Acing the World of Virtual Campus Tours

Bart Caylor, Caylor Solutions
Stay-at-home orders

- No restrictions
- Advisory
- Order or curfew

Tap a state for more detail
Purpose and Plan

Effective Virtual Tours
The World Has Changed.
We Have a New Normal.
Dealing with Constant Change

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.
- Alvin Toffler
tomorrow
Purpose

- Reality of the world...we can’t wait.
- Virtual tours are no longer optional, and will yet be considered essential and expected.
- We cannot run and hide, but we need the courage to learn, understand, and lean into the opportunities that will come.
Purpose

- Puts the control of the journey in the hand’s of the prospective student...where it should be.
- We are facilitating how they want to engage with us.
- Give them the options.
But it Takes a Plan:

- We have to approach it with wisdom and options. Take it slowly and look for a solution that fits our culture and organization.

- You’ll need:
  - Tools
  - Methods that fit your school
    - Static, Recorded, Live

- Fit into virtual admissions
Tools You Will Need

Inexpensive Tools
Camera

- Ricoh Theta V
- [https://amzn.to/2J9jO11](https://amzn.to/2J9jO11)
- $376
- Images, Video, Live Streaming
Camera

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**Microphone**
- Connect 3D Microphone TA-1 (Optional).

**Lens**

**Camera status lamp**
- Camera can be used when it is lit blue.

**Speaker**

**Capture mode lamp**
- The lamp that corresponds to the selected shooting mode lights.

**Video recording lamp**
- Flashes while a video is being shot.

**Shutter button**
- Press to capture images.

**Power lamp**
- Lit blue when the power is on.
- Flashes blue when the battery level is low.

**Wireless lamp**
- When wireless LAN is on, this flashes when not connected, and remains lit when connected.

**Memory warning lamp**
- This is lit when the memory is becoming full, and flashes when the memory is almost full.

**Microphone terminal**

**USB terminal**
- Connect the provided USB cable.

**Tripod mount hole**

**Power button**
- Turns the power on/off.

**Wireless button**
- Turns the wireless function on/off.

**Mode button**
-Switches between the still image capture mode, video capture mode, and live streaming mode (only when connected via USB).
Accessories

- Lav Microphone
  [Link](https://amzn.to/2WEiNFZ)
  $18

- Tripod/Selfie Stick
  [Link](https://amzn.to/2JdMO7G)
  $25

- Smooth Q2 Stabilizer
  [Link](https://amzn.to/2xqyYMD)
  $120
Consideration

- **Logitech Brio 4K WebCam**
  [https://amzn.to/3b92pRM](https://amzn.to/3b92pRM)
  $299 - $499

- **Blue Yeti Microphone**
  [https://amzn.to/3b3Zz0w](https://amzn.to/3b3Zz0w)
  $129

- **Mevo Camera**
  [https://amzn.to/2UkbJwZ](https://amzn.to/2UkbJwZ)
  $399
Smart Phone

- iPhone
- Android
- Ricoh connects for remote shooting, also use phones for live streaming Facetime or other
Static Tours

On Demand
Google Maps
Static Tours – Franklin College
How to Publish a Free Virtual Campus Tour via Google Maps
[Education Marketing Hack]

by Bart Caylor | Sep 2, 2019 | Blog, Featured, Higher Ed Marketing | 0 comments

Too often, the name of the game for education marketers is “do more with less.” In the spirit of helping you do just that, I’m going to show you how to create a virtual campus tour of your school with a free tool:
Franklin College
2020 Update

- Download Google Street View App
- Connect Theta Camera
  https://support.google.com/maps/answer/6281877?hl=en
- Take Photos
- Save and Upload to Google Maps
- Done
Google Tours

Static Tours
TourBuilder (Beta)

Google Tours: Static
Central Coast MPA Tour
California Marine Sanctuary Foundation

Explore California's Underwater Parks!

Here in California and around the world, special ocean areas are being designated to conserve our vulnerable ocean ecosystems and threatened marine life. California is the first state in the nation to design a network of marine protected areas (MPAs) or underwater parks along its 1,100 mile coastline. The state completed the coastal network of MPAs in 2012, creating over 120 underwater refuges along California's coast, extending from Oregon to Mexico.

This tour explores the 29 MPAs and one of the National Marine Sanctuaries along California's central coast with breathtaking pictures and videos and links to nearby activities to enjoy these special ocean areas.

Notes:
- Blue Pins = State Marine Conservation Areas (SMCAs)
- Red Pins = State Marine Reserves (SMRs)

https://tourbuilder.withgoogle.com/builder#play/ahJzfm3ZWltdG91cmJ1aWxkZXJyDAssSFBRvdxIY-0LDA
Elkhorn Slough State Marine Conservation Area

Elkhorn Slough State Marine Conservation Area (SMCA) extends from the buoy to the Highway 1 bridge. This is an amazing slough with enough wildlife to fill a guidebook. One of the best ways to enjoy the area is to rent a kayak from one of the two outfitters in Moss Landing.

Elkhorn Slough SMCA (with GPS coordinates & regulations)

Access: Visit this site, Elkhorn Slough Access Map, for access information.

Check out things to do and places to see in the area:

Elkhorn Slough National Estuarine Research Reserve

Monterey Bay Kayaks
Kayak Connection
Elkhorn Slough Safaris
Tour Creator

Google Tours: Static
Anderson University

https://poly.google.com/u/0/view/7_KUD65MExs
Video Tours - YouTube

Static Tours – Cedarville University
https://www.youtube.com/watch?v=3f6kxnazyiw
Augmented Reality

Static Tours
pixelcase AR Portal

- Snapchat Template
- $97
- Use in email, college fairs, direct mail
Third Party

Static Tours
Check out our online tour of Lancaster Bible College!

This digital look at campus allows you to see our college up close and personal from wherever you are.

On the left, you’ll see moving panorama of certain sections of our campus. You can drag your mouse or finger around to see a 360 view or press and hold to pause the display. On the right, you’ll see an aerial view of our Lancaster campus. Click on the pins to see the 360 views!
RoundMe.com

- [https://roundme.com/pricing](https://roundme.com/pricing)
- Various pricing: $5 - $99 per year
- Embed on website, use custom maps, etc.
CoveCreek

- [https://covecreekproductions.com/tours/kentschoolfull/](https://covecreekproductions.com/tours/kentschoolfull/)
- Pricing? Starting at $5K
- Embed on website, use custom maps, etc.
YouVisit

- Pricing? Tens of thousands of dollars yearly.
- Embed on website, use custom maps, etc.
- Benefit: Video tour guides
Live Tours/Interaction

Streaming
Live Streaming Options

- Social Streaming:
  - Facebook Live
  - YouTube Live (Normal or 360)
  - Instagram Live
  - LinkedIn Live (invite only)

- Vimeo ($$)

- Brightcove ($$)
ALTERNATIVES TO VISITING CAMPUS

Due to concerns around the COVID-19 pandemic and following guidance from federal and state public health officials, Purdue University has announced that, among other actions, they are suspending all campus programs from March 16 through May 2.

The Office of Future Engineers is committed to doing everything that we can to find alternatives for students wishing to learn more about our campus and our programs to still be able to connect with us, which you will find below. We will update this page continuously in the coming days as we add more virtual events and opportunities.

Purdue Engineering Daily Drop-Ins

The Office of Future Engineers will be hosting "Purdue Engineering Daily Drop-Ins" on weekdays from 11 a.m. to 1 p.m. Eastern via our YouTube Channel's live stream.

Daily Drop-Ins are your opportunity to chat with the students and staff of Purdue Engineering directly through YouTube Live's Chat system. So come on by to ask us any questions you have, or if you don't have any specific questions you can see what others want to know and join in on the conversation!

Keep in mind that all comments will be public to everyone, so the best ways to reach us for private chats will always be by emailing us at future-engineers@purdue.edu or calling us at (765) 494-3975.

Engineering Live

Engineering Live is a series of live YouTube broadcasts specifically for our admitted students and their families to learn more about the programs, students, faculty and staff of Purdue Engineering. Each broadcast focuses around a different topic and features a panel of current students, staff, and faculty from across Purdue's campus to share their insights and answer viewers' questions on the air.

Email invites are sent out to all students admitted students and their families, so be sure to watch your inbox for future invitations!

Every Engineering Live broadcast is posted on our YouTube channel within a few days of airing for anyone to view. Be sure to check out the video description, as we put in timestamps of all the topics and questions covered so that you can skip around the video to what you want to know.

Last updated 03/17/2020 5:00 p.m. EST
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THE OFFICE OF FUTURE ENGINEERS PRESENTS

DAILY DROP-INS

CHAT IN REAL-TIME WITH THE STUDENTS & STAFF OF PURDUE ENGINEERING
WEEKDAYS FROM 11 A.M. TO 1 P.M. EASTERN

Purdue Engineering Daily Drop-In - March 25, 2020
Scheduled for Mar 25, 2020

Purdue Office of Future Engineers
Grace College is innovating like crazy. Do you want to see how our school is doing visits now? See the premiere tomorrow at 12:15 PM!

#waysofgrace #virtualmarketing #gracecollege #winonalake #bestcollege #warsaw
Live Remote Tours
Live Tours/Interaction: Facetime/Streaming

Static Tours
COVID-19 is making it tough to visit colleges. And sure, you can watch a virtual tour, but it’s just not the same. That’s why JBU is offering something new.

**Livestream Campus Tours**
Includes live video chat with professors

**April 6 Livestream Preview Day**
An interactive livestream visit event

Interactive livestream campus tour with an admissions counselor

Time to discuss your questions about:
- Admissions and financial aid
- Majors and careers
- Campus life, faith and more

Video chats with:
- Professors
- Students
- Coaches and other staff

Links to view recorded chapels and classes

Interactive livestream campus tour with an admissions counselor

Live events including:
- Overview of JBU with President Pollard
- Student panel with Q&A
- Faculty panel with Q&A
- Financial aid session with Q&A
- Admissions session with Q&A
- Academic Department Showcases (select programs)

Links to view recorded chapels and classes

Sign up
College of the Atlantic

Mevo Example (E! Network)

https://www.facebook.com/enews/videos/10153722780140736/?t=40
Plug-ins are more convenient and easy to use.

Customize your THETA and take it to the next level!

Wireless Live Streaming

Overview

The Wireless Live Streaming plug-in allows a THETA V to 4K video directly to YouTube Live Events. No mobile phone or laptop is required. The THETA V connects to the Internet using Client mode and will stream the 360 video directly to YouTube.

Environment Used in the Guide

- Firmware 2.31.1 on THETA V
- Wireless Live Streaming plug-in version 1.0
- Windows 10 and Chrome browser
- YouTube Live Event (as of Jul 7, 2018)

Virtual Admissions

Other Tools to Consider
Bomb Bomb

- Interactive video email
- Personalized content
- Generation Z friendly
- Quick, easy, effective
- $500 per year
- Many schools are using already
Zoom Meetings/Webinars

- Standardized platform
- Gen Z getting used to use

Ideas:
- Financial Aid Webinar
- Accepted Student FAQ
- Parent Discussion Panel
- Student Discussion Panel
- Next Steps Webinar
Revue Newsletters

- Highlight your content
- Curate relevant content
- Include video
- Various newsletters for audiences (parents, students, counselors)
- Content strategy: Provide answers to the questions

Google’s Next Ad Platform & More [EDU Marketing Minute]
By Bart Caylor - Issue #1 - View online

This is the new format of our weekly newsletter. I hope you like it. It is a combination of our original content from our blog (like you are used to getting) combined with the curated content we have shared over the past week. Let me know your thoughts and what you would like to see more or less of!
Review

- Create a Plan
- Get the Equipment
- Choose your mode: Static, Live, or Both
- Leverage YouTube, Instagram, other social platforms
- Ask for help
- Resources: caylor-solutions.com/resources/
Questions & Discussion
Bart Caylor

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