



THE INFORM + INSPIRE AUDIT

Students and families make enrollment decisions using both logic and emotion. While facts, outcomes, and academic information help them understand your institution, connection and inspiration help them envision themselves belonging there.

This worksheet is designed to help admissions professionals evaluate their campus tours and presentations by identifying which elements inform and which elements inspire. As you review each part of your visit experience, list every touchpoint in the appropriate category. If one side outweighs the other, use the reflection section to identify opportunities to create a more balanced experience that both educates and engages prospective students.

INFORM

Examples: Tuition, Schedule, Deadlines, Outcomes, Program Descriptions

INSPIRE

Examples: Goals, Graduate Testimonials, Connection, Shadowing

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ELEMENTS TO ADD TO INFORM

ELEMENTS TO ADD TO INSPIRE