



# Create the Connection Activity

*Because Every Team Member Impacts Every Visitor's Journey*

When it comes to campus tours, one of the biggest mistakes admissions professionals make is believing they are the sole “tour guide.” While you may lead the walk and deliver the facts, every team member your guests encounter plays a role in shaping their experience. Your entire campus community creates the impression they leave with, not just your words. That’s why it’s essential to equip your team with the confidence, clarity, and enthusiasm they need to positively impact every prospective student’s visit and create meaningful connections that help students feel like they already belong.

The following activity is designed to help your team make the most of those interactions, giving them the tools and confidence to turn a simple introduction into a meaningful connection.

## Activity

For this activity, focus on the educators and administrators who are introduced during campus tours. Have each team member create their own 1–2-minute connection conversation — the brief interaction they have when meeting a prospective student during a visit.

**The following three tips should guide each team member as they create their connection:**

### 1. Be Prepared

Know what you want to say and ask. Be ready to give a concise description of your class or role and answer questions about your program or curriculum.

### 2. Be Personable

Even though the interaction is prepared in advance, it should feel natural. Offer a warm welcome, show genuine interest, and thank each visitor for taking the time to be there.

### 3. Be Professional

Authenticity matters, but professionalism matters just as much. Every interaction is an opportunity to represent your institution in a positive and lasting way.

## Sample Connection

“Hi there (Name), welcome! I’m so glad you’re here today. I’m Kate, and I teach Fundamentals, which is one of the first classes you’ll take in the Cosmetology program. In this course, we cover everything from safety and sanitation to hands-on skills like shampooing, blow-drying, and styling. It’s a great mix of learning and creativity, and yes, we have a lot of fun while we’re at it!

I'd love to know: what are you most excited to learn in cosmetology?"

*[Listen and respond thoughtfully]*

"It was great meeting you! Enjoy the rest of your tour. We'd love to welcome you back as a student soon!"

This simple activity can be a game-changer. When your team feels confident and prepared, rather than put on the spot, their energy shifts. The result? Prospective students experience genuine interactions that create trust, build connections, and leave a lasting impression.

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