


The Admissions Cycle: How Tours and Evaluation Can Work Together

Admissions: A Marathon, Not a Sprint

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The Cycle

- ◆ **Fall:**
 - Evaluation: Recruitment, Travel, High School visits
 - Visit: Relatively slow in the beginning, will pick up around Jewish Holidays, Columbus Day, Veterans Day (GW Hosts an Engineering Open House as well as a multicultural overnight throughout the fall—these two programs directly correlate between evaluation and the visit program)
- ◆ **Winter:**
 - Evaluation: **READING FILES!**
 - ◆ GW Dates: Nov 10 (ED 1), Jan 10 (ED 2 and Regular Decision)
 - ◆ Reading Season for GW lasts from November 10-March 15
 - Visit: Things are relatively quiet over the winter months
 - ◆ Based on statistics from the last few years we decide what days information sessions should be offered but offer tours every day (Monday-Saturday)

The Cycle

- ◆ **Spring:**
 - Evaluation: Making the Class!
 - ◆ Recruiting at Junior Receptions, Spring Travel
 - ◆ Waitlist Evaluation
 - ◆ Transfers
 - Visit: **VISITORS VISITORS VISITORS!**
 - ◆ Maintain the balance between Junior Visits and Admitted Student Days.
 - Historically at GW we have seen over 6,000 visitors during April.
- ◆ **Summer: The Next Class!**
 - We have separate summer tour guides working in the office and giving tours, this program is managed by two Senior Assistant Directors

How Do We Stay Connected to Each Part of the Process?

- At GW Admissions Directors give information sessions weekly
- During the Fall while they are on travel those of us who travel less give the majority of the information sessions
- Winter we vary based on the statistics
- During the Spring it is all hands on deck for Admissions
 - There is a separate Associate Director that manages the Admitted Student Days and The Welcome Center has an Officer of the Day and The Welcome Center Manager is responsible for getting tour guides out on both Foggy Bottom and Mount Vernon
 - Junior Visit Days are completely run by Welcome Center Manager
 - It is extremely challenge to keep colleagues engaged after Admitted Student Days with Junior Visit Days

How Can We Help Eachother?

- Support!
 - Support is key for a successful office
 - My direct supervisor understands the responsibilities of my job and is my greatest advocate
 - To be able to manage a large operation such as a Welcome Center AND be an Admissions Director, people must understand the responsibilities associated with both position.
- Make sure to set a plan
 - There is no way I would survive reading season AND Spring visits without having a calendar and a plan as to how I would plan AND read. Asking for help is the most important part of this!
- Hire the RIGHT Student Staff
 - Having the best student coordinators will make multi-tasking so much simpler.
 - Without a student you trust you will end up doing too much work and not being able to delegate.
 - Always remember there are only 24 hours in the day and you cannot do EVERYTHING.
 - Make sure to keep your student engaged though and excited about the position. While you are looking at the bigger picture they can make sure the student tour guides are excited about giving tours to groups of 2 or 25.

How Can We Help Eachother?

- How Can you Help Yourself?
 - Utilize your CIVSA relationships!
 - Many times your colleagues will not completely understand what you are going through. This is the time of year that you reach out to your Regional Director, your friends or even just a quick email to the CIVSA listserv
 - Getting involved in CIVSA is actually a huge release for work because it reminds you what type of community is available and why you do what you do!

Questions? Conversation?

- ✦ Any other Suggestions?
- ✦ Does your school work differently?
- ✦ Do you read? If so, how many files are you responsible for? How many people work in your Welcome/Visitor Center?

THANK YOU FOR COMING!
