

# T-Quad Takeaways: Closing the Deal: New Admits Reception, Summer Send-off, and More!

February 29, 2024

## HOSTS

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## CORA

Committee on Regional Associations

*CORA's mission is to work with regional associations to engage more Princeton alumni with the University and with one another.*

## VOLUNTEER LINKS

Information for Regional Association volunteers online:

- [Regional volunteer resources website](#)
- [Handbook for Regional Officers](#)

## SUMMARY

When we think of alumni associations, we think of the main customer group as alumni. This T-Quad makes the case as to why alumni associations should consider doing more to incorporate students from the moment that they get their admission offer at the end of March.

## KEY LEARNINGS

- **Benefits for Alumni Associations of Incorporating Newly-Admitted Students:**
  - Increase the likelihood that students accept their admission offers
  - Bring students into the alumni "pipeline" early on (which will make them more active members in the future)
  - Educate students about the benefits (including networking) that the alumni association can offer them as Princeton students
- **Zoom Event for Admitted Students: Template & Suggestions**
  - Goal: to get admitted students excited about Princeton, and to provide them useful information/advice for life at Princeton.
  - Panel Discussion: 2-hour discussion with 4-5 panelists that are a mix of current Princeton students and young alumni:
    - First hour: Alumni host asks the panelists to talk about several topics that are of interest to students. This discussion is between host and the panelists with prospective students sitting and listening. Panelists are asked to talk about: *Student life at Princeton, campus housing, freshman orientation programs, good courses for students to take, extracurricular activities on campus, logistics of moving to Princeton, how to spend undergraduate summers, sports at Princeton, etc.*
    - For following half-hour: Open it up to questions from the admitted students, so they are free to ask the panelists whatever they would like.
    - For the last half-hour: For larger groups, split the admits into breakout rooms of 5 people, where the admits would get to know each other in a smaller-group setting. I did two rounds of breakout rooms of 10 minutes each.
    - Customize the length and timing to fit needs/size of group.
  - Timing: event has the greatest impact if organized before students come to the Princeton Previews on campus in April. A weeknight at 7 pm worked well.
- Complement this Zoom event with an in-person event such as a dinner, or a get-together at a nice location, where students can mix and mingle, including potentially with their interviewers.
- Alumni associations should also provide programming for admitted graduate students. Graduate admit events should be kept entirely separate from undergraduate admit events.

