

## Overview

- Overall picture of the Hendrix College Experience
- How can you utilize the senses in your program?
- Making it Experiential!
  - Engage all 5 senses & more
- How to spin a negative sense into a positive one.
- What are your goals for your program?

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The key is immersion – let them “do” not just “see”



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## Sight

- Website pictures
- Leading into your campus
- 1<sup>st</sup> place people “land” on campus
- Story telling with pictures
- Campus walk
  - Students
  - Bricks
  - Squirrels



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## Sound

- What are people hearing
- Specifics from Hendrix
  - Pecans on campus sound like crunching snow
  - The train
  - Specific words being used
    - Inclusive not exclusive



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## Taste

- Lunch in the cafeteria
  - Do your visitors pay?
- Candy
  - Is it memorable?
- Restaurant listing for families
  - Personal touches
  - Favorite spots for students, faculty & staff



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## Touch

- Find that signature moment on campus
- Water in the fountain
- Pecans in your shoes
- "Feel the bricks"
- Putting a pin in the map



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## Smell



- Smell is 2<sup>nd</sup> only to sight
- 75% of emotional connections can be tied to smell
- Potpourri
- Food in the cafeteria
- Dorms
- Bathrooms

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## What are your visitors “doing” on campus?

- Taking a notebook to class
- Stopping to hear the train
- Feeling the water in the fountain
- Getting pecans stuck in their shoes
- Talking to Mimi & Mrs. Martha in the cafeteria
- Taking home memorabilia

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## The big question...

How do you handle what  
you  
cannot control?

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## The Next Step -

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What are your goals?

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## What is the take away?

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- Do they feel comfortable
- "Can you see yourself here?"
- Will they tell others about your school

"People won't always remember what you said, but they will remember how you made them feel" – Walt Disney

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## Questions???

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