



# cau•se•rie

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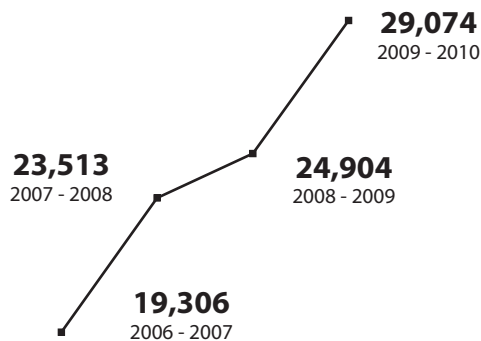
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## Spring 2011 • Campus visit critical to college choice

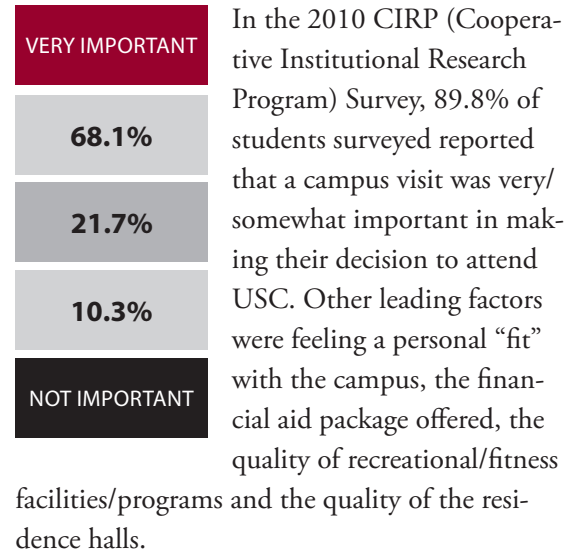
Research shows that the campus visit is the most trusted source of information for prospective students choosing where to attend college. And students who visit the University of South Carolina Columbia campus are more likely to apply and, if accepted, to enroll. Prospective students visit our campus as groups from their high schools, for open houses and during other special events. The bulk, however, plan their visits through the University's [Visitor Center](#), which offers a campus tour experience that's a model for colleges and universities across the country.

### 10,000 more visitors took individual tours last year than just four years ago



On average, about one-third of all visits coordinated by the Visitor Center take place in March and April. Visitors are overwhelmingly positive about their experiences, which include campus tours led by [University Ambassadors](#), a select group of students who undergo rigorous training. In 2009 - 2010, 97% of campus visit participants stated that they received the information they needed to make an informed decision about college. That same year, 100% of participants said that their visit met/exceeded their expectations.

### Students say campus visit important factor in decision to attend USC



### Visits with faculty influence students' decisions to attend the University

Among the 13,511 prospective students who met with a faculty member during their campus visits in 2007 - 2008, 77% reported that the meeting affected their decision to attend USC.

**20%**  
TO A GREAT  
EXTENT

**57%**  
SOMEWHAT

**23%**  
NOT AT ALL

### For more information

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*Sources:* University of South Carolina Visitor Center; 2008, 2010 CIRP Survey (Cooperative Institutional Research Program at Higher Education Research Institute)

“We have been partnering with the Visitor Center for many years. We believe that we have at times been instrumental in [students'] decisions regarding attending USC. We keep a listing of those that visit and know that we see a number of them again as freshmen. During summer orientation we have heard comments that they really enjoyed meeting with us on a visit and decided to come.”

Dr. Gwendelyn Geidel, director of undergraduate studies, Marine Science, Geology, Environmental Science and Geophysics; research professor, Department of Earth and Ocean Sciences