NYU’s Senior Vice President for Enrollment Management, MJ Knoll-Finn, provides several high-level tips for translating admissions and enrollment events into virtual engagements:

**MAKE THE VIRTUAL PERSONAL**
In addition to general admissions information and online events, NYU also hosts “individual and small meetings with students, faculty, deans and alumni in the NYU community.”

**PROVIDE STRUCTURE, CONSISTENCY, AND COMPASSION**
NYU maintains its standard schedule for decisions, deposit deadlines, and registration to provide consistency; however, the institution is willing to be flexible for individual families who cannot meet the schedule or require extra assistance.

**BE BOLDLY CREATIVE**
Find “creative ways to bring [your] campus to each student [you] admit,” by leveraging media and multiple methods of online interaction between prospects, admitted students, and parents and members of the campus community.

**ENGAGING PROSPECTIVE STUDENTS VIRTUALLY**
Attract and retain interest by following these tactics for your next virtual admissions event:

### Key solutions being adopted during COVID-19:

- **Virtual campus tours**
- **Pop-up live chats**
- **Webinars, Facebook Live events, and video conference Q&A’s**
- **Free online resources (e.g., eBooks, blog posts)**
- **Applicant-submitted video essays and statements**
- **Student-run social media accounts or posts**
- **Participation in virtual admissions fairs or information sessions coordinated by third parties**

Follow these guidelines for a successful virtual event:

- **Don’t try to duplicate campus events.** Recreate the feeling.
- **Build events based on prospective student and parent needs.** For example, having financial aid experts discuss how to submit the FAFSA and apply for loans.
- **Offer natural integration between online channels,** such as including buttons that allow viewers to share content from your website to social media.
- **Leverage external partners to build touch and media.**

### BEST PRACTICES FOR YOUR ONLINE ADMISSIONS PERFORMANCE

- **Respond to prospective student inquiries** within 24 hours during the admissions process.
- **Provide virtual campus tours.**
- **Allow documents required for admission** to be submitted online.
- **Provide onboarding service support** for online students.

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**Sources:** Inside Higher Ed, Enrollment Management Association, Chronicle of Higher Education, BizEd, Strive Scan