

# From Admitted to Enrolled: Keeping Students Engaged

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**USC** University of  
Southern California

**cvent**

# Today's Speakers



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# Agenda

About USC

Four Factors Driving Orientation Programming

Our Approach to Programming Post-Pandemic

Making the Case for Cvent

Using Data to Understand the Impact

Q&A

# Tell Us About You

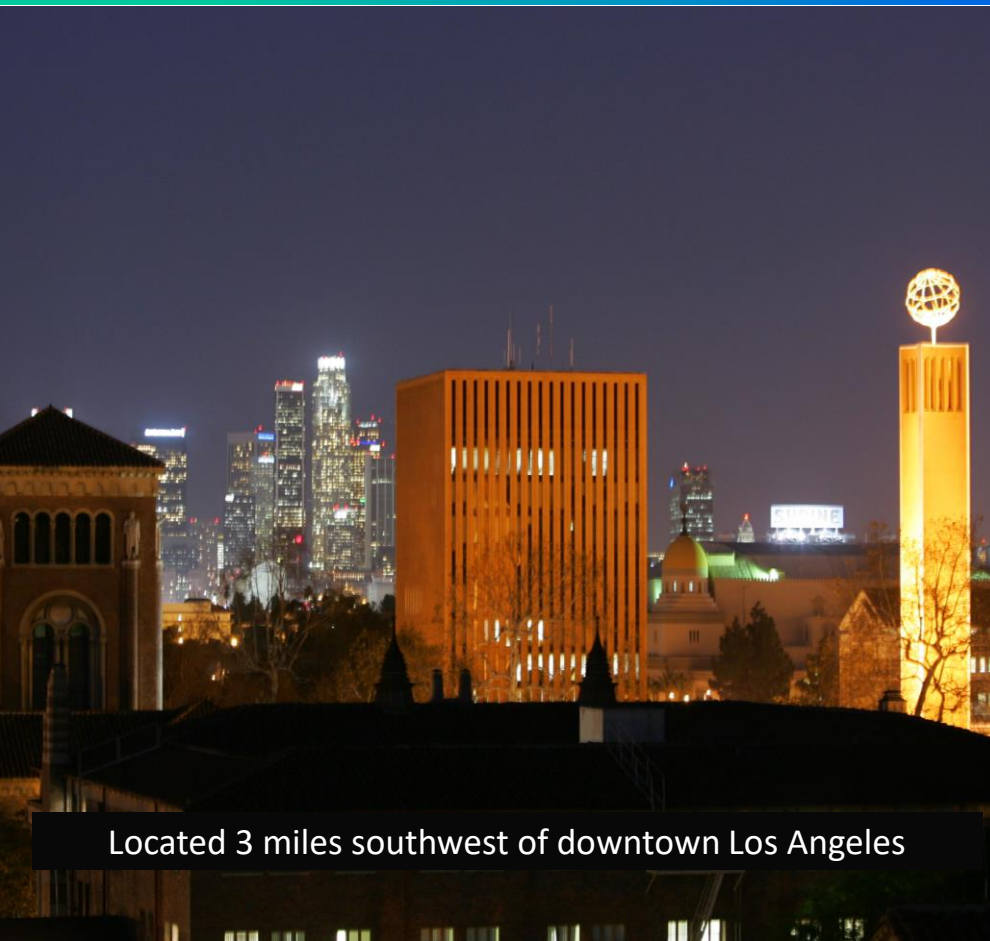
## Poll Question #1

Which area of the institution do you represent?

- ☐ Alumni Relations / Advancement
- ☐ Academic Services
- ☐ Enrollment Services
- ☐ Event Services
- ☐ Student Orientation
- ☐ Student Services
- ☐ Other



# About USC



Located 3 miles southwest of downtown Los Angeles

## Student Population (22-23 AY, rounded to nearest 500)

Undergraduates	21,000
Graduate and professional	28,000
<b>Total</b>	<b>49,000</b>

## First-Year Student Home Locations (Fall 2022)

From schools in California	41%
From schools outside CA, but in U.S.	42%
From schools outside of the U.S.	17%

## USC Students:

- **22%** identify as **1<sup>st</sup> generation** college students
- Represent all **50 states** and **135 countries**
- **22%** of undergrads receive **Pell Grants**

# Orientation Programs Goals

- Onboard undergraduates + family members and graduates
  - 10,000+ students and family members participate annually
  - Not required for undergrads but tied to course registration
- Deliver summer and winter orientation cycles for students entering in fall and spring
  - Hybrid experiences for academic advising, course registration, orientation
- 5 full-time professional staff
  - Part-time student reception staff and seasonal student orientation leaders



# Four Factors Drive Our Direction

1. Customer experience
2. Work smart
3. Continuous improvement
4. Budget



# Post-Pandemic Program Re-Evaluation



Conducted a thorough review that assessed how to:

- Return from 100% remote programing
- Embrace best of online and in-person programing
- Reimagine content to better engage and connect with students and parents across the globe
- Create online content so students and families have access to important onboarding information as they need it
- Create consistent and ongoing meaningful connections between students and the campus community
- Reassessing the tech platform to ensure superior experience
- Review budgetary impact of program



# Designing for the Future

**2019 and Prior** → **2023 and Beyond**

In-person	<b>EVENT MODALITY</b>	Hybrid
Ad hoc	<b>COMMUNICATION FREQUENCY</b>	Weekly emails
All at once during in-person orientation	<b>CONTENT DELIVERY</b>	Just-in-time information
Hodgepodge of tech, manual processes, and homegrown reservation system	<b>EVENT TECH EXPERIENCE</b>	One, seamless event platform powered by Cvent
Anecdotal, overall satisfaction surveys	<b>ANALYTICAL INSIGHTS</b>	Analytics generated by event components now mapped to goals and outcomes

# Tell Us About You

## Poll Question #2

How does your institution deliver student events?

- ☐ Primarily online
- ☐ Hybrid
- ☐ Primarily in-person

# Tell Us About You

## Poll Question #3

What is the *primary* type of technology you're using to manage events?

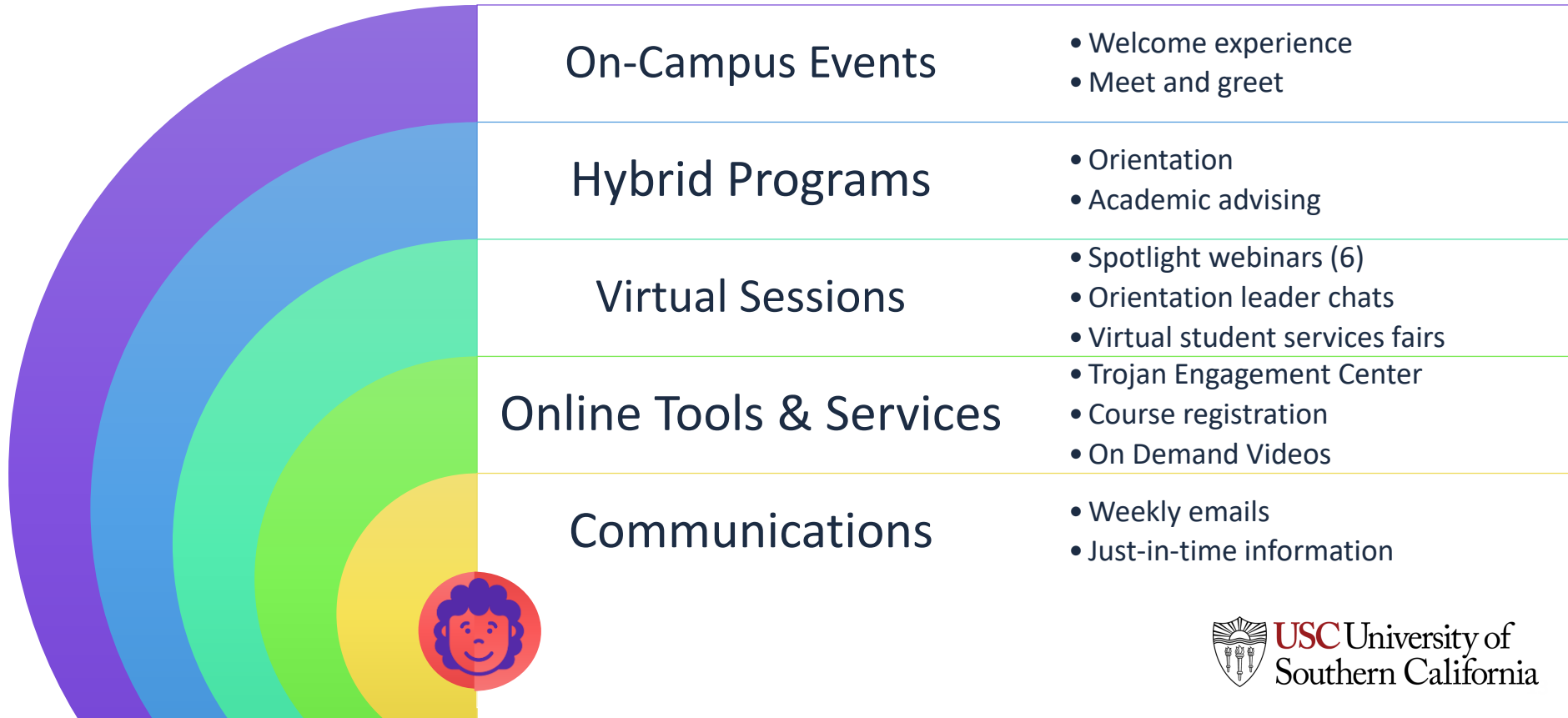
- ☐ Homegrown system
- ☐ Event management platform
- ☐ Manual processes
- ☐ Combination of the above

# One Seamless & Engaging Orientation Experience





# A Multimodal Wrap-Around Experience Designed to Prepare & Engage Students



## With Cvent's integrated platform:

1. Students & supporters get a **high-quality experience** that's essential to enrollment and a positive semester start
2. Our team can **work more efficiently** and re-direct time and resources to **other high-value efforts**
3. We get the insights to **evaluate** effectiveness, ensure **goal alignment**, and demonstrate a **return on investment**





## Winter 2023 (Spring Semester 2023)

- 97% strongly agree/agree reservation was easy to navigate
- 97% open rate for weekly emails
- 68% rated communication content extremely/very useful
- 88% rated amount of communication as just enough
- 72% strongly agree/agree that orientation helped them feel confident in navigating their first semester
- 81% rated orientation experience excellent or good

## Team Efficiency Gains

- Reduced staff time modifying reservations and processing refunds
- Faster check-in, reduced materials costs, event prep time savings
- Reduced staff time compiling survey data



## Ongoing focus on data collection and analysis

- Virtual session attendance tracking
- Pre-event, during event, and post-event engagement data points under one system



# Q&A



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Thank you.

Use these links to learn more:

- USC Orientation @ <https://orientation.usc.edu/>
- Cvent for Higher Ed @ [www.cvent.com/education-solutions](http://www.cvent.com/education-solutions)

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