

Triton College – Virtual Information Sessions for potential students

- Our first step was to create a promotional video for the website to draw students to our virtual informational sessions (held live via Zoom) while also giving them some basic information. We found that providing this info on the website motivated some students to start their registration process before attending the info session. This helped to move the process of enrollment faster and gave us the ability to serve more students.
- We started this process with our HSE students. After we had our PPT approved by our marketing department, we used [loom.com](https://www.loom.com) to add the voiceover and create the video. You can see that video here: <https://www.loom.com/share/2626d506cf2e4dd9b65862947af44c14>
- Students filled out an online form on the website to sign up for Info sessions. We had the college do this for us, to make the flow on the website work a little better, but in the future, we might change this to a Google Form to make data collection a little easier.
- Students were allowed to pick their session date, which indicated the session would be conducted in either English or Spanish. Down the line, we might offer these in some of our other common languages.