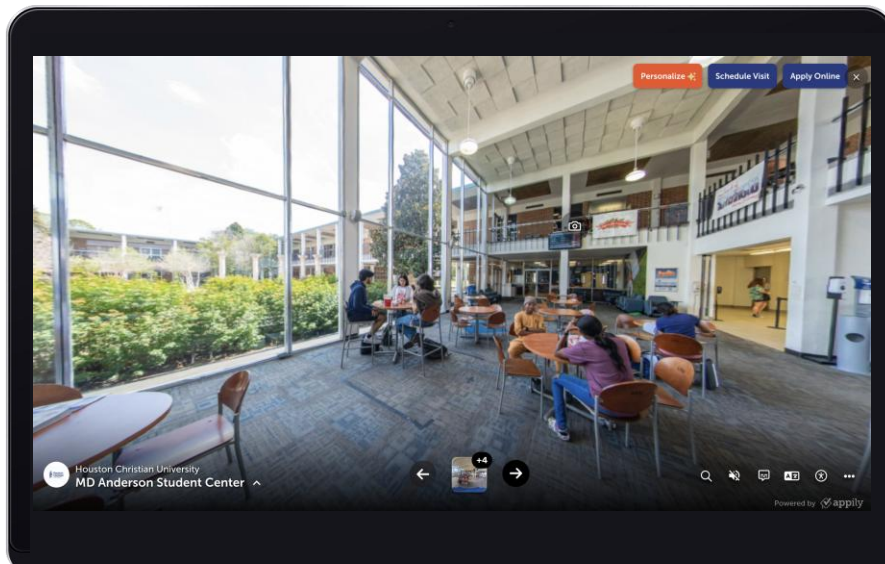




Driving Enrollment Growth Through Digital-First Engagement: HCU's Apply Tour Story

Houston Christian University: Religious, HSI with 2,800+ Undergraduate Students



Impact Highlights

2025 Entering Class

8:18 mins

Average time on tour for visitors who personalize their experience (compared to 4:37 mins overall)

53%

Inquiry-to-application rate for virtual tour inquiries (compared to 20% overall)

93

First-source inquiries from the virtual tour for EC25, resulting in 4 enrollments

HCU partnered with EAB in 2019 to develop a virtual tour as part of a broader effort to modernize its recruitment strategy and meet prospective students where they are—especially those unable to visit campus in person. Recognizing that today's students expect digital-first experiences, HCU sought a solution that could both showcase campus and move students more efficiently through the enrollment funnel.

Through its [Apply Tour](#), the university has significantly expanded reach, generating new inquiries and engaging students earlier in their decision-making process. It has also enhanced the in-person campus visit experience by creating more informed and prepared visitors. Overall, the tour has delivered strong measurable enrollment impact, including record-setting class in 2025.

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The virtual tour is now a critical part of the college-search process, and our tour is a very **robust tool that has become indispensable**. We're happy with the results that we've had thus far, and we want to continue to leverage it to do even more."

*Dr. James L. Steen,
Vice President of Enrollment Management & Marketing,*