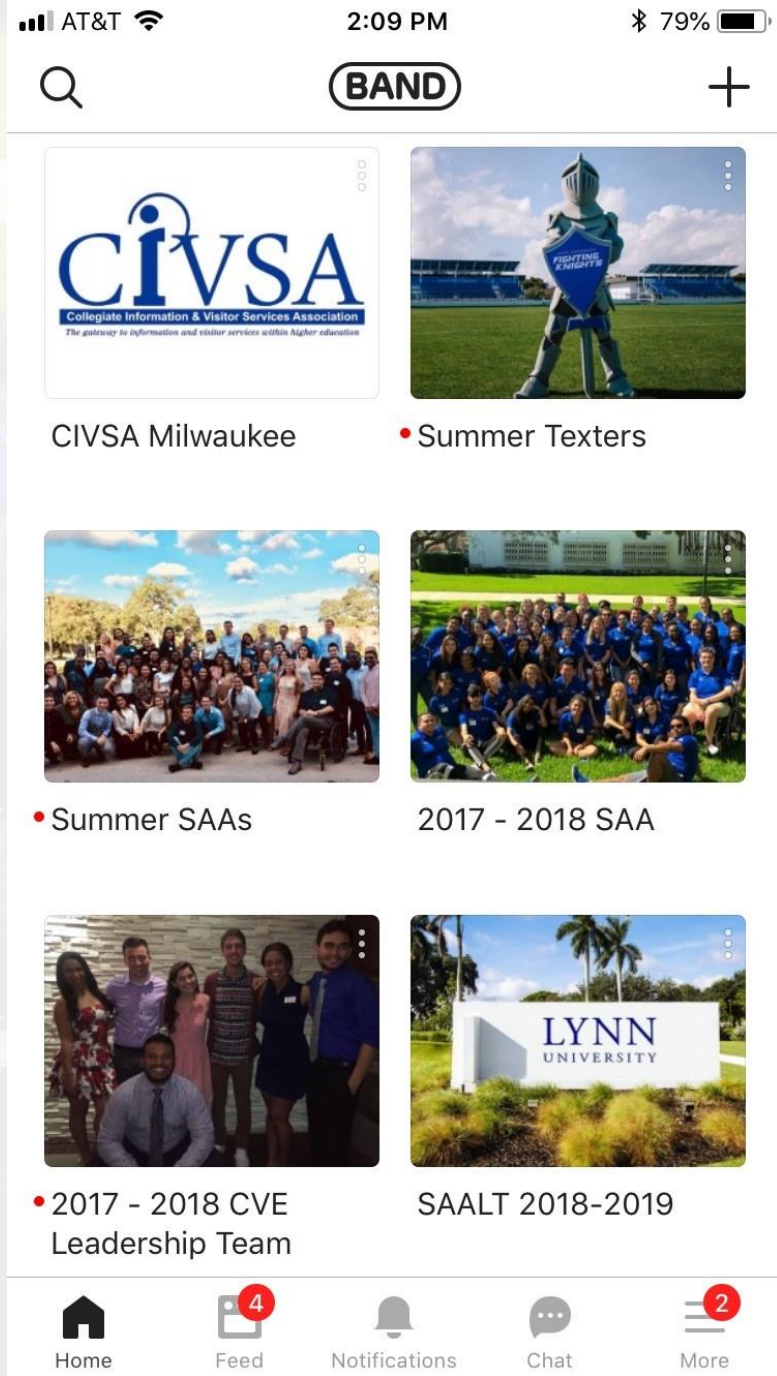
Go to your app store and look for the logo below or go to band.us and click “Sign up” in the right-hand corner.



The Best App for Your Groups

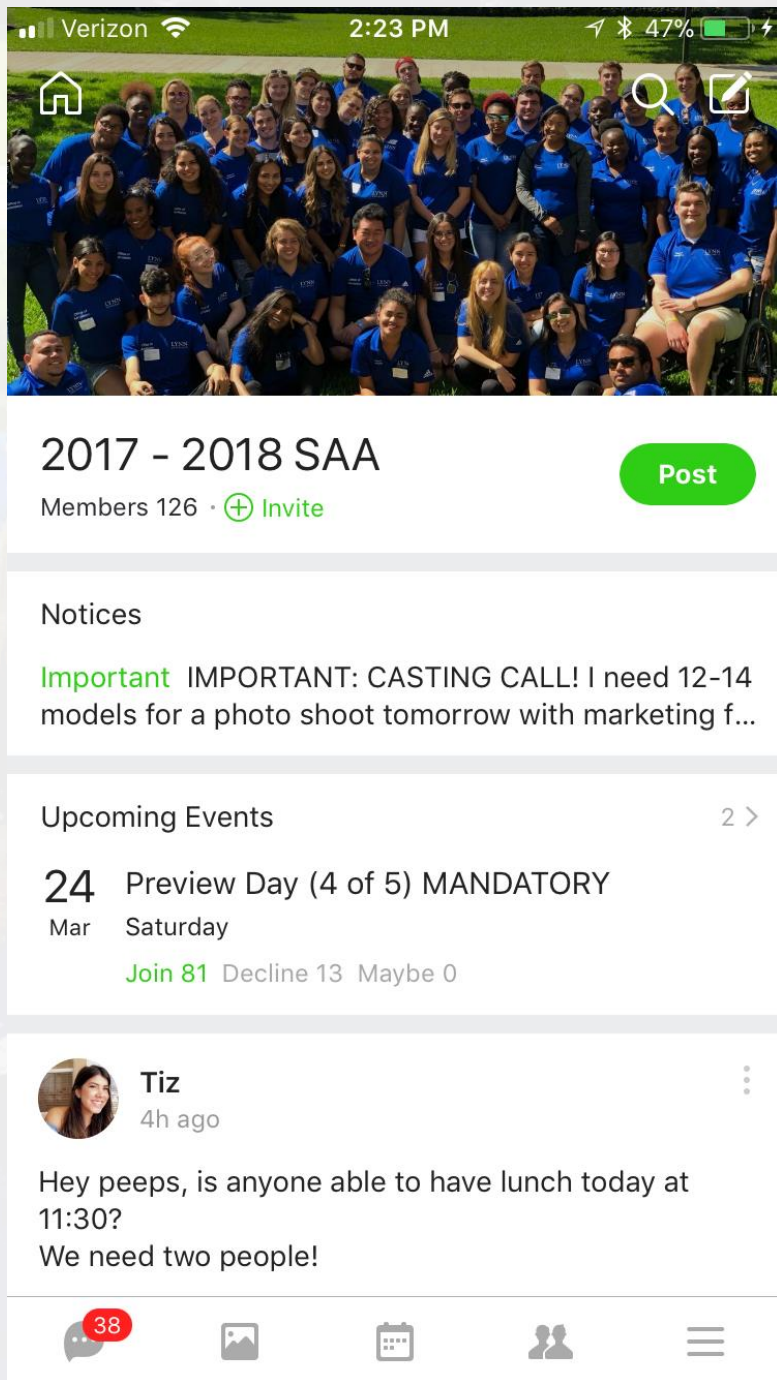
BAND

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.

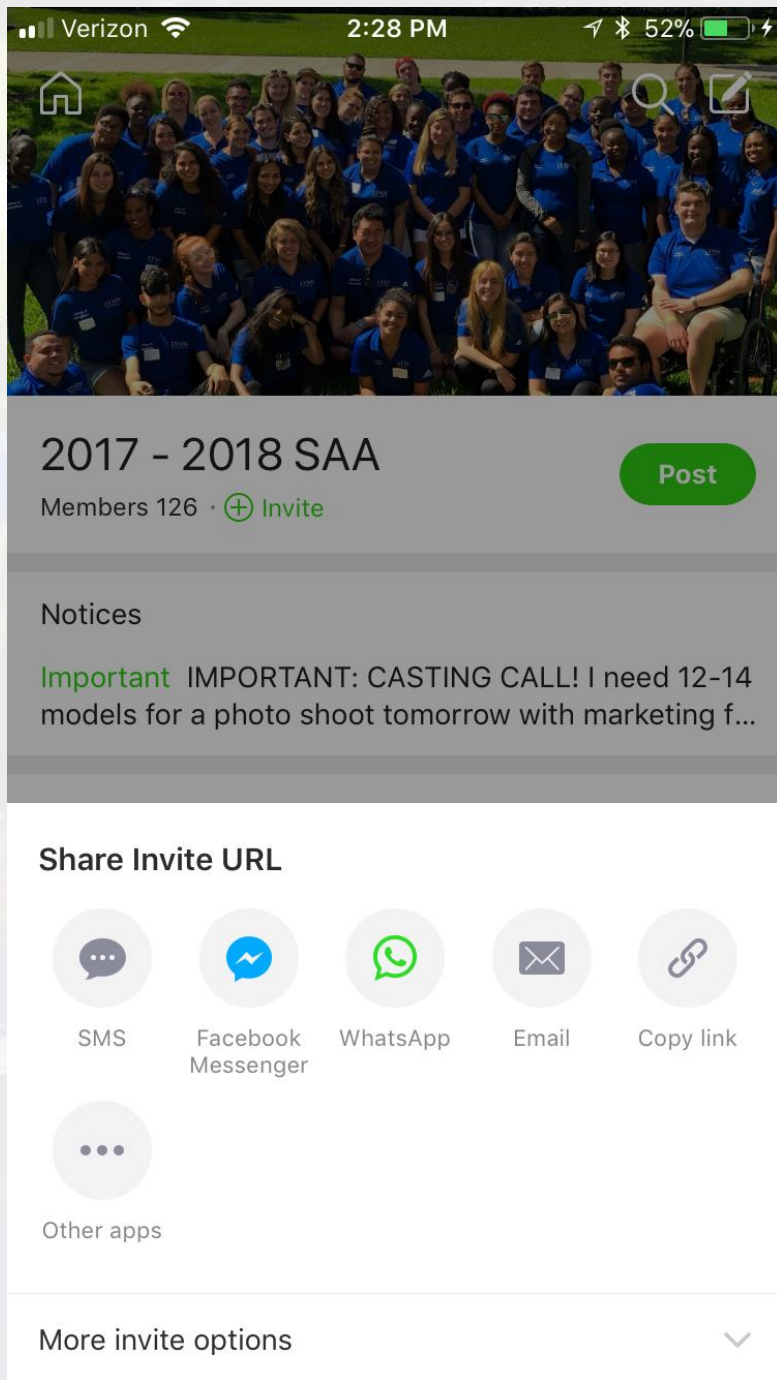
← Posts

← Notices

← Upcoming events

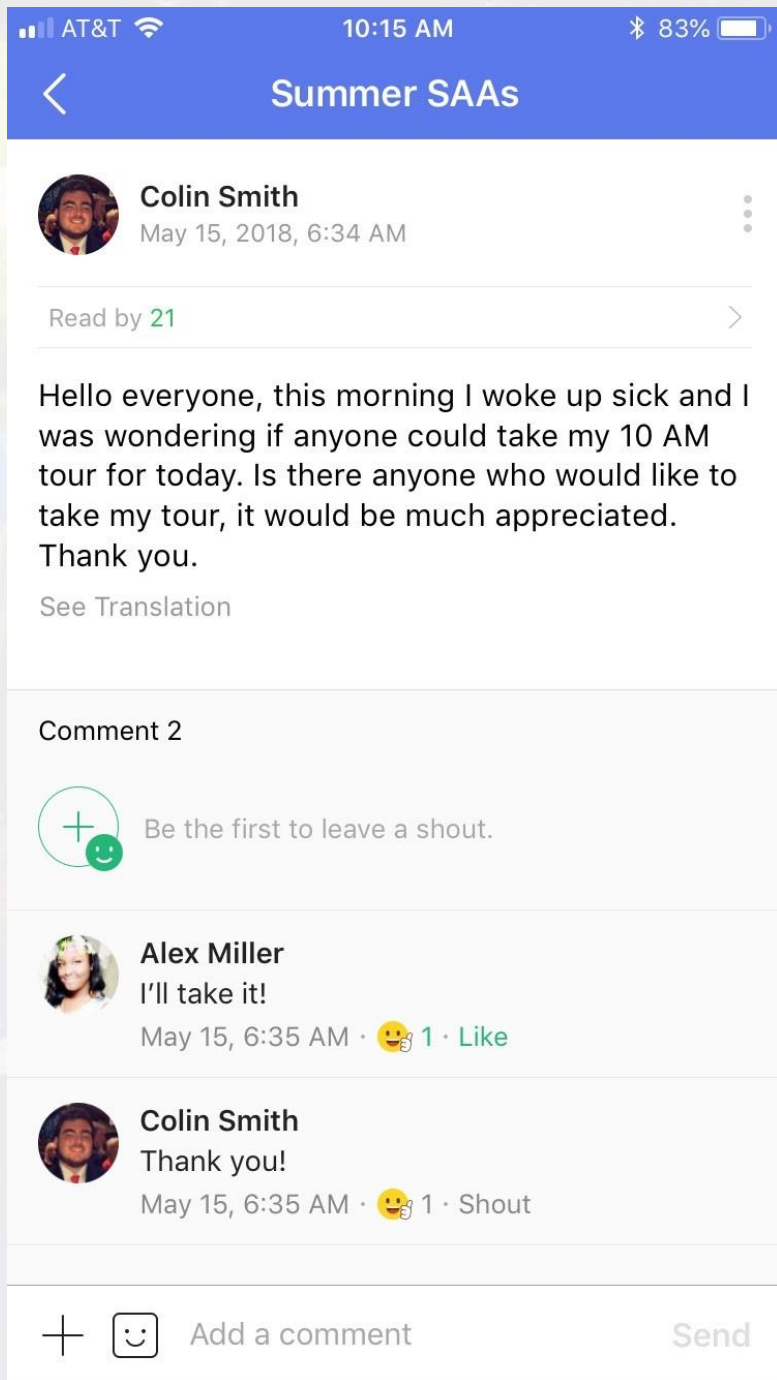
← Read postings

← 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


 **Tierra** SAA's @ LynnU
Mar 12, 2018, 11:30 AM


Read by 85 >


I need your help... please answer ASAP!!!

 **Poll Opened** 78 voted
Opinion on shoes:

Multi-select allowed.

I love the shoes!
 12
Sarah Galati, Patricia Mclean, Diego Ruiz, Xiara Del Valle, Des, Katharine Boucher, Julianna, Max Gold, Maria Saldarriaga, Cristina Gutierrez, Vanessa, Colin Smith
[View all >](#)

Rather not wear them!
 14
Kristina, Emily Weisberg, Alex Resto, Natalia Narvaez, Courtney Jones, Noreydy, Julianna, Tiz, Valen Bejarano, Lea Himpens, Alex Gharabegian, Caitlyn Kelly, Marcella De Vuono, Anna Shawley
[View all >](#)

I don't have them!
 54
Jailene Herrera, Magda Bol, johan mateo, Joey Erickson, Mexico McCredy, Kayla Williams, Lydia Ames, Marina

+  Add a comment Send

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

Verizon 2:24 PM 48%

Events 2017 - 2018 SAA Add

Today < Mar 2018 >

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- Mar 2018
- 24 Preview Day (4 of 5) MANDATORY
Sat 8:00 AM
Join 81 · Decline 13 · Maybe 0
● Event Calendar · Kevin Studer
 - 26 Tonya Dollard's Birthday 
 - 27 Greta Wittmer's Birthday 
 - 28 Marcella De Vuono's Birthday 

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

Preview Day (4 of 5) MANDATORY

Sat, Mar 24, 2018 8:00 AM ~ 2:00 PM

Event Calendar

Kevin Studer

Help prospective students and their families get a "preview" of what it would be like to attend Lynn! We need assistance with many things and the more people we have, the easier and more efficient the event will run.

Join 81

Decline 13

Maybe

Not Participated Yet 32

Add reminder

[Save to Apple Calendar](#)


Share event in a new post.


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


Join 81 Decline 13 Maybe 0


+ Chat with members below >


 **Pedro Hurtado**
Mar 22, 2018, 12:43 PM Cancel

 **Meche Ojer**
Mar 22, 2018, 11:39 AM Cancel

 **Kami**
Mar 22, 2018, 11:00 AM Cancel

 **Lea Himpens**
Mar 22, 2018, 7:52 AM Cancel

 **Seline Winkel**
Mar 20, 2018, 8:50 PM Cancel

 **Jailene Herrera**
Mar 20, 2018, 5:50 PM Cancel

View attendees

- Able to check everyone
- Chat with the group

Chat rooms and Messages

My chats

Meche Ojer, Alex Resto, Ti... (39) 9m ago
Crystal Grady : I will be in class at this time

Lea Himpens, Meche Ojer,... (9) 15h ago
Tierra : Hi everyone! You haven't responded about Saturday and 100% nee...

jackie Deaton Mar 21
Hi sorry it's been crazy busy. Your tour just cancelled 😞

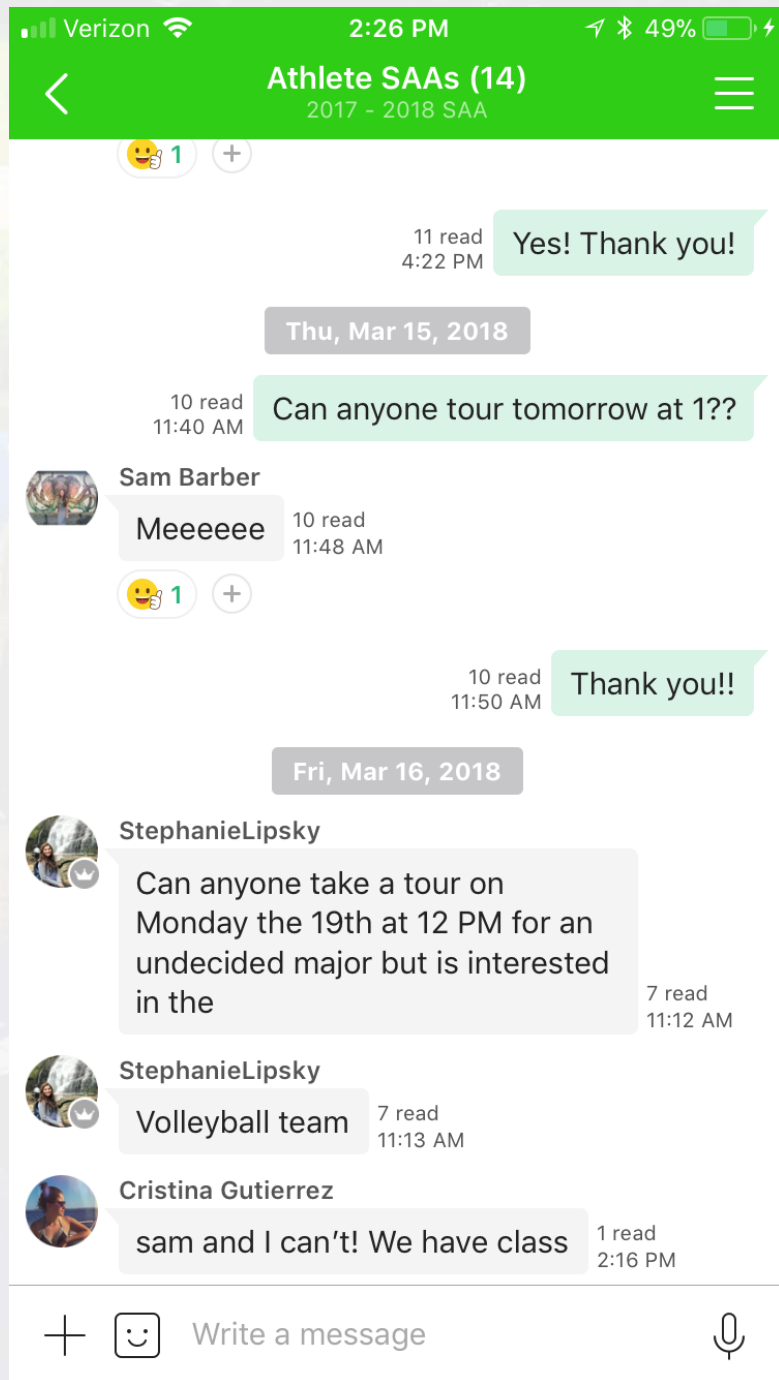
Erika Mar 20
Haha no worries!

Meche Ojer, Devon Brown, Maria... (41)

Athlete SAAs(14) Mar 16
Cristina Gutierrez : sam and I can't! We have class

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



Search

Invite member



Members Name

 **Kevin Studer**
Set profile 

 **Tierra**
SAA's @ LynnU 

 **Allie Benzshawel**


 **Natalie**


 **StephanieLipsky**


Members

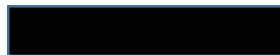
- Search through members
- Click on the green icon to chat within the app



Co-Admin Since Oct 17, 2017



StephanieLipsky



Call



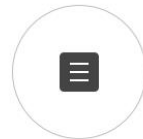
SMS



Save



Chat



View posts

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.

A large group of people, mostly young adults, are posing for a group photo outdoors. They are arranged in several rows, some sitting on the ground and others standing. Many of them are wearing blue polo shirts, some with "CIVSA" or "LENN" visible on them. The background shows a grassy field and a building in the distance. The overall scene is bright and cheerful.

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!" ♪♪