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, Undergraduate Recruitment, ASC

7:40-7:45 a.m.  
Welcome  
Steve Fink, Associate Executive Dean, ASC

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, Director, Academic Relations, Competitive Admissions and Access and Diversity  
Mark Cortez, Director, Outreach and Recruitment

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
  - 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
  - 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
  - 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