

## CASE STUDY



Full Measure helps  
Colorado State University  
increase access to tours,  
enable personalized  
visits, and better engage  
prospective students.



FLAGSHIP CAMPUS  
**Fort Collins,  
Colorado**



**25,186**  
UNDERGRADUATE  
STUDENTS  
(FALL 2020)



**8**  
COLLEGES



**4,773**  
ACRES

## CHALLENGE

Campus tours play an important role when it comes to matriculation, yet too many higher education institutions leave these key engagement opportunities to chance.

Not at Colorado State University (CSU) where administrators knew they needed a way to effectively reach and engage prospective students (on campus or off) while bringing current students — their best storytellers — back to the heart of campus visits.

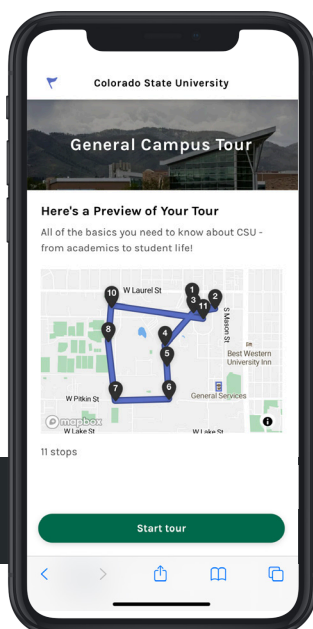
## CHALLENGE (cont.)

"Campus visits continue to be an important deciding factor for many students considering higher education options," says Kelsey Stamm, Assistant Director of Recruitment at CSU. "To stay competitive, we knew we needed to take a discerning look at our tour experience and ensure it was truly meeting the needs of prospective students."

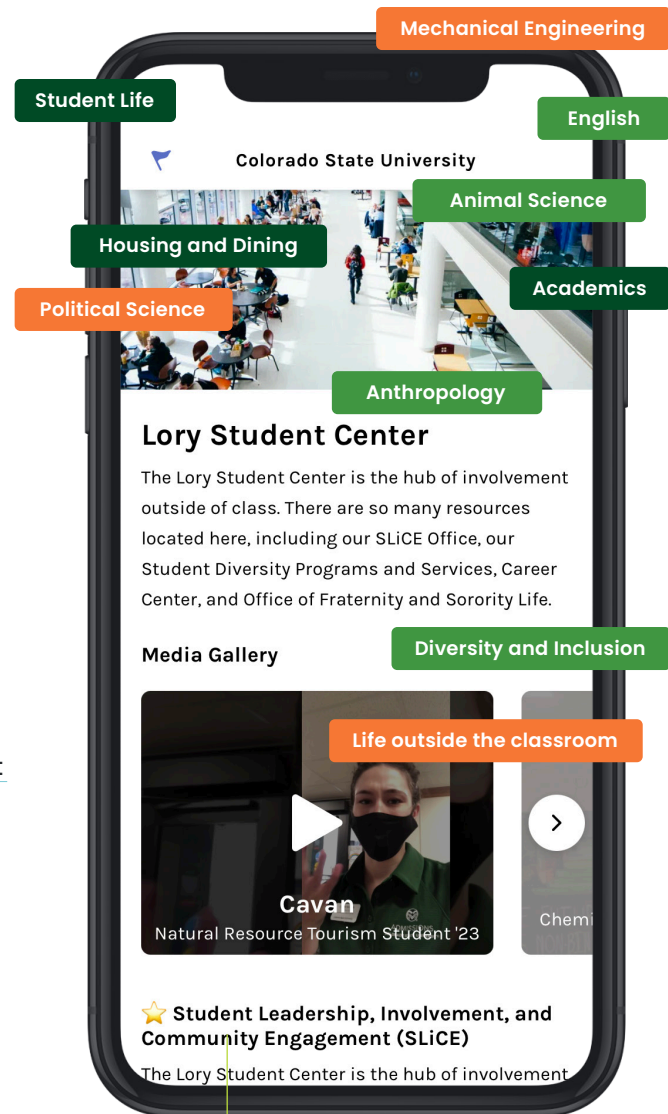
## SOLUTION

CSU partnered with **Full Measure** to increase access to tours, enable personalized visits, empower current students to share their stories, and better engage prospective students. With a focus on mobile-first experiences, the **Campus Visit Experience** makes it easy for prospective students to personalize and take interactive virtual or self-guided tours whenever their schedules allow.

Students can **choose from the university's 11 pre-built tours or fully personalize their visit** by selecting applicable tags, such as academic and social interests, as well as key demographic information. From there, they can view a relevant collection of content from the institution as well as student-generated content organized by tour stop.



"Students have many options when it comes to higher education," Stamm explains. "Engaging them early on, enabling them to experience our campus on their schedule, and giving them an authentic view of our community is critical in getting them excited about applying to and attending CSU."



Prospective CSU students taking personalized tours select an average of eight interests with mechanical engineering, life outside the classroom, and political science making the top three.



#### Warner College of Natural Resources Tour

A general tour of campus geared towards students interested in Warner College of Natural Resources - from Academics to Student Life!

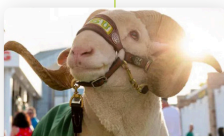
[Take a tour >](#)



#### General Transfer Tour

A general tour of campus geared towards Transfer students - from Academics to Student Life!

[Take a tour >](#)



#### Tour Español

¡Todos los conceptos básicos que necesita saber sobre CSU, desde lo académico hasta la vida estudiantil!

[Take a tour >](#)

The university also uses the campus visit experience to better reach and engage specific pockets of students by adding tour options designed specifically for transfer students and Spanish-speaking families.

University administrators and staff can access key metrics and insights — including the number of custom and preset tours taken, conversion rates, selected interests, and trending data — to help drive meaningful improvements and updates. Data, such as a prospective student's interests, can be seamlessly integrated with an institution's CRM to help staff customize and align future engagements to better meet that individual's needs.

## RESULTS

In CSU's first 250 days of using Full Measure's Campus Visit Experience, more than 13,700 tours were taken (including 2,447 custom tours) and the university's Spanish general visit, Tour Español, has become the institution's second most popular preset tour option with more than 1,200 Spanish tours taken — inspiring more in-person Spanish tour offerings and an increase in multilingual content for virtual tours.



**Kelsey Stamm**

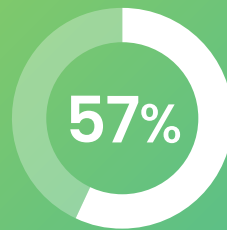
Assistant Director  
of Recruitment  
at CSU

**"It's important to meet prospective students where they're at in their journey and provide them options to truly experience what CSU has to offer on their own terms," says Stamm. "With the addition of Full Measure's Campus Visit Experience, we're finally able to do that."**

# THE FIRST 250 DAYS



**13.7K+**  
tours taken



of tours taken  
during off-hours\*

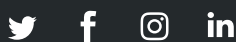


of students took  
more than one tour

\*Off hours defined as between  
5 p.m. and 9 a.m. MST

Ready to take your campus visits to the next level?

**Sign up for a free, no-obligation demo.**



 **fullmeasure**  
fullmeasure.io

FALL 2021