Degrees of Diversity
An Inside Look at Creating Target Population Events

Johnice Brown, Associate Director of Special Programs
Aaron Sims, Admissions and Special Programs Counselor
Chyanne Trowell, Regional Admissions Counselor
What Will We Discuss?

• History & Origins
• Student & Participation
• Programming & Student hosts
• How did we achieve this?
• Takeaways & Yield Benefits
• Closing & Questions
Set the Tone

1. Challenge by Choice
2. Step UP or Step BACK
3. People Stay, Thoughts Leave
History & Origins

Then and Now
• From Overnight to Crash on Campus

Most effective recruitment tool – Overnight Campus Experience
• **Students**
  • See yourself on Campus
  • Connect with current students
  • Future Longwood Lancer
• **Parents**
  • Your Child’s Success Is Our Goal
  • Engaged and Connected with University staff
Students and Participation
Let’s Start with Registration…

- **SmartSheet** - Used to collect information on the student and shared with campus partners.
  - Name, email, phone number, home address
  - Method of Transportation
  - Special Accommodations
  - Will Parents be attending?
  - Number of Guest
  - Crash on Campus Forms
    - Permission & Medical Release Form
Lancer for a Day

• Student
  • Interaction with current students
  • Engaging Activities
  • Experience home away from home

• Parent
  • Let's help you understand our institution
    • Panel Discussions
    • Student/Faculty
    • Tour Farmville
    • Socials

I really enjoyed the Crash on Campus experience at Longwood. Can't wait to go there in the fall!
@longwoodu @whylongwood #longwood20
2/27/16, 7:04 PM
The Stars of Campus

Programming
• Engaging
• Authentic
• Unique

Hosts
• Acquire
• Train
• Policy Form
• Vet
How did we achieve this?
Collaboration

- Admissions
- Citizen Leadership & Social Justice
- Residential & Commuter Life
It Takes A Village…

- VP of Enrollment Management
- Dean of Students
- Campus Police
- University Health Center
- Faculty
- First Year Experience
Takeaways

#1 – Collaboration
#2 – Connecting with students and families
#3 – Getting the community involved
#4 – Accessibility
Yield Benefits

• Provides an increase in student enrollment
• Networking opportunities with faculty and staff
• Exposure to numerous resources connected with a student's success
• Parents become more knowledgeable about the institution
Data Points

• 2018
  • 81% of students who registered for the event attended the event
  • 71% of the students who attended Crash on Campus enrolled at Longwood University

• 2019
  • 78% of students who registered for the event attended the event
  • 75% of the students who attended Crash on Campus enrolled at Longwood University
Questions?

Johnice@longwood.edu
434.395.2591

Aaron@longwood.edu
434.395.4840

Chyanne@longwood.edu
434.607.7031