



2012

Tour the United VCU, The Premier Urban Research University


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2012 VCU Leadership Development Program Team Project Report Team United: Tour the United VCU The Premiere Urban Research University

Team Members:

Mary Eisendrath	Susan Lipp
Melanie Irvin	Karla Mossi
Ellen Leverich	Mark Roberts

Project Description:

This project will capitalize on the existing Open House weekends by offering a 60 minute tour of the MCV Campus. The tour will expose prospective students to VCU as a whole, highlighting the diverse range of studies and to present VCU as one university. The bus ride and walking tour will showcase the connection and relevance of both campuses, allowing prospective students with a myriad of interests to see all that VCU has to offer.

Project Goals:

- Recruit and retain talented and diverse students who will graduate at a higher rate and will contribute to a highly skilled workforce.
- Increase the exposure of prospective students during Open House to VCU as one university.
- Highlight the undergraduate opportunities on the MCV Campus (for programs, research, internships, etc.), while showcasing undergraduate, graduate and professional programs that many prospective students would aspire to pursue.

Strategies:

Team United took the approach that our project would benefit both VCU and prospective students and their families by increasing the breadth of an already existing tour while maintaining the “One University” theme. The offering of “Tour the United VCU” requires minimal manpower increases and will be marketed and sponsored by the Office of Admissions with other budgetary assistance from University Relations.

Action Steps:

- Identify sponsor for project; discuss marketability and interest
- Meet with key personnel on both campuses; Admissions, External Relations, MCV Campus Student Affairs, MCV Student Government Association, and "STAT": Students Today Alumni Tomorrow
- Review existing tour resources via survey and materials review;
- Draft new walking tour
- Identify transportation options needed for tours
- Draft map of walking tour and tour guide scripts based on recommendations from MCV School Admissions Offices and the MCV Campus Student Affairs Office

- Prepare proposed budget and project plan to submit to sponsor for approval
- Recruit and train tour guides
- Dry run of tour with bus from Welcome Center and pick-up from Larrick Center; walk the tour route to identify time concerns
- Video the tour highlights
- Coordinate marketing and participant registration with the Office of Admissions
- Draft participant feedback questions to include with Office of Admissions Open House post survey

Outcomes:

(1) Developed the framework to implement United VCU tour for up to 625 prospective students and family members; (2) Developed a script and tour route; (3) Secured buy-in key stakeholders; (4) Identified need for tour coordinator; (5) Established budgets (~\$5000), and (6) Identified transportation resources.

Sustainability:

The “Tour the United VCU” project will be sponsored by the Office of Admissions and will be included in upcoming Open House with four 60 minute tours projected. Based on the results and feedback from participants surveyed from the initial Open House, the number of tours offered may vary at subsequent Open Houses.

Resources:

Office of Admissions, Groome Transportation, VCU Welcome Center, VCU MCV Student Government Association, University Relations, MCV Campus Student Affairs.

Recommendations:

Integrate the tour into regularly scheduled University Office of Admissions tours.
 Identify a coordinator for recruitment and training of tour guides and implementation of tours.
 Provide additional fiscal year budget to assist with expanding the scope of this project to include more frequent tours and information sessions about the MCV Campus.

Conclusions:

This project will not only highlight the united VCU, but it also is aligned with and supports the Quest Theme I.A.; “Recruit and retain talented and diverse students who will graduate at a higher rate and will contribute to a highly skilled workforce”.

Process

Observations:

This collaborative project required the vision and expertise of professional faculty and staff from both campuses. The success of implementing this project can be attributed to tapping existing resources and expanding upon already successful programs.

Tour of the United VCU



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Team United

- **Mary Eisendrath**, School of the Arts
- **Melanie Irvin**, Development and Alumni Relations
- **Ellen Leverich**, School of Pharmacy
- **Susan Lipp**, School of Nursing
- **Karla Mossi**, School of Engineering
- **Mark Roberts**, Grants and Contracts Accounting

Sponsor

- **Sybil Halloran**, Assistant Vice Provost for Recruitment and Admissions

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Tour of the United VCU

Create and execute 60-minute bus and walking tour of the MCV Campus for prospective VCU students and families during existing Open House events in October, November and February.

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Project Goals

Address theme 1A of Quest for Distinction: Recruit and retain talented and diverse students



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Project Goals

Make it real:
Highlight opportunities on MCV Campus



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Project Goals

Increase the exposure and accessibility of MCV Campus to prospective students during Open House



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Strategies

- ❖ Met with sponsor and key stakeholders
- ❖ Assessed need and marketability
- ❖ Contacted key personnel
- ❖ Identified resources

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Action Steps


- ❖ Conducted survey of MCV Campus administrators
- ❖ Developed tour
- ❖ Negotiated transportation options
- ❖ Prepared budget

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Budget

- ❖ Total budget for 4 tours at each Open House
- ❖ Transportation: \$3,900
- ❖ Printing of maps: \$432
- ❖ Guides' T-shirts: \$128
- ❖ Tour guides: FREE
- ❖ Total: \$4,460 annually

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Low-cost, low-risk opportunity to showcase "one" VCU and rich diversity to as many as 625 prospective students and families each year

Potential impact

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Sustainability

- ❖ Integrate tour
- ❖ Identify coordinator
- ❖ Provide additional fiscal year budget

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Conclusions

This project will not only highlight the United VCU, but it also is aligned with and supports the Quest Theme IA.:



"Recruit and retain talented and diverse students who will graduate at a higher rate and will contribute to a highly skilled workforce ..."

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**Process
Observations**



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Tour of the United VCU video



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Questions?



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