



EDUCATIONAL SESSION TRACK DESCRIPTIONS

We are excited to offer the following Session Tracks for the 2023 Annual Conference. Please see below for a full listing and their descriptions. If you're not sure which Track your proposed educational session would fall under, please feel free to contact the Programming & Education Chair, Kristin Robbio, via email at krobbio@usc.edu.

Initial Impressions: Event Planning and Campus Collaboration

Between open houses, admitted student days, orientation and more, planning events for students and their support networks is no easy task. Share your tips and best practices for organizing and hosting both in-person and virtual events, including planning and assessment, utilizing campus partnerships, and day-of operations.

The Campus Visit Experience: Tours and Daily Programming

The campus visit offers students the opportunity to see the university and envision themselves as part of the student body, making the important decision whether or not to apply or attend. For many of us, the demand from visitors for campus visits has increased while our resources have not. We want to hear how your institution is providing visitors with a positive campus experience both in-person and virtually that goes beyond the one-size-fits-all approach, including how you came to these solutions and how you measure success.

Building and Strengthening Your Team: Recruitment, Training, and Development for Students, Staff and Self

Professional growth and development are central to the work that we do. Sessions in this track include student, staff, and personal growth. Topics may include hiring and retention, training and development, work/life balance and wellbeing, and improving office culture. We encourage you to share innovative ideas and strategies that have helped to shape your team dynamics, build personal and team morale, and equip all levels of staff with the tools they need to succeed.

Opening Doors: Group Visits, Community Outreach, and Building Partnerships

Building strong relationships with off-campus partners, including schools and organizations, is a critical aspect of our work in improving access to higher education. However, hosting group visitors in addition to families can be a challenge, from overnight programs to school buses filled with eager elementary school students. Share your approach to group visits, including unique program options and strategies for building positive community relationships.



Staying Innovative: CRMs, Event Management Platforms, and Research & Assessment

From pen and paper to complex CRM systems, visitor data is what drives our work. We encourage you to share how your institution collects and analyzes visitor data and how it shapes your operations, including collection strategies, metrics, analytic assessments, and reporting practices. Learn how you can best leverage data to meet your campus and departmental goals, as well as improve the visitor experience.

View from the Top: Development for Seasoned Professionals

Designed for individuals who have been in the profession for 5+ years, as we recognize the wide breadth of knowledge and experience. We encourage supervisors, managers and mid-level staff to share ideas and strategies regarding professional staff culture, advancing your career, working effectively with institutional senior leadership and staying actively engaged in this work.

Equity and Inclusion: Multicultural Recruitment, Events, and Campus Diversity

Our visitor programs play a pivotal role in building a welcoming, inclusive, and supportive campus environment for all students. As we continue our efforts to improve campus diversity and inclusion, let's learn from one another about how to improve representation in our own programs, as well as hosting programs and events for specific student populations in order to improve our campus communities for students who are non-traditional, LGBTQ+, disabled, and students of color, along with additional and intersectional identities.