

Recruiting Students Who Have Offers of Admissions (information/visit programs)

Collaborative Discussion Circle

Presented by: Catherine Steffan; Visitation Coordinator at Penn State University
Lisa Homan; Front Desk Manager at Penn State University

- What does Penn State do?
 - What is an ASP and how is it personalized
 - College specific
 - Attempt to schedule guides who have their major
 - Student panel and Parent Panel
 - College specific tour
 - Training Guides
 - Laminated maps with college facts
 - Semester Tour kick-off
 - Attempt to match guides up who are apart of academic college
 - How we involve faculty
 - College specific
 - What is the schedule like
 - Feb 1-April 30 (every Mon-Fri)
 - Info Session, Panels, College specific tour, lunch
 - Penn State statistics
 - 2010: 66% yield from ASP
 - 2010: 15% overlap who attend both ASP and Prospect
 - 2010: of the 15% overlap, 75% yield
 - 2010: Increase in attendance by 14% from previous year
 - 2009 64% yield from ASP

- What do you do:
 - How is your recruitment for an accepted student different than a prospective student?
 - How do you personalize your visit?
 - How do you involve faculty?
 - When do you host your visit?
 - How many visit programs do you have?

