

# Admissions + Orientation

a student's path to success



**Ryan Hogan**

Director of Admissions



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Assistant Director of Admissions/Coordinator of Orientation and Transition Programs

# Valdosta State University

**A comprehensive university offering associate, bachelors, graduate, and doctoral degrees.**

- **11,300+ students**



# Professional backgrounds...



## Ryan Hogan

- Undergraduate Orientation Leader
- Admissions Counselor
- Associate Director of Admissions
- Director of Admissions

## Brenda Beasley

- Coordinator, Cooperative Education
- Coordinator, Orientation & Leadership Programs
- Assist Dir, Admissions & Coordinator, Orientation & Transition Programs

# ***History of the Orientation program***

- **2000-2016:**

**Dean of Students Office**

***Division of Student Affairs***

- **2016:**

**Office of Centralized Advising / *Enrollment Services***

***Division of Student Success***

- **2016 - Current:**

**Undergraduate Admissions / *Enrollment Services***

***Division of Student Success***



# Orientation *programming*

## Why move Orientation to Admissions?

- 1. Management and staff support team** – *knowledge of programming needs and students attending orientation*
- 2. Communication collaboration** – *before, during and after sessions*
- 3. Provides a seamless transition for prospective students** – *recruitment to on-campus orientation session*
- 4. Both departments communicate with the same campus partners** *Financial Aid, Registrar, Bursary, Advising, academic departments, Office of the President and Cabinet members, Student Affairs, Auxiliary Services, Creative Design, Print Shop*
- 5. Admissions & Orientation speak same language, use the same tools** 😊

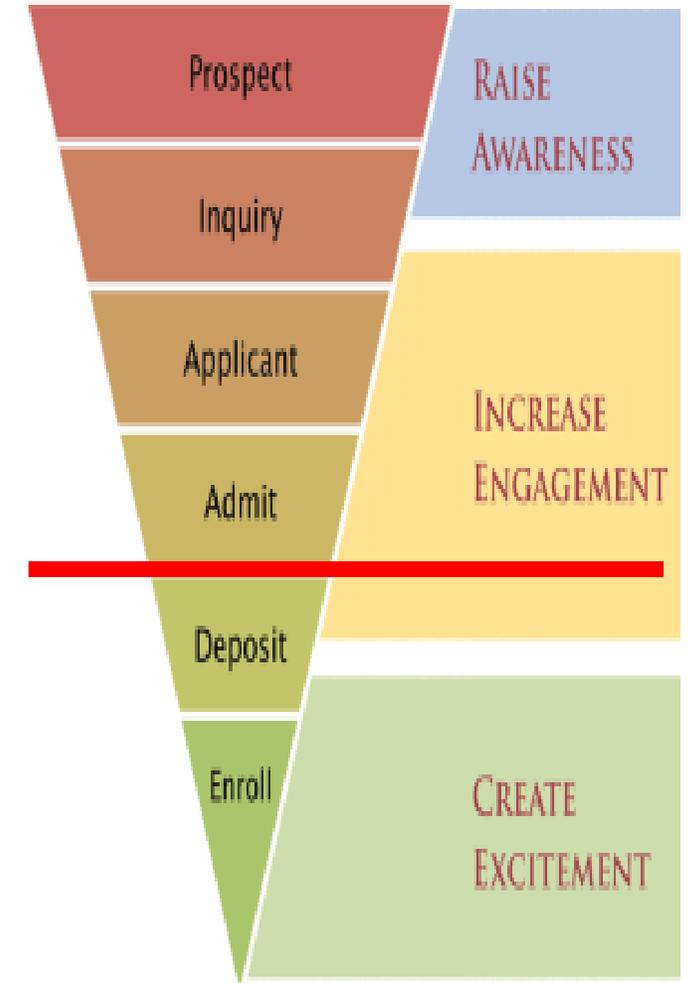
**6. BANNER – BANNER – BANNER!**



# Enrollment funnel



- **Application process**
- **Campus visit events**
- **Accepted student plan**
- **Orientation registration**
- **Orientation session (on-campus or online)**
- **Orientation follow-up communication plan**



# Orientation *now...*



- Orientation past offered a 1-day format, relying heavily on Saturday sessions
- **2018:** our office included three 2-day, overnight sessions - excellent reviews by attendees, however, attendance was lower than anticipated
- **2019:** our office went back to a 1-day format; high attendance rates on Saturday was key to our success. Added an early arrival component to the program: Blazer Kick-Off Event. Began the introduction of our 18-month Orientation Momentum Plan. Key campus stakeholders became aware of the new goals and partnered with our office to communicate with our prospective students through the orientation summer months leading to fall semester.

# 18 Month Orientation/Retention Momentum Goals beginning 2019

- Created a unique communication plan with campus partners participating in our communication plan through our CRM, postcards, social media platforms, and text messaging. Participating campus partners and offices include:
  - **University Advising & Student Transitions**
  - **Housing & Res Life**
  - **Student Life**
  - **Greek Life**
  - **Auxiliary Services (*Parking & Transportation, ID Card, Meal Plans, Bookstore*)**



# 18-Month Orientation/Retention Momentum Goals beginning 2019



## (Blazer2Blazer Network)

- **The goal of the program is to create:**
- a student-to-student line of communication and connection to the University
- to increase student engagement both academically and socially during the first-year on campus for commuter students.



Questions  
or  
Comments