

Undergraduate Recruitment Update Day, August 13, 2019
7:15-10:50 a.m. 100 Stillman Hall

7:15-7:35 a.m.	Check-In and Breakfast – SH 100
7:35-7:40 a.m.	Welcome and Introductions – SH 100 Chinwe Okpalaoka, <i>Undergraduate Recruitment, ASC</i>
7:40-7:45 a.m.	Welcome Steve Fink, <i>Associate Executive Dean, ASC</i>
7:50-7:55 a.m.	Caroline Breitenberger award presented by Chinwe Okpalaoka
8-8:20 a.m.	Building the Incoming Class: From Numbers and Goals to Partnerships and Roles – SH 100 David Roy, <i>Director, Academic Relations, Competitive Admissions and Access and Diversity</i> Mark Cortez, <i>Director, Outreach and Recruitment</i>
8:25-8:35 a.m.	Q&A and BREAK
8:35-8:50 a.m.	Recap of Undergraduate Recruitment Activities: Yielding the Class of 2019 – SH 100 Chinwe Okpalaoka
8:55-9:25 a.m.	Concurrent Breakout Sessions <ul style="list-style-type: none">• Planning and Executing Recruitment Calling Projects: Sierra Zwilling, Sr. Program Coordinator, OSAS – SH 235• ASC Recruiting/Yielding Reports FAQ: Liana Crisan-Vandeborne, ASC Business Analyst – SH 131• 2019 Recruitment Communication reports: Julie Brown, Recruitment Marketing Manager, ASC Communications – SH 100
9:30-10 a.m.	Concurrent Breakout Sessions <ul style="list-style-type: none">• Planning and Executing Recruitment Calling Projects: Sierra Zwilling, Sr. Program Coordinator, OSAS – SH 235• ASC Recruiting/Yielding Reports FAQ: Liana Crisan-Vandeborne, ASC Business Analyst – SH 131• 2019 Recruitment Communication reports: Julie Brown, Recruitment Marketing Manager, ASC Communications – SH 100
10-10:05 a.m.	BREAK
10:05-10:50 a.m.	Undergraduate Recruitment Best Practices: Highlight of Department-Level Efforts – SH 100 <ul style="list-style-type: none">• Department of Psychology: Alisa Paulsen• Moving-Image Production and the Film Studies Program: Matt Swift• Department of Germanic Languages and Literatures: Kevin Richards• Department of Microbiology
10:50 a.m.	Closing Remarks: Chinwe Okpalaoka

