



#GWI2024

Expanding Access with Culturally Competent Connections

Providing strategies and resources to support diverse student populations through intentionally crafted event experiences



she/her/hers

Cassidy Mills

Assistant Director of
Undergraduate Admissions
Duke University



she/her/they/them

Cristina Guevara

Assistant Director of
Admission, Diversity
and Access
Smith College



he/him/his

Christian 'Kapili' Moniz
Admission Counselor
Pitzer College



she/her/hers

Sarah Schollmeyer
Assistant Director
of Admission
Willamette University

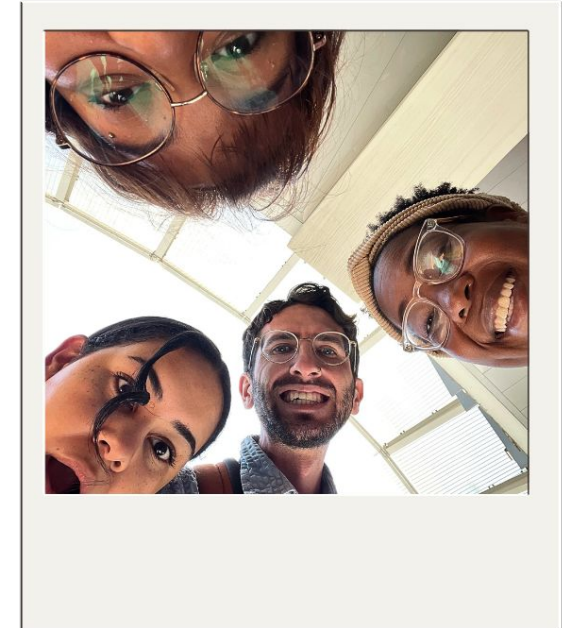


The One Where The Gang Comes Together

College Horizons + GWI 2023

Cass, Sarah and Cristina met during the College Horizons program hosted at the University of Redlands. Here we supported indigenous students through the college application process. A few months later we arrived at GWI and connected with Kapili over our shared passions.

Today we come together to share our work and facilitate conversation with you!



Presentation Outline

Our objective is to work with professionals, both within our institutions and our colleagues helping students build their college portfolios, to expand students' vocabulary and put their experience on paper through exposure to access programs.

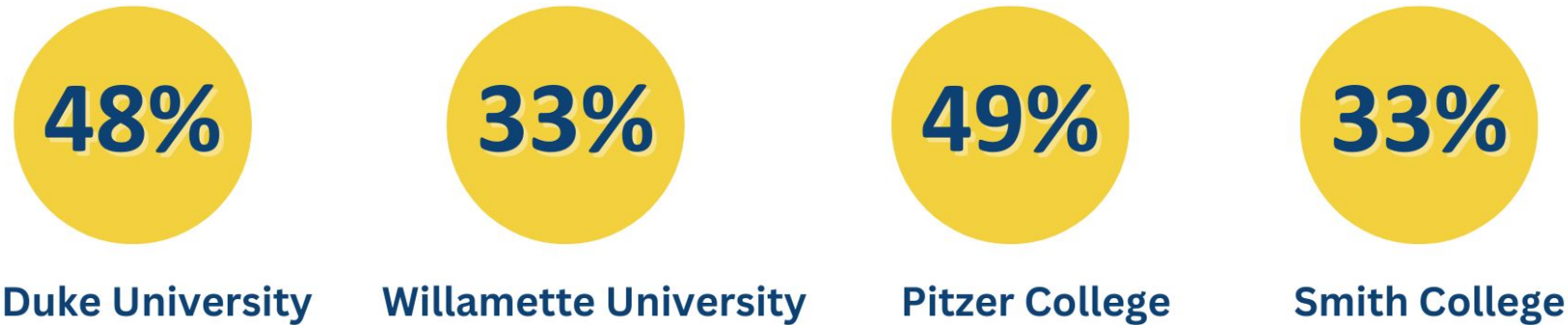
Duke, Pitzer, Smith and Willamette have implemented successful visit and access programs within their admission offices that echo the prioritizations of DEI initiatives and support students through the college process.

This session will be an opportunity to deepen your understanding of college offerings and how to leverage visit opportunities to support your students and families from both sides of the college counseling desk.

According to the **National Center for Education Statistics (NCES)**, “15 million students were enrolled in undergraduate programs in 2022. Of those students, a study showed that private, nonprofit four-year universities were the least diverse institutions...”



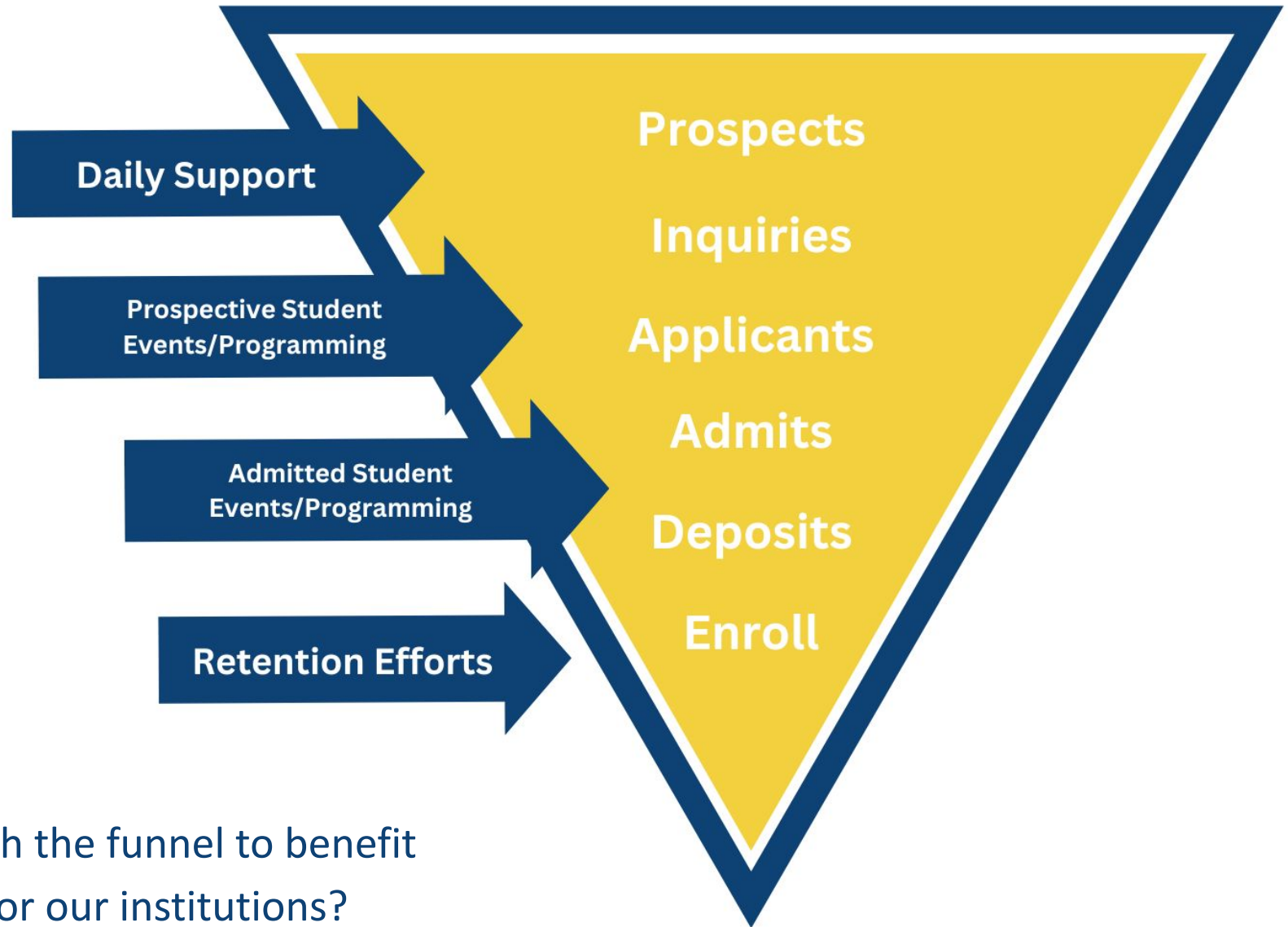
STUDENTS OF COLOR AT PRESENTER INSTITUTIONS



Intentional Support Throughout the Cycle

Core Question:

How can we move students through the funnel to benefit their journey and find the best fit for our institutions?



Learning Objectives



Learn about our challenges, successes, and outcomes so that you can bring actionable items to your respective campuses to facilitate supportive access programs for underrepresented students.

In addition, how to financially manage an access program for primary, secondary and tertiary markets to support local and out-of-state populations of diverse students.

Learning Objectives

2

Understand the importance of including and engaging outside influencers (family members, counselors, etc.) in admission programming.

Learning Objectives

3

High School Counselors

Examine ways to market access programs such as local outreach and fly-in programs as financially beneficial for students and their families to experience firsthand how an institution can uplift and celebrate their intersectionality and values through educational programming.

Core Question: How can we set your students up for success to be thoughtful listeners, researchers and prepared to take on access programming?

Supporting Students of Color Through the Event and Visit Experience

Smith College

Smith College is a private liberal arts women's college located in Northampton, Massachusetts. We are the largest women's college in the US.

Pre-existing Access-Oriented Events or Programs

- Virtual Offerings: BIPOC Talk
- College Horizons
- DEI Counselor Advisory Board
- Intentional CBO Partnerships
- Focused program development during ASP
- Posse NY & QuestBridge



Smith College

Women of Distinction

Women of Distinction is a fully funded fly in program designed for students interested in learning more about the support Smith offers African American, Latin American, Asian American, Native American, and/or first generation college students.

- Primary markets: BIPOC/FG
- Budget: **Flexible**
- Barriers: SCOTUS impacted our selection process and language.
- Opportunities for Growth: Dynamic program development, Counselor Nomination Process
- Retention: WOD Reunion, SMAAC



PROSPECTIVE STUDENT PROGRAMMING

Pitzer College

Pitzer College is a small, liberal arts college based in Southern California.

Pre-existing Access-Oriented Events or Programs

- Bi-annual Preview Pitzer Program (formerly the Diversity Program).
- Recent partner with College Horizons (2024).
- College brochures printed in Spanish and Mandarin.

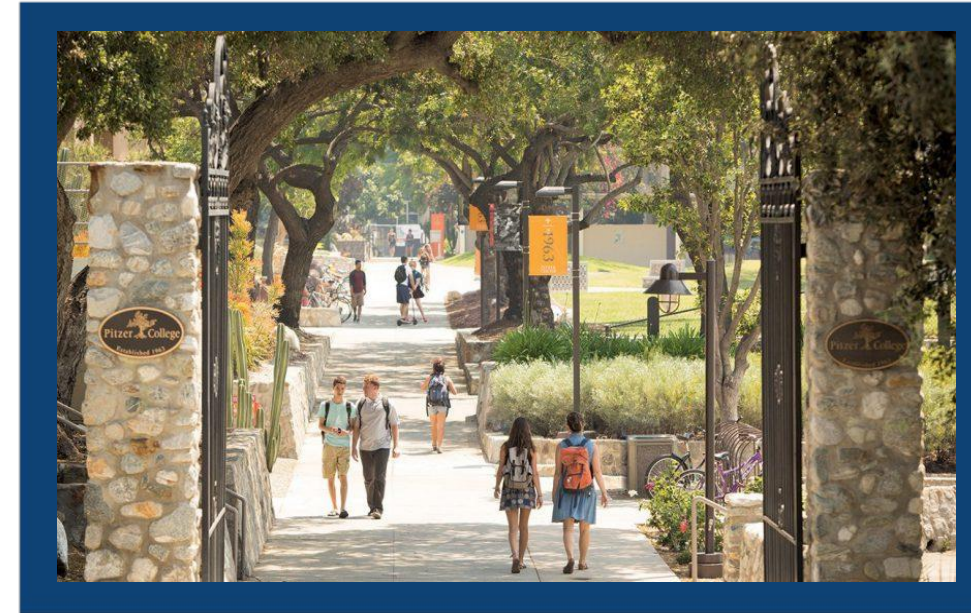


Pitzer College

Preview Pitzer Program

Bi-annual, all expenses paid fly-in program bringing students to campus for a weekend of activities, panels, and tours. All prospective students attending the fall program participate in interviews. All students attending the spring program have been admitted.

- Primary markets: First-generation, low income students
- Budget: **Conservative**
- Barriers: Current student participation
- Opportunities for Growth: Consolidating activities to campus rather than shuttling students off campus.
- Retention: 68% students yielded from Spring 2024.



PROSPECTIVE STUDENT PROGRAMMING

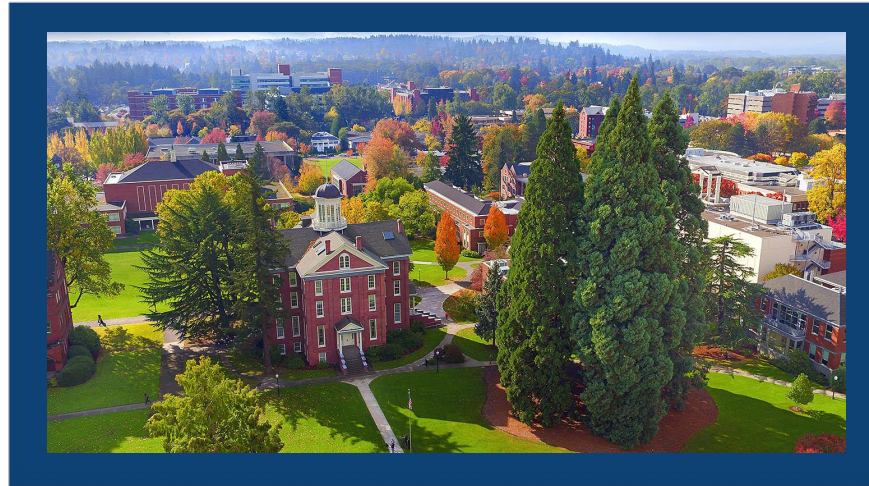
Willamette University

Willamette is the first institution of higher education in the west.

Pre-existing Access-Oriented Events or Programs

Within the last 20 years diversity efforts have been increased.

- Willamette Academy in early 2000s
- Center for Equity and Empowerment 2016
- 2020 A2E in-person
- Engaging in specialized college fairs/programs
 - College Horizons
 - Black Village College Fair
 - Camp College
- Carefully crafted visits for CBO's



Willamette University

Access to Excellence (A2E)

A2E is a fully-funded fly-in opportunity for underrepresented students and is designed to provide access to students and families who are a good fit for Willamette and who represent a diversity of backgrounds and experiences important to our campus culture and community.

- Primary markets: First generation, Pell Eligible and BIPOC students.
- Budget: **Flexible**
- Barriers: SCOTUS impacted our marketing efforts and language.
- Opportunities for Growth: Intentional, personal flagging/messaging through the application review process.
- Retention: A2E Reunion Dinner & Ambassador Program

ADMITTED STUDENT PROGRAMMING



Duke University

Duke University is a mid-sized private institution located in Durham, North Carolina.

Pre-existing Access-Oriented Events and Programs:

- Spring Affinity Yield Programming
- Multicultural and Black student virtual chats
- Spanish Information Sessions
- Collaborating with local and national CBO partnerships with QuestBridge, KIPP schools, Emily K. Center, College Horizons, etc.



Duke University

Black Student Alliance Invitational

In the 1980s Duke's BSA joined forces with UGA in making Black recruitment a primary goal. BSAI is held every spring and allows prospective students from across the country to visit Duke's campus and be introduced to the Duke experience from the Black perspective. Program has expanded to include Duke organizations such as the National Society of Black Engineers, NPHC, and Students of the Caribbean Association, etc.

- Primary markets: All admitted students invited, Black admitted students
- Budget: **Flexible**, revised yearly
- Barriers: SCOTUS impacted marketing efforts and timeline window.
- Opportunities for Growth: Expand program for prospective student fly-in during fall. Inclusion of families/parent programming.
- Retention: Elimination of Reginaldo Howard Memorial Scholarship Program, announced Spring 2024

ADMITTED STUDENT PROGRAMMING





Whole Group Questions

- How do we get current students on our campuses to participate in programming?
- What are some efficient strategies to structuring the application process for prospective/admitted students to attend our programs?

Turn & Talk with your neighbor for two minutes and come back for panel input.



High School Counselors + CBO

- How can colleges and universities best market specialized programming to your students?
- What gaps exist between our programs and your students?

Turn & Talk with your neighbor for two minutes and come back for panel input.



Admissions Professionals

- Discuss the barriers you see in the way of active DEI related programming.
- What does partnership look like between you and feeder high schools/CBO's/communities?

Turn & Talk with your neighbor for two minutes and come back for panel input.

THANK YOU!

**Session evaluations
are available on the
GWI mobile app.**

