collegevine

Hospitality that holds across the whole campus visit

How Northern Arizona University partnered with CollegeVine to improve enrollment operations, starting with the campus visit for 11,000 families a year

NAU
NORTHERN ARIZONA UNIVERSITY

ABOUT NAU

Meeting students and families where they are

More than 11,000 visitors come to NAU each year, and a campus visit raises plenty of questions and concerns: Where do I park? I'm lost. I'm running late.

For the past year, NAU has been rethinking the visit, using technology to engage students and families in a way that sets it apart.

11,000+
visiting families welcomed to Flagstaff each year



Marcela Pino Alcaraz

Associate Vice President, Strategic Enrollment and Marketing, Northern Arizona University

“We really wanted to level up the visit experience and create a more connected, end-to-end opportunity for our team to engage, drive enrollment, and capture that next step of interest.”

THE PROBLEM

What the events team was working with

NAU's events team originally did the outreach by hand. Every email to a visitor was sent manually, and each of the 11,000+ visitors got a phone call.

A family would attend the tour and leave, with no through line before or after. The team was unable to lean into the conversations visitors had with a tour guide, or what they showed interest in on campus.

01

Every email was manual

Every message to a visitor, calls included, was sent by hand

02

One cadence for everyone

A family who signed up four months out got the same outreach as one who signed up two weeks out

03

Nothing was captured beyond the tour

No through line connected a family's experience to the university before or after the visit

Meet Cline, NAU’s campus visit agent

A live line into Eventbrite brings each registration to Cline as families book a visit. One record per visitor means someone who books a campus tour, an academic breakout session or a recruitment event can get touchpoints for each.

Families can text back a question about parking or lunch and get a real answer, at any hour. Cline is able to replace the automated reminders that are often overlooked, and what families ask becomes part of what NAU knows about them.

0

emails the team now configures by hand



A touchpoint for every important phase

Cline routes each family down 1 of 3 paths based on how many days are left before the tour

AT REGISTRATION

1

Welcome

A greeting shaped by the program and interests the family entered

5 DAYS OUT

2

Logistics

Where to park, where to check in, what to bring to Flagstaff

DAY BEFORE

3

Anticipation

A note that builds excitement for the day ahead

MORNING OF

4

Arrival

A text with the last details a family needs on the way in

AFTER THE TOUR

5

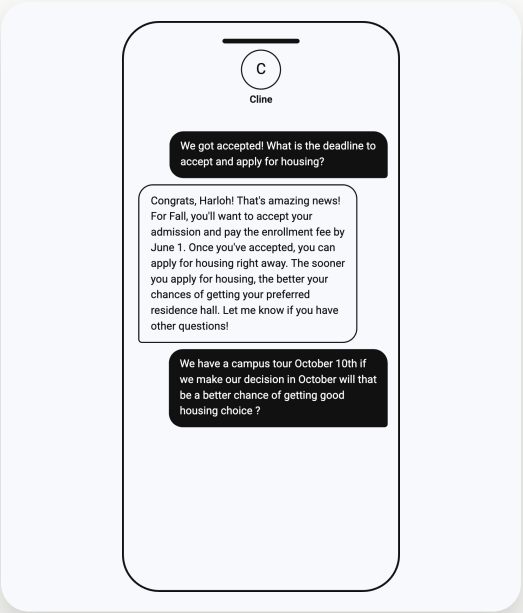
Feedback

A short check-in that captures the visit while it's still fresh

Real conversations with students

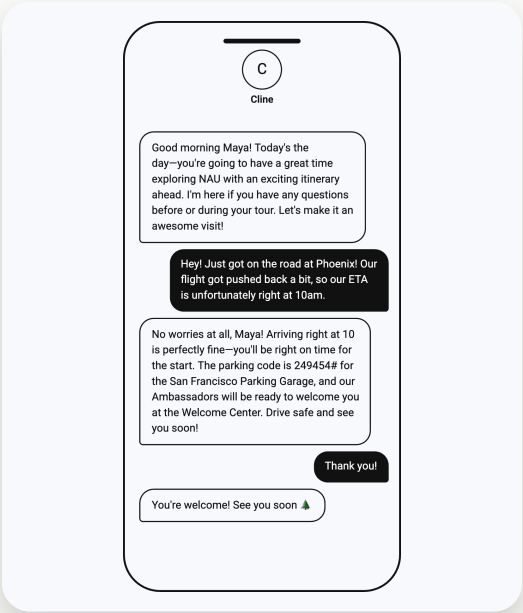
1. Before the tour

Cline helps answer questions prospective students have before they come to campus.



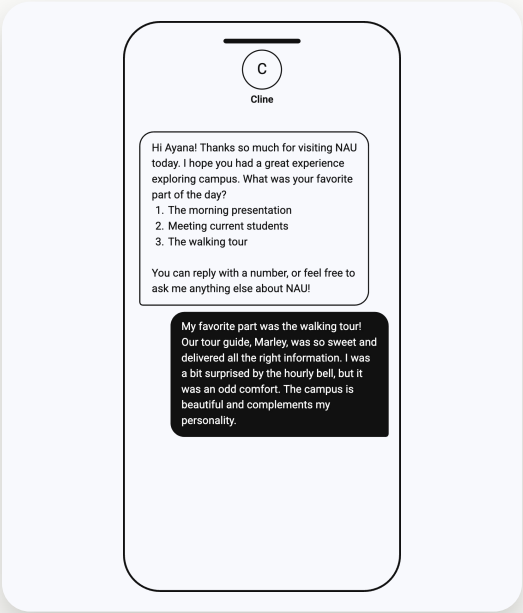
2. During the tour

A family whose travel got pushed back could let NAU know, and Cline told them what to do.



3. After the tour

Cline asks what they liked, so NAU gets real-time feedback to continue improving their events



Cline, over a 90-day period (Jul - Sep 2026)

7,926
Outbound messages sent to families

1,770
Unique students texted

648
Unique students replied: a 36.6% reply rate

11 sec
Median time for Cline to reply

46.5%
Of replies arrive outside office hours

What they actually want to talk about



33%	15%	15%	13%	10%	9%	5%
Academics & majors	Tour day & itinerary	Parking & arrival	Campus life & housing	Changes & cancellations	Admissions & aid	Travel, lodging, other



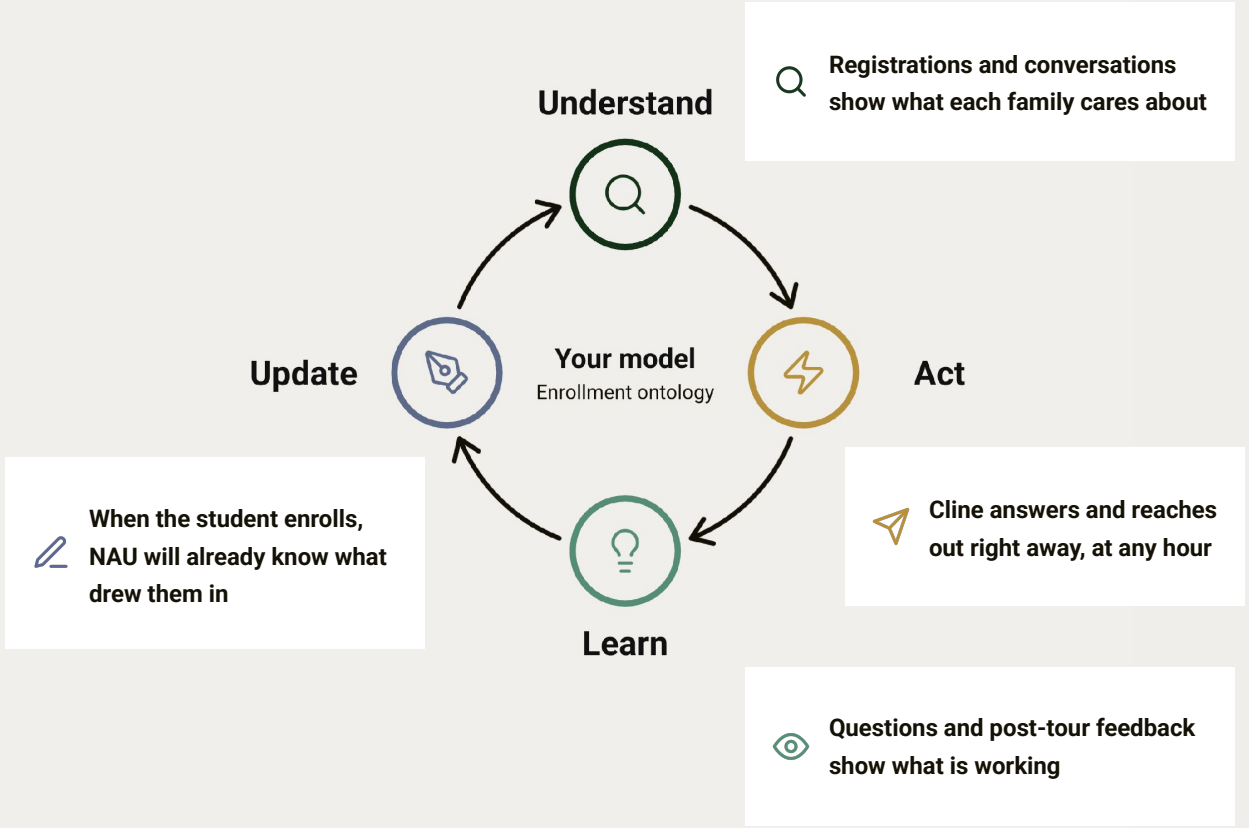
"Operationally, having access to robust qualitative and quantitative insights is transformative. Being able to track visitor trends in real time empowers our team to embrace true data-informed decision-making across the department and division."

Maggie Thom, Senior Director, Strategic Enrollment and Marketing, Northern Arizona University

THE PLATFORM BEHIND CLINE

One connected view of your enrollment operations

An enrollment ontology is one shared model of the whole enrollment operation. Cline is one capability that contributes to it. Existing and new agents add information over time, so NAU knows more about each student and outcomes get stronger.



WHAT'S NEXT

Hospitality → enrollment strategy

01

Driving enrollment

Use what visitors ask and say to get families the answers they need to decide whether NAU is the right fit

02

Populations served on purpose

See the interests of the students coming to campus, so the visit and outreach can be shaped for them

03

A smoother day on campus

Answer the parking, lost, and running-late questions in the moment, and use what families ask to remove friction from the rest of the visit