

# Building College Connections: Visits and More

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# Session Goals

- Describe varying college visit models and other campus enrichment activities to provide “how to” ideas
- Engender a conversation about the effectiveness of these initiatives for students, schools, colleges and broader communities

# Session Outline

- Models – Program, Fiscal Overviews
- 8 Campus Visit “Do’s” v. “Don’ts”
- “How To” Outlines and Resources
- Questions & Answers

# Visit Models

- Campus Enrichment Programs
- “Camp College”
- On the Road: One Campus or Multiple Campuses
- Partnerships for College Visits

# Summer Campus Enrichment

- Sample Programs:
  - Sage Career Quest
  - Rensselaer Polytechnic Institute Architecture Career Discovery Program
  - Ithaca College Health Quest through Central New York Area Health Education Center
  - Cornell University Summer College for High School Sophomores

<http://www.nycolleges.org/pdfs/2007OutreachandEnrichment.pdf>

**2007** NEW YORK'S PRIVATE COLLEGES AND UNIVERSITIES

**OUTREACH AND ENRICHMENT PROGRAMS**  
for junior high and/or high school age students  
[www.nycolleges.org/resources.php](http://www.nycolleges.org/resources.php)

**clcu**  
COMMISSION ON INDEPENDENT COLLEGES AND UNIVERSITIES  
©2007 BY THE COMMISSION ON INDEPENDENT COLLEGES AND UNIVERSITIES AFFORDABLE CHOICE OUTREACH PROGRAMS: 17 ELK STREET, PO BOX 7289, ALBANY, NY 12224; PHONE: (518) 436-4781; FAX: (518) 433-8825; COLLEGES@NYCOLLEGES.ORG.

# “Camp College”

- Friday evening – Sunday lunch
- Mentors
- Low student-to-chaperone ratio
- Classes and Workshops
- Fun



## CAMP COLLEGE 2005 Union College/Niagara University

### What Camp College Students Have Said:

- “Can we stay for three more weeks?”
- “This was my best birthday weekend ever!”
- “I loved the classes and winning the free t-shirt during the ‘making the most of a college visit workshop!’”
- “I received some very important information that will have an overall effect on my choosing a college wisely.”
- “I loved the drumming and the classes. You were all too nice but had too much energy and now I’m very tired.”
- “Now I know that sleeping away from home for college isn’t too bad. The breakfast at college isn’t so great. I’m going to bring pop-tarts to college.”

### What is Camp College?

A three-day weekend college experience where students will:

- Attend classes taught by college professors that may include offerings in the fields of arts, sciences, and engineering;
- Participate in workshops on the college search (admissions and financial aid), and attend a college fair;
- Learn interviewing and essay-writing techniques;
- Experience small collaborative groups with mentor facilitators;
- Have time for entertainment and fun!

Camp College students must be accompanied by a chaperone from their nominating organization (approximately 6 students: 1 adult). School counselors, community leaders, and parents are all welcome as chaperones. Workshops will be offered for the chaperones on college preparation and financial aid.

### When is Camp College?

Two Camp College Summer 2005 weekends to choose from:

- July 22 - 24  
Union College,  
Schenectady, NY
- July 29-31  
Niagara University,  
Niagara Falls, NY

A percentage of travel expenses for GEAR UP students and chaperones will be reimbursed.

### How to Sign Up for Camp College

Please nominate students to attend a Camp College session who you believe would benefit from the experience (students of color and/or students who are first generation college bound and/or students from lower economic backgrounds. GEAR UP cohort students entering 9<sup>th</sup>-12<sup>th</sup> grades will be given first priority. We encourage students to apply to either of the two locations, regardless of distance. Travel expenses for GEAR UP students and chaperones only can be reimbursed.

1. Nominated students (see above for additional information) should complete a Student Interest Statement and a Registration Packet. Return these forms to clicu, 17 Elk St., PO Box 7289, Albany, NY 12224 as soon as possible. Camp slots will be awarded on a first come/first served basis and until capacity is reached.
2. The nominator and student will receive notification of acceptance. And, in early July, all students, chaperones, and nominators will receive final camp schedules, program details, travel directions, reimbursement forms, etc. To attend Camp College, registration forms must be complete and submitted by the registration deadline. Return all forms to the Commission on Independent Colleges and Universities, clicu, 17 Elk St. PO Box 7289, Albany, NY 12224.

If you have additional questions about Camp College, please contact Susan Nesbitt Perez, Director of Outreach Programs, Commission on Independent Colleges and Universities – e-mail [susan@clicu.org](mailto:susan@clicu.org), tel. (518) 436-4781; fax (518) 436-0417.

Camp College 2005 is made possible with grant funds. In addition, the Camp would not be possible without the scores of volunteer admissions counselors, school counselors, parents and community-based organizations' youth activity coordinators who donate their time during the summer to make the Camp College a valuable learning experience for all our students.

# On the Road: Single or Multiple Campus Visits

- **Week-long College Tour:** (students): 9 colleges (hotel)
- **College Discovery for Educators:** 4-day, 3-night (hotel), 9 colleges
- **College Quest**
  - Model A: 3-day, 2-night (hotel), 7 colleges
  - Model B: 3-day, 2-night (college dorm), 4 colleges
- **College Visit “add-on” for Educators:** incorporate into meetings, workshops
- **One Day College**
  - For Adults: “One Day University”
  - For Students: Day or half-day visit

# Partnering for College Visits

- College partners
  - 100+ Independent colleges and universities in NY
  - Publics and Proprietary colleges
- clcu's Association partners
  - NYGEAR UP
  - NYSACAC
  - NYSFAAA
  - NYSSCA
  - LOCAL PARTNERS

# Campus Visit Top 8

## 1. College Partners

### Don't . . .

- Assume they have done this before

### Do . . .

- Watch the “mix”
- Communicate:  
before, during, after

# Campus Visit Top 8

## 2. Participants

### Don't . . .

- Leave anything to chance
- Assume tour will fill because it's a great program
- Expect all to attend

### Do . . .

- Require action/activity to participate
- Share clear expectations
- Overbook - 20%
- Communicate before & after
- Expect "difficult" participants

# Campus Visit Top 8

## 3. Preparation

### Don't . . .

- Expect that all students will prepare
- Expect that all adults will prepare
- Expect all colleges will prepare

### Do . . .

- Define trip's goals
- Require an Orientation meeting
- Determine ahead of time and explain "Code of Conduct"
- Plan balanced activities

# Campus Visit Top 8

## 4. Resources and Materials

### Don't . . .

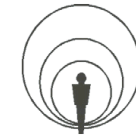
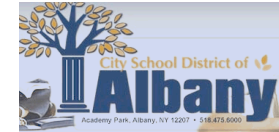
- Overload participants with too much to carry

### Do . . .

- Offer pre-assembled materials (binder)
- Also offer materials before each visit
- Provide tote or backpack

# Binder cover and T-shirt graphics

## COLLEGE QUEST 2007



New York State Financial  
Aid Administrators  
Association

### Ask me where I'm going to college!

Canisius College  
Daemen College  
Hamilton College  
Keuka College  
Niagara University  
St. John Fisher College  
Utica College



# Binder contents: College Profiles

## College of Mount Saint Vincent

*"Teach me Goodness, Teach me Discipline, Teach me Knowledge"*

### Three Unique Features

- A small, beautiful campus right on the Hudson River
- A strong liberal arts education that produces well-rounded students
- A campus that is close to Manhattan, but still on the outskirts in Riverdale; the best of both worlds

### Fast Facts

Undergraduate Enrollment	Percentage of Faculty with Ph.D. or Terminal Degree: 80%
Full Time: 1249	Undergraduate Graduation Rate, 4 years: 45%
Part Time: 174	Undergraduate Graduation Rate, 5 years: 56%
Percentage of Males: 26%	Undergraduate Graduation Rate, 6 years: 59%
Percentage of Females: 74%	First Year Student Retention Rate: 81%
Undergraduate Enrollment by Race/Ethnicity	Percentage of Students Receiving Institutional Financial Aid (full-time undergraduates): 80%
White: 42.7%	Percentage of Students Receiving Merit Based Scholarships: 55%
African American: 11.7%	Percentage of Students Receiving Need Based Grants: 80%
Hispanic / Latino: 28.7%	Athletic Scholarships Available? No
Asian / Asian American: 10.9%	Support Services Available for Students: Center for Academic Excellence and TRIO
Native American: 0.002%	2006-07 Tuition & Required Fees: \$21,550
Other: 6%	2006-07 Room & Board: \$850
Graduate Enrollment	Total: \$30,050
Full & Part-Time Combined: 332	E-Mail Address: admissions@mountsaintvincent.edu
Students from 24 states and 3 countries	Web Page Address: www.mountsaintvincent.edu
55.6% of full-time students reside on campus	Street Address: 6301 Riverdale Avenue, Riverdale, NY 10471. Phone Number: 718-405-3267.
SAT Middle 50% ranges: V 460-550 / M 450-530	
Freshman Average High School GPA: 2.9	
# of Undergraduate Majors/Concentrations: 24	
# of Student Organizations: 19	
Greek Life? No	
Athletic Conference/Division: II I	
Average Class Size: 21	
Total Full-Time Faculty: 74	

# Binder contents: Glossary

## GLOSSARY OF COLLEGE-RELATED TERMS

### College and University

Most people usually use these two words interchangeably, but in most cases a “college” is smaller and will usually have more limited academic programs. A “university” is usually made up of colleges: for example, a college of business, a college of liberal arts, etc.

### Degree

Think of this as your “diploma” after college.

### Bachelors and Associates Degrees

You get a Bachelors Degree after four years of college, and if you go to a two-year college, you would get an Associates Degree after your two years.

### Undergraduate and Graduate

When you go to college from high school, you are an undergraduate. If you continue your studies after you get your college degree, you are a graduate student. For example, if you go to medical school or law school, you are a graduate student.

### Liberal Arts

Sometimes this is also called Liberal Arts and Sciences. This refers to an undergraduate program of study that includes the more traditional subjects like English, history, languages, etc. More technical or career-focused majors would usually not be a part of a liberal arts program. For example, engineering and business are usually not considered to be among the liberal arts, but you could still study these subjects in graduate school if you wanted.

### Major and Minor

The “main” subject you choose to study in college is your major. That means most of your classes will be taken in that subject. A minor is similar, but involves fewer classes. Think of a minor as a subspecialty. Many colleges will let you double major or double minor (having two areas of focus).

### Study Abroad

Most colleges let you spend some of your time in another country. You take classes there and they count toward your degree completion.

### Internship

This refers to an opportunity you have to study with someone in a real-world setting, like working with a lawyer in his or her office. Sometimes you can get credit for an internship.

### Financial Aid

This is assistance you get from the college to help make it more affordable. Financial aid can include scholarships and grants, loans, and work study.

### Work Study

Part of a financial aid package. You get a part-time job, usually on campus, and the money you earn is used to help pay your college bills.

# Binder contents: Questions for a College Visit

## Questions to Ask on a College Visit....

Remember, not all of these questions will be important to every student. Think about what will be important for you. Record your thoughts; stay organized. *Tip: buy postcards on campus that show various scenes of the campus and record your thoughts on the cards. The photos will be helpful later remembering the school.*

Do the students look happy? Are they approachable?

How are the students dressed?

What do you notice when you look into a classroom?

What do you notice when you look into professors' offices?

What does the physical plant (buildings and grounds) tell you about the place?

What makes this college special?

What big issues are being debated on campus (look at newspapers and posters)?

What else can you learn from the student newspaper?

How large are first year/ introductory classes?

How is the food in the student cafeteria?

What are the dorms like?

What can you learn about activities you might want to pursue?

How far away from the academic buildings are the dorms? Does the campus feel safe?

What is a typical course load for first year students?

How easy or difficult is it to change your major?

What courses are required?

How many students graduate in four years? in five years?

Do professors teach all classes? Do students help evaluate professors?

Is there an honor code? Does it work?

What can you learn about school spirit and support of a team you might be a part of?

How diverse is the student body? the faculty?

What percentage of students live on campus? How many freshman share a room?

Is there an advising system in place? How does it work?

How much homework can you expect as a first year student?

What do the students do on weekends?

Are fraternities and sororities an important part of the social life?

What are the arts facilities like? The athletic/recreational facilities?

What happens to financial aid after your first year?

What opportunities are there for student research? How accessible are labs?

What percentage of students receive financial aid? What happens to aid after freshman year?

Are merit scholarships available?

What happens to the graduates? Where do they go? What do they do?

Ask a student: If you could change one thing about your school, what would it be?

# Campus Visit Top 8

## 5. Itinerary

### Don't . . .

- Exhaust participants
- Leave too little time to accommodate unanticipated travel delays

### Do . . .

- Consider number of colleges
- Plan time carefully - on campuses, on bus:
  - Attend classes?
  - Campus tour?
  - Information session?
  - Meet with college students?
  - Activities
- Plan for meals
- Allow for “down time”
- Students vs Educators

# Sample Schedule

# “Camp College”

<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
5:30 PM Students Arrive /Check In	7:45-8:15 AM Breakfast	7:45-8:15 AM Breakfast
6:00-6:15 PM Orientation	8:15-9:00 AM Meet with Mentor Groups	8:15-9:00 AM Meet with Mentor Groups
6:15-7:00 PM Meet with Mentor Groups	9:10-9:50 AM Study Skills Workshop or Writing the College Resume	9:15-11:15 AM "Next Step Workshop" with Mentor Groups & Skit Planning
7:00-7:20 PM Move into Residence Halls	10:00-12:00 PM Simulated College Classes	11:15-11:30 AM Group Photos
7:30 PM Dinner and Meet with Mentor Groups	12:00-1:00 PM Lunch	11:30-12:15 PM Closing Session
8:10 PM Group Activity	1:00-3:15 PM Workshops and Mentor Group Meetings	12:15 PM Lunch
9:15 PM Group Activity	3:30-6:00 PM Field trip (e.g. to Niagara Falls and boat ride at NU)	1:00 PM Camp College Ends
11:00 PM Late night snack	6:15-7:30 PM Dinner and Meet with Mentor Groups	
12 Midnight - Bedtime	11:00 PM-12:00 AM Late night snack	
	12 Midnight - Bedtime	

# Sample Student Tour Itinerary

## COLLEGE QUEST APRIL 2007

### Wednesday, April 11

7:00 Bus arrives at Albany HS  
7:00-8:00 Participants arrive, Registration,  
Load Bus  
8:00-10:00 Travel to Hamilton College  
10:00-1:00 Hamilton College Visit  
1:00-3:30 Travel to Keuka College  
3:30-7:00 Keuka College Visit  
7:00-8:00 Travel to The Inn on the Lake,  
Canandaigua, NY  
8:00 Check-in at Hotel

### Thursday, April 12

7:00-8:00 Breakfast  
8:00-9:45 Depart Hotel and travel to  
Canisius College  
9:45-11:45 Canisius College Visit  
11:45-12:30 Travel to Niagara University  
12:30-2:00 Niagara University Visit  
2:00-3:00 Visit Niagara Falls

3:00-3:45 Travel to Daemen College  
3:45-7:00 Daemen College Visit  
7:00-9:00 Travel to The Inn on the Lake

### Friday, April 13

7:00-8:00 Breakfast, Pack Bags and Load Bus  
8:00-9:00 Guest Speaker: Cathy Patella, Dir.  
of Financial Aid, Wells College &  
NYSFAAA NYGEAR UP Director  
*"It's Never too Early to Start  
Planning for College"*  
9:00-10:00 Depart Hotel and travel to St. John  
Fisher College  
10:00-1:00 St. John Fisher College Visit  
1:00-3:30 Travel to Utica College  
3:30-5:30 Utica College Visit  
5:30-7:30 Travel to Albany HS  
7:30 Tour Conclusion

# Binder contents: Checklist for tour organizers

	Petersons	Contact	Contact Cell	Directions	Parking	Sports	Cards	Map	Brochure	Fact Sheet	Trivia
St. Joe's											
Barnard											
New School											
NYU											
Mt St V											
Manhattan											
Fordham											
St. John's											
MMM											

# Campus Visit Top 8

## 6. Logistics

### Don't . . .

- Transportation
- Accommodations
- Assume perfect weather
- Snacks, water, dietary concerns
- Don't assume all roommates will get along

### Do . . .

- Look for company / driver to work with specific group
- When choosing accommodations weigh cost/ location / amenities
- Option of single room; choice of roommate

# Campus Visit Top 8

## 7. Evaluate

### Don't . . . .

- Not do it
- Don't assume everyone has same agenda/goals
- Craft questions carefully so they're all "yes/no" answers

### Do . . . .

- Monitor daily experiences and be prepared to make adjustments
- Pre-/Post surveys
- Evaluations
- Analyze and use data

# Campus Visit Top 8

## 8. Lessons learned

### Don't . . .

- Assume all needs and expectations are similar
- Bore them

### Do . . .

- Proper planning, follow through
- Recruit right personnel
- Look for “eager” colleges
- “Make it real” for students
- Appreciate where they’re coming from (attention to language, terms, activities)
- Demystify, don’t discourage

# Budgets

**Total expenses (with minimal or no staff budgeted and excluding value of donated time and materials, e.g., meals on campus):**

- Camp College: ~\$33,000+ for 2-night, 3-day on-campus for 100+ students & adult mentors, campus staff, travel reimbursed
- Visit Tour A (hotel): ~\$23,000 for 2-night, 3-day trip for 50 (7 meals donated by colleges), consultant on site
- Visit Tour B (campus): ~\$14,000 for 2-night, 3-day trip for 35 (4 meals donated), consultant
- Tour for Educators: ~\$37,000 for 3-night, 4-day trip for 42 (9 meals donated)

# “How to” and Resources

- Tour Schedules
- Brochures
- College Quest Orientation
- Sample Code of Conduct
- Evaluations
- Pre- Post- Survey
- Collaborative Partners List
- Team Challenge /Bus Questions / Hat Design
- Mentor Manual
- *Activities that Work*
- *Outreach and Enrichment Programs*
  - *Passed around*
    - T-Shirts
    - Bags
    - Binders - Educator / College Quest (2)
    - Camp College Binder
    - Sample Registration/ Medical Forms

# Questions?

## Goals:

- Models – Program, Fiscal Overview
- Top Eight Campus Visit Pitfalls v. Best Practices
- Resources and “How To” Outlines

# Presenters

- Frank's career spans more than 20 years working with students.

**FRANK W. BRIGHTWELL**

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[fbrightwell@hotmail.com](mailto:fbrightwell@hotmail.com)

- For more than 25 years, Susan's interests have ranged from college awareness and access to second language learning, teaching and research.

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**Many resources and  
publications are found  
under the “Resources”  
tab**