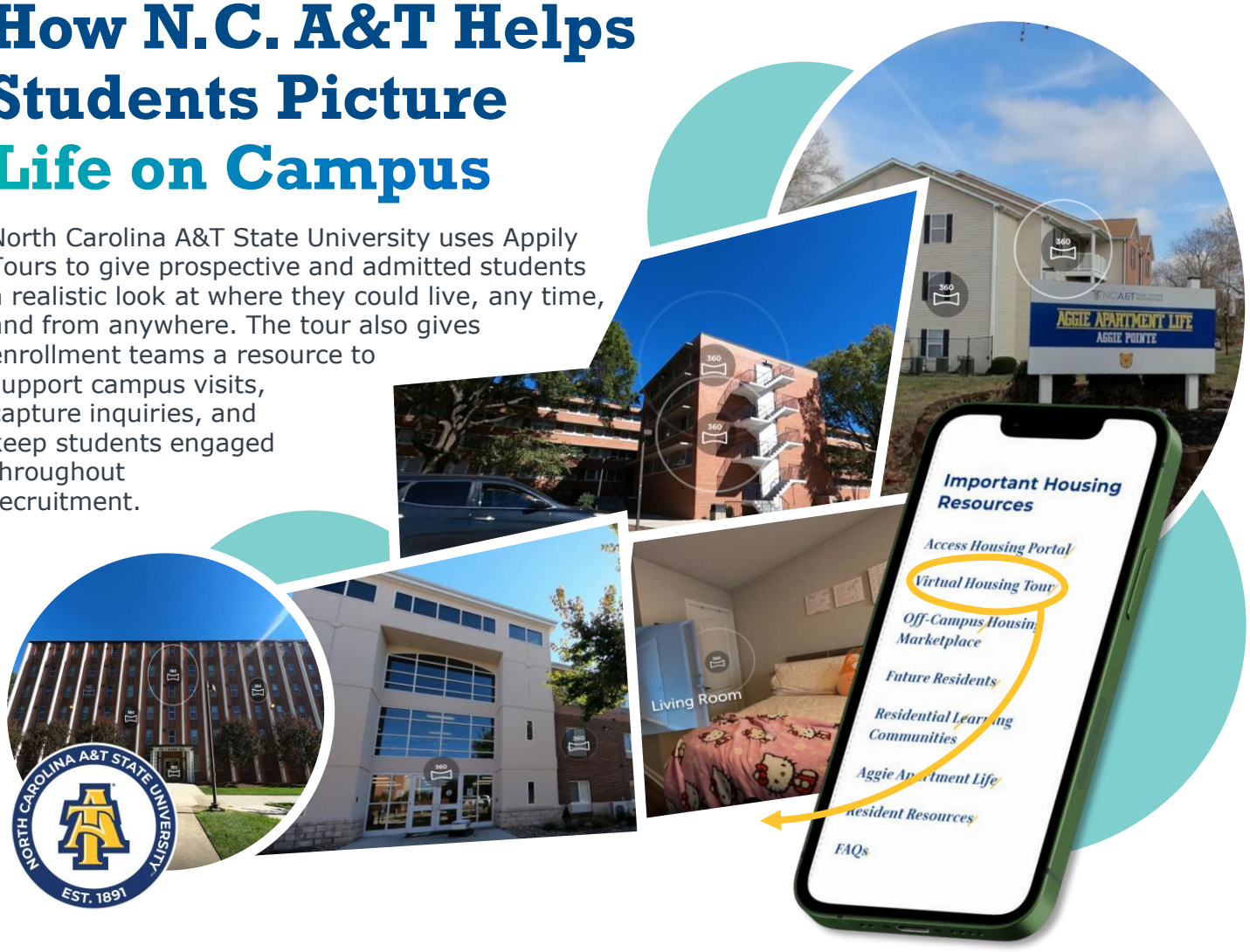
How N.C. A&T Helps Students Picture Life on Campus

North Carolina A&T State University uses Appily Tours to give prospective and admitted students a realistic look at where they could live, any time, and from anywhere. The tour also gives enrollment teams a resource to support campus visits, capture inquiries, and keep students engaged throughout recruitment.



CHALLENGE

Housing plays an important role in helping students picture themselves at a college, and North Carolina A&T State University (N.C. A&T) has a robust selection of housing options. The university needed a way to give prospective and admitted students a realistic look at where they could live—and to compare many different locations along the way—whether they were preparing for a visit or unable to come to campus.

SOLUTION

N.C. A&T created a dedicated virtual housing tour and built it into its broader visit strategy. Staff use the tour as the alternative when a residence hall is unavailable and share it with students before and after campus visits.

Their tour outcomes represent substantial engagement for a tour focused specifically on housing. They also show what can happen when a specialty tour solves a clear student need and is consistently incorporated into recruitment communications and programming. N.C. A&T has turned a common campus-visit limitation into a widely used resource that helps more students explore residential life.

RESULTS

Last 365 days
as of 11/4/2026

17.4%

Inquiry rate

61% higher than avg.

40K

Tour Visitors

3.9X higher than avg.

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N.C. A&T Built Their Virtual Tour into Recruitment

A Housing Tour That's Easy to Find and Easier to Use

CONSISTENT PROMOTION KEEPS STUDENTS EXPLORING

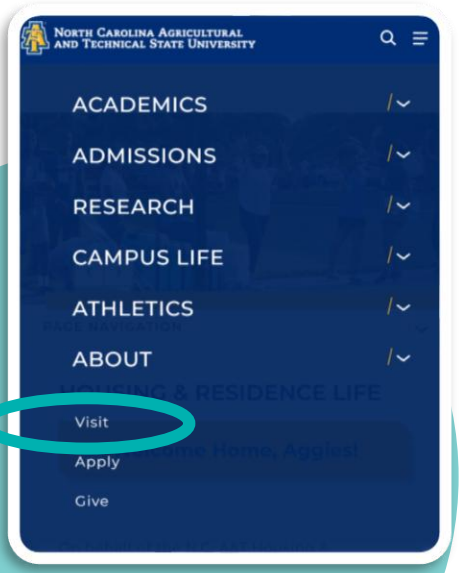
N.C. A&T builds on the value of its housing tour by making it a regular part of recruitment, sharing it across its website, digital communications, and events. These placements connect prospective and admitted students with an engaging way to explore housing as they consider life on campus, while giving the university more opportunities to put the tour to work throughout the college search.

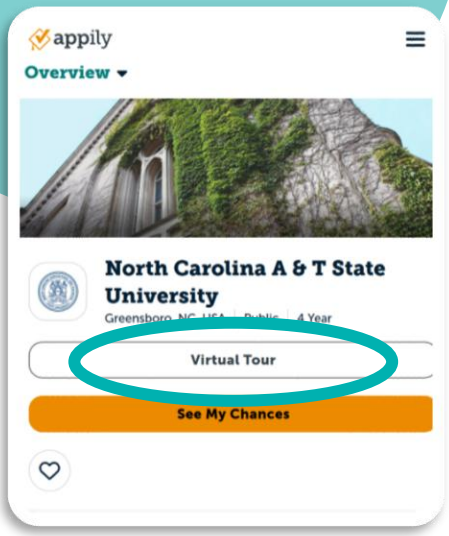
KEY PROMOTIONAL LOCATIONS



N.C. A&T's Housing Website

N.C. A&T's .edu Navigation





N.C. A&T's Appily Profile

Twice-monthly virtual sessions

Admitted student presentations

N.C. A&T's Appily Profile

QR codes

Campus visit emails

Other digital communications

"When we updated our presentation in 2025, visibility and accurate, up-to-date information were top of mind. We were intentional about its placement to ensure all students—regardless of their place in the funnel —and their guests had the opportunity to view and explore from near and far. Prior to this semester, we weren't able to offer tour guests the option to view any of our housing options, so ***the housing virtual tour has been a great supplement to our overall tour experience****, especially for admitted students before they choose their housing assignment."*



Octavia Little, Senior Associate Director of Admissions,
North Carolina Agricultural and Technical State University

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