

In-Person Recruitment Tools

We wanted to get a pulse on what recruiters are utilizing to collect prospective student data at live recruitment events (in-person). We conducted a survey asking admissions team members which tools they're utilizing. As expected, while analog methods are still in use, digital methods are leading. We also learned that recruiters need to be flexible and shift methods from event to event.

- 70% of respondents are still using paper contact cards
- 60% use ID scanning apps (GTCF or similar)
- 70% use digital profile capture (StriveScan or similar)
- 50% use CRM-based info capture (Element451, Slate, or similar)

We also asked which recruitment features they use regularly in real time as a part of their in-person data collection:

- 80% utilize automated CRM integration
- 90% utilize customizable inquiry forms
- 40% use lead scoring/rating
- 60% use instant follow-up triggers
- 50% use analytics
- None noted using multi-recruiter syncing or offline storage

Bottle Necks

Lastly, we asked participants about their biggest technical or logistical bottlenecks.

Logistical challenges with students: Recruiters find difficulty in getting students to fill out inquiry forms completely – whether they be digital or paper. Lack of access to their own

devices while at school (related to school policies against phones or personal choice) limit students from utilizing QR codes to access forms.

Reliance on external collectors and technology: Problems arise when alumni (or external team members) are asked to collect data. They don't always have the necessary technology for online forms, and returning the data presents a bottleneck.

Connectivity and inconsistent experience: While WiFi in many public and event spaces over the last decade has become more readily available, affordable, and in many cases free, participants noted it can still be unavailable or inconsistent.

About this Survey

Objective: *To understand how prospective student data is currently being collected at live college recruitment events.*

Sample Size: *10 Participants*

Data collection method: *Online survey conducted between March and April of 2026. The survey was emailed to our client contacts, posted publicly on LinkedIn and several higher ed marketing and admissions forums, and offered during the NACAC Tech Demo Day on April 16th.*

Target Population: *College Admissions Recruiters*

About CustomViewbook

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Utilizing our Recruiter mode customers can also help prospective students create viewbooks at live events, while gathering their basic contact information on any device. No apps, no extra fees, no reliance on student text or complicated systems.

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