



Scaling personalization to every student

How Auburn University partnered with CollegeVine
to keep a campus visit feeling personal at 30,000
visitors a year

Auburn University

ABOUT AUBURN

Growth on the same footprint

Auburn is a large public SEC institution in eastern Alabama. Since 2019 the applicant pool has more than tripled, and the enrollment team has not grown in headcount.

That gap is a deliberate choice rather than an oversight. Rather than meet every new problem with another hire, Auburn's enrollment leadership has spent the growth years pushing its processes and technology further, all while protecting the thing families actually come for: an unhurried, unscripted, genuinely personal visit.

19K → 63K

Applicants, 2019 to this year

27–30K

Campus visitors a year

“We don't typically try to tackle problems by adding more people to them – we just try to maximize our processes and technologies. But that expectation gets set very early on: regardless of our size, people still expect us to love and get to know their students.”



Dr. Joffery Gaymon

Vice President for Enrollment Management, Auburn University

The campus visit is the conversion moment

13% → 50%

Enrollment probability, after one campus visit

50% → 70%

Enrollment probability, after a second visit

A campus tour at Auburn includes a walking tour led by current students who aren't given a script. They're encouraged to share their own experiences by having real conversations that surprise and delight every family welcomed to campus.

All of this rests on carefully coordinated logistics: 1,200 to 1,500 visitors on a peak event day, deliberately spread across academic buildings rather than parked in one auditorium, with students and parents moving through different sessions all day.

THE PROBLEM

The first minutes of a campus visit

On an event day, the parking garage families are directed toward will inevitably fill up, meaning a family that arrives right on time may still end up circling for a space. For a family that arrives half an hour late, they've missed the welcome session entirely and don't know where to meet now that the tour has moved on to a new location.

A lean team cannot simply staff up for game day, and these signature events only come around a few times a year, so there is no crew standing by to route 1,500 people by hand.

WHAT THE FAMILY IS THINKING, PULLING IN

 Where do I park?

 Am I on time?

 Where am I supposed to go?

The visit already carries a lot of uncertainty and unanswered questions before anyone from Auburn can help.

THE AGENT · AUBREY

Built to read as an extension of Auburn's own staff

Aubrey handles the logistics of a visit, and she does it sounding like Auburn. She was trained on the university's traditions, its culture, and the things that carry meaning on that campus — the same investment Auburn makes in a new staff member before putting them in front of a family.

Everything a visitor sees was designed with the same care. She is warm and humanistic rather than a logo with a chat window, and she wears what the guides wear, so a student messaging her mid-visit is interacting with something that feels like a natural extension of the Auburn experience.



The name	Southern, and a nod to Auburn itself
The face	Humanistic, deliberately not a logo
The uniform	The orange and blue rugby shirt every tour guide wears

What Aubrey has handled

PARKING, SOLVED LIVE

The assigned lot was full before the family arrived

A student pulled into their assigned parking lot, found it full, and messaged Aubrey from the car. Aubrey sent open parking options in real time with a link and routed them from the new lot to the welcome session where a person was waiting to greet them.

Aubrey ran across Auburn's signature recruitment events this year, and two conversations show the range she covers: one purely operational, one that no script would have produced.

THE ALUMNI DAD

Auburn pride that was met with Auburn pride

A father touring with his son slipped his class year and a “War Eagle” into a thread about the event. Aubrey answered War Eagle back — Auburn's own greeting — and celebrated another Auburn alum in the family. On a day with 1,500 visitors, that kind of detail was able to be celebrated and not overlooked.

THE RESULTS

Families arrived already cared for

202

Prospective students reached across pilot events

31%

Engagement rate with Aubrey during those events

88%

Of post-visit responses expressed positive feelings about the visit

A SECOND PAYOFF

Everything families ask Aubrey is now additional data the team can read. The same questions asked after each event help reveal a gap in the outreach Auburn sent beforehand. The agent doubles as a running list of what to clarify in pre-event communications and what to fix in the events themselves.

WHAT'S NEXT

Innovating the undergraduate experience

Aubrey will keep running every signature recruitment event, and Auburn is now layering her into ordinary campus tour operations so the experience holds on a normal Tuesday as well as it does on a crowded open house.

NEXT, WITH COLLEGEVINE

Daily tour operations	Beyond the handful of signature events a year
Self-guided tours	Aubrey wrapped around the visit when no guide is walking with you
Improved pre-event communications	Rewritten according to what families actually ask Aubrey

“As you're looking for ways to innovate, it really is important to spend the time making sure that whatever the interaction is, it feels like it's coming genuinely from your institution. That ‘show me you know me’ has to extend into those specifics.”



Dr. Joffery Gaymon

Vice President for Enrollment Management, Auburn University