



CiVSA 2011

Session Objectives

- To provide a successful example of overcoming logistical and budgetary limitations.
- To provide advice and resources for institutions experiencing similar situations at various levels.
- To present new ideas for technical uses that can be adjusted to fit any institution.
- To follow-up with data to support the usage of the smart phone tours



NC State University

- The largest University in North Carolina.
 - 24,000 undergraduates
 - 33,000 total student population
 - 8000 faculty and staff
- Landgrant institution founded in 1887
- Strong focus in the STEM areas: Science, Technology, Engineering, and Mathematics.
- Also know for agricultural programs and Veterinary Medicine
- Large urban campus spread throughout North Carolina's capital city, Raleigh.



The NC State Visitation Experience

- Information Sessions at 10:00 and 1:00
- Optional bus tours through Centennial Campus at 10:45 and 1:45
- Hour-long walking tours of main campus at 11:15 and 2:15
- Bus "pick-up" trip from Main Campus to the Visitor Center. Visits end at 12:30 or 3:30.
- On most Saturdays we offer walking tours at 10:30

NC STATE UNIVERSITY



Guest Expectations

- Families expect guided tours at multiple times throughout the day
- Special groups expect guided tours that meet their individual schedules
- All guests expect reasonable parking accommodations - FREE
- Guests expect to be led.
- Guests visit as their schedule allows: weekends, evenings, holidays

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Logistical and budgetary challenges

- Large campus that is not "walkable" from the Visitor Center.
- Limited and expensive parking available on main campus.
- Reduction in full time staff due to State budget

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Cell phone based audio tour

- Audio phone tour of main campus – can be accessed from any mobile phone.
 - Nearly all guests have a mobile phone
 - The tour can start and end at any location
 - Tour can be downloaded ahead of time
 - Readable version is available as well
 - Great for Groups, Guests who arrive outside of regular visits, as well as evening and weekend guests
 - Does not need to be returned!
 - Low cost – just like adding a new office line



iPhone application tour

- iPhone tour through a 3rd party vendor application
 - Available any time and anywhere
 - GPS enabled
 - Does not need to be returned to the Visitor Center
 - Allows us to show video clips of the inside of buildings
 - One time annual expense

Review of Data collected

Insert will be provided at session



GPS enabled audio-visual bus tour

- Flexible – we can make the route longer or shorter as needed
- Specific – we can state look to the right and you'll see...
- Allows us to show the insides of buildings and the student life that takes place inside
- Eliminates the need for extra students or staff to physically lead a tour . Requires only one bus driver per bus



Impact of enhancements for guests

- Flexibility, tours on demand, tours to fit any schedule
- Options, options, options
- Provides an "experience" - something memorable, fun, and "techie cool"



Resources

- Bar Z Adventures:
<http://www.barzadventures.com/index.php/tour-products.html>, (512) 732-0135
- Automated Tours.com:
<http://www.drivethruradio.com/id36.htm>, (954) 434-4505



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