



Degrees of Diversity

An Inside Look at Creating Target Population Events



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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



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

The screenshot displays the SmartSheet interface for a project named '03 Marketing'. The interface includes a navigation pane on the left with a tree view of project folders, and a main table with columns for 'Deliverable Name', 'Target No.', 'Description', 'Actual No.', and 'Comments'. The table lists various marketing tasks such as 'Press', 'Analysis', 'Print Ads', 'Web Ads', 'Direct Mail', 'Email Campaigns', and 'Website' with their respective target and actual counts and status indicators (green, yellow, or red). The 'Comments' column provides detailed notes for each task, such as 'Getting traction in the market' for Press and 'Need to sign off on design' for Website.

Deliverable Name	Target No.	Description	Actual No.	Comments
Press	4	articles/mentions	3	Getting traction in the market
Analysis	5	briefings	2	Product launch is critical scheduling problems
Print Ads	12	National placements	9	W5L, BurWeek, etc.
Web Ads	10,000	Page views	12,000	Better than expected
Direct Mail	3	Campaigns	2	3rd mail push delayed
Volume	400,000	Pages sent	300,000	3rd pushed to Q3
Yield	5%	Response rate	2%	2 campaigns instead of 3
Budget	\$600,000		\$600,000	2 campaigns instead of 3
Volume	60,000	Pages sent	70,000	did 5 for the budget of 4
Yield	5%	Response rate	7%	Working better than mail
Budget	\$100,000		\$100,000	did 5 for the budget of 4
Overall Traffic	10,000	hits/week	11,500	Need to sign off on design
Leads	200	leads/week	225	Ad campaign seems to be helping
AdWords Campaign	10,000	impressions	5,000	Will get even better with site red
Clicks	500	cumulative	100	Trial campaign in Q2
Conversions	50	cumulative	9	will go up after direct mail drops
Redesign project	1/15/2006	Go live Date		fine tuning our call to action
Budget	\$50,000		\$50,000	at our expected conversion rate
				May be a few days late
				May come in a bit under



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



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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



Programming & Hosts



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?



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