

# Preparation 101: Is Your Campus Really Ready for the Visit?

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## Identify Constituency Groups

*Students* – undergraduate/graduate, part-time/full-time, residential/commuter, gender, age, scholarship/financial aid, involvement (leader vs. someone just walking across campus)

*Faculty* – full and part-time, adjunct, teaching/research, all ranks

*Staff* – full and part-time, job types, all ranks, tenure at position

*Administration* – all ranks

*Trustees* – all types

*Third Party Vendors* – housed on campus/service providers

*Employers* – representative types

*Alumni* – representative

## Develop Budget

Time – when to start preparation/how often

Money – what funds are available

## Determine Methods

Meetings (mandatory?) – by type/discipline/who presents

Email – how often/from whom/will it be read

Table tents – who will read/location

Bookmarks – summary item/security

Letters from authorities – who/how often/how forceful

Signs – where/when/will it be read

Mission statement checks – time intensive/"big brother"/shows importance

Mock visits – time intensive/seriousness/authority

Announcements – various venues/will they be heard

Campus newspaper – broad coverage/will it be read/when/how often

Campus TV – will it be seen/who

Fun and Games – can help ease concerns