

How a flagship public university delivers white-glove visit and event experiences at scale

Key Benefits of using AI for event management

Proactive, personalized outreach to prospective students before, during, and after campus visit events

Real-time event support via SMS means students get instant answers to logistical questions like parking, check-in, and schedules

Automated post-event follow-up captures student sentiment immediately while the experience is fresh, improving feedback quality and response rates

Scalable across recurring events — once configured, the same agent framework can be reused for every campus visit day, admitted student day, or open house throughout the cycle

Staff time redirected to high-touch interactions instead of repetitive logistical coordination, letting admissions teams focus on the human moments that move students toward enrollment

The situation

A flagship public research university in the Southeast serves over 34,000 students, and their on-campus events and visit days are among the university's strongest yield indicators. They received a record-breaking 59,000+ freshman applications in their most recent admissions cycle, and with thousands of visitors each cycle, their admissions team needed a way to deliver personalized guidance and hospitality at scale.

The CollegeVine solution

This university partnered with CollegeVine to deploy a custom AI event management agent. This SMS-based concierge sends pre-event reminders with helpful tips, provides real-time guidance during events (including navigating pain points like parking), and follows up with post-event satisfaction surveys.

The results

32%

engagement rate

18.4%

reply rate

100%

post-event survey satisfaction

“ Our visitors deserve the information they need at their fingertips. At a large public institution, delivering personalized support can seem challenging, but the **AI event agent allows us to communicate with thousands of visitors at once** without compromising the hospitality we're known for.

“ What excites us most about the future is **how quickly it's expanding beyond our original purpose**. We are now already seeing the voice resonate with prospective parents. Recently, a parent mentioned being an alum, and the agent celebrated their student as a [legacy student]. The parent couldn't help but pass back celebratory emojis and feel a sense of pride. This is just the tip of the iceberg.

Office of Undergraduate Admissions

R1 public university serving 34,000 students in the Southeast