

THE W&J ENROLLMENT ENGAGER

The Washington & Jefferson College Enrollment Team's Quarterly Newsletter

Fall 2020 | Juncta Juvant



WASHINGTON
& JEFFERSON COLLEGE



Through the publication of this newsletter, it is the Enrollment Team's goal that you find joy and hope during this unprecedented time in our nation's history. Because of our combined efforts, Washington & Jefferson College has and will continue to recruit, enroll and retain the world's bright young minds of the present, who are the ethical leaders of tomorrow. Even when we are apart, the W&J Community thrives together.



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MEET THE ENROLLMENT TEAM



Name: Nicole Focareto
Title: Vice President for Enrollment
Joined W&J: October 2018
Most thankful for at W&J: I'm most grateful for the strategic trajectory of W&J and the vision that will allow us to move forward and stay relevant in the higher ed marketplace. This is only possible because of the great work and dedication of the entire W&J Community.

ADMISSION TEAM



Name: Bob Adkins '87
Title: Dean of Admission
Joined W&J: February 1988
Recruiting Territory: Washington County, PA and international
Most thankful for at W&J: I am most grateful for the opportunities for growth that W&J provides to all of our students and how much that impacts their college experience and lives after W&J.



Name: Nicole Shannon
Title: Associate Director of Admission & Strategic Recruitment
Joined W&J: August 2016
Recruiting Territory: Central PA and the Southeastern U.S.
Most thankful for at W&J: I am thankful for my sister and all that she has accomplished at W&J! She is my best example when I am speaking with students about what opportunities are available at W&J. She graduates this spring, so I am thankful that we have one more semester on the same college campus.



Name: Dylan Gerald
Title: Associate Director of Admission & Admitted Student Yield
Joined W&J: December 2018
Recruiting Territory: Westmoreland County, PA and the Mid-Atlantic
Most thankful for at W&J: I'm thankful to work at an institution with a collaborative approach across the areas of the campus, and I value the relationships I've made with our Student Life staff, the faculty, and other areas of the college.



Name: Thomas Karcher
Title: Senior Assistant Director of Admission
Joined W&J: August 2019
Recruiting Territory: Northern PA and the Midwestern U.S.
Most thankful for at W&J: I'm really thankful for the community and team that I work with. It is outstanding to work with them everyday.

MEET THE ENROLLMENT TEAM

ADMISSION TEAM (CONTINUED)



Name: Karen Gerardi
Title: Senior Assistant Director of Admission for Transfer Students & Operations
Joined W&J: September 2006
Recruiting Territory: All transfer students
Most thankful for at W&J: I am grateful and appreciative that I work for an institution that puts the health and welfare of students, staff and faculty first.



Name: Maurlynda Douty
Title: Assistant Director of Admission
Joined W&J: August 2019
Recruiting Territory: Allegheny County, PA and the Western U.S.
Most thankful for at W&J: I am thankful for all of the support I have from not only my team, but the college as a whole, the respect that we carry on campus for one another, and the generosity that we have for our guests. These things are so important all of the time, but especially now with what we are all going through.

OPERATIONS TEAM



Name: Rianna Wontrop
Title: Senior Manager of Enrollment Operations
Joined W&J: April 2019
Most thankful for at W&J: I'm thankful for the chance to work with a great enrollment team, and the opportunity to help our students find their place to thrive at W&J!



Name: Carson Fox
Title: Associate Director of Strategic Recruitment Marketing
Joined W&J: August 2019
Most thankful for at W&J: I'm greatly appreciative of the support and collaboration that I have received from the entire W&J Community since starting just over a year ago. You're not out on an island alone. There are people here committed to common goals, who assist each other in others' successes.



Name: Laurie Liekar
Title: Enrollment Specialist
Joined W&J: September 2005
Most thankful for at W&J: Having worked for Washington & Jefferson College for 14 years, I've met wonderful co-workers and have gained invaluable computer experience. For that I am very grateful!

MEET THE ENROLLMENT TEAM

FINANCIAL AID

VISITOR SERVICES



Name: Bethany Bowman
Title: Director of Financial Aid
Joined W&J: October 2020
Most thankful for at W&J: W&J has greeted me with open arms. I'm grateful for my colleagues across campus. Team members have made me feel welcome and went out of their way to ensure I was informed and ready to serve our students.



Name: Anna Koffler
Title: Visitor Services Coordinator
Joined W&J: December 2014
Most thankful for at W&J: The connections that I have made with my co-workers.



Name: Kevin Totty
Title: Senior Associate Director of Financial Aid
Joined W&J: September 2017
What are you most thankful for at W&J: The great students we serve!



Name: Kodee Cardillo
Title: Administrative Assistant to the Vice President for Enrollment
Joined W&J: June 2019
Most thankful for at W&J: I am thankful that W&J gave me the opportunity to work in the world of higher education, and to become a well-developed professional. I am also thankful for the W&J Community.



Name: Dana Staudt
Title: Assistant Director of Financial Aid & Loan Coordinator
Joined W&J: February 2013
What are you most thankful for at W&J: The "small town" feel/community.



Name: Lorraine Jackson
Title: Enrollment Specialist
Joined W&J: August 2012
Most thankful for at W&J: My colleagues.

MEET THE ENROLLMENT TEAM

NEW ENROLLMENT TEAM MEMBERS



Name: Zachary Ross

Title: Assistant Director of Enrollment

Meet Zachary: Zachary grew up in Washington, Pennsylvania, a couple of miles from W&J's campus, where he graduated from Washington High School. He then moved north to attend Edinboro University in Edinboro, Pennsylvania, for both undergrad and graduate school. Zachary found his love for higher education while spending several years as a student worker in residence life and housing. Also, during this time, Zachary served in the PA Army National Guard. He is proud of his military service, time spent overseas, and the personal reward of training junior soldiers. In his free time, you might find Zachary at the gym working-out or practicing martial arts, reading science-fiction novels, or enjoying life with his fiancée.



Name: Adam Manno

Title: Assistant Director of Financial Aid & Student Employment Coordinator

Meet Adam: Adam graduated with a bachelor's degree in Anthropology from Clarion University. He started out as a work-study student in college and was able to find a professional role shortly after graduation. Adam has worked in Financial Aid ever since. One of his proudest achievements professionally was creating and implementing a Smart Borrowing Letter to all students with information about their student loan history and encourages financial literacy. Adam received the Mercy Mission Moment award from the President of Carlow University. He loves finding ways to improve the Financial Aid experience and to help students and families realize their dream school can be within reach.



Name: Graycen Vitale '20

Title: Assistant Director of Admission

Meet Graycen: Graycen graduated from Washington & Jefferson College in December 2020. She graduated in three and a half years with a major in Psychology and minor in Gender & Women Studies. Graycen has worked in the Office of Admission at W&J for little over a year and a half as an Admission Student Ambassador. At W&J, Graycen was involved in Greek Life in which she held two leadership positions. She also served as the 2020 Democracy Fellow for the Campus Vote Project and was a voting poll worker. Graycen has a passion for animals and helping individuals with disabilities. Graycen has dedicated her time to volunteering with the organization Perfect Fit Canines. She is currently raising a Service Dog named Zane. Zane has been on-campus with Graycen attending classes since he was 8 weeks old. At the end of his training, he will be placed with an individual who has special needs. When Graycen isn't volunteering, she loves to travel and scuba dive. Graycen has her advanced certification in diving and her dream is to one day dive the Great Barrier Reef.

FALL 2021 OUTLOOK

By Nicole Focareto, Vice President for Enrollment

During such an unusual year, we seem to be holding on to the positive and embracing glimmers of hope more often, as our days of the year 2020 progress. The Enrollment Team continues to work diligently with a laser-focused approach to recruiting for fall 2021. The collaboration across campus has not gone unnoticed – our athletics coaching staff has embraced new measures and new recruiting strategies during the pandemic; our faculty continued to be willing to conduct in-person or virtual meetings; our students stayed the course and followed visitor protocols; and our friends of the college supported our efforts every step of the way.

As a result, we are ahead and bucking all trends. What you may hear other colleges and universities are facing for their fall 2021 recruitment cycle as a result of COVID-19, is not the case for W&J... right now at least. Please know there is a lot of time left in the recruitment cycle, but things are looking up, and we have nothing but data to support staying hopeful.

Fall outreach travel may not have happened as it historically has in the past with face-to-face visits in the region and nationally. However, we completed 80% of our planned outreach virtually this fall– 30 college fairs, and 451 unique high school visits. Having the spring semester to finish up 20% of our planned outreach puts us right on track.

Visitors to campus increased by nearly 300 unique visitors, compared to this point last year. Virtual visits are included in this number, but we may have had individuals who visited virtually that may not have visited W&J otherwise in previous years. Another positive data point to consider. We've had 275 virtual visitors, which accounts for most of our lead.

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FALL 2021 OUTLOOK

By Nicole Focareto, Vice President for Enrollment

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In mid-December 2020, the application funnel is looking very healthy and we are ahead in applications (by 36%), complete applications (by 53%), admits (by 65%), and deposits (by 200%). Raw numbers translate to roughly 600 apps ahead and nearly 700 completes ahead, compared to last year. The average academic profile of admitted students is right at a 3.6 unweighted GPA and a little over 1200 SAT. This is in alignment with academic profiles from historical cycles. It's all very early and the increased percentages may balance out as the cycle progresses. We will do everything to keep the lead, but there are so many variables to consider, not to mention the impact of a global pandemic.

Not only are we ahead with visits, applications and admits, but we are ahead with FAFSA's received by 400, and award offers out by over 500, at this point last year. Financial aid award offers were made earlier this year than any other year in recent history! The credit for the lead in producing awards can be given to those who set the tuition, fees, room and board cost structure for the upcoming academic year earlier. This work could not have been possible without the commitment of our Senior Leadership Team and our Board of Trustees.

The future focus will shift to yielding the class during the spring semester. Our plans include the following but are not limited to: promoting the Thrive Scholarship in a more visible way; consistently messaging virtual visit opportunities; creating a more robust parent communication flow and portal; inserting strategy to engage legacy and alumni referral prospective students more; and conducting Uncommon Integrity & Uncommon Value virtual sessions for families. As we continue to stay focused and bring in a strong class for fall 2021, the members of the Enrollment Team are grateful for all who contribute to the recruitment culture across campus.



THE A-TEAM: ATHLETICS RECRUITMENT

By Bob Adkins '87 and Dylan Gerald



(Above) Cross Country and Track & Field Coaches Derek Workman and Marty Vajen meet with a prospective student-athlete and his father outside of Old Main during Discovery Day. (Below, left) Head football coach Mike Sirianni chats with Mike Williams '19 during a photo shoot last fall on-campus.

When the COVID-19 Pandemic first hit in March, the admission and athletic teams had to pivot quickly and turn the campus visit experience into one which was conducted exclusively online. Originally expected to last just two weeks, the shutdown stretched into the summer. The W&J athletics coaches and admission team worked hard to reinvent recruiting styles.

We all moved quickly to plan quality online recruiting programs and bring some excitement into the virtual space. W&J football, for example, hosted over 300 potential 2020 and 2021 recruits in Zoom meetings. They made it a point to replicate their on-campus programs by including a variety of speakers, including current players, the Dean of Admission, and faculty members.

Other sports worked hard to add an online component to the phone calls and texts they were already making. Coaches encouraged their recruits to have multiple online interactions with them, as well as current players, and those invitations for interactions also extended those to recruits' parents. The coaches made sure to include plenty of shots of campus and our virtual experience to replicate the campus visit as closely as possible. This allowed recruits and their families to get to know the coaches and their teammates as well.

In a year in which only 15% of the colleges across the country were able to see an increase in the size of their freshman class, the W&J Enrollment Team and athletic coaching staff "made the cut." Enrolling a new student class of 357 students, of which 221 are student-athletes, W&J entered the 2020-21 recruiting cycle with newly learned recruiting wisdom that will aid in achieving current and future enrollment goals.



For the Fall 2021 incoming class, we are ahead in athletic applications and admitted students, by about 100, from last year. This lead reflects the highest number of student-athlete applications to W&J in the last four years. We've also witnessed a surplus in the number of athletic visitors so far, and we're ahead by about 300 visitors this year. This means the coaches are recruiting right-fit students for W&J, and we're grateful to be working together.

THRIVING TOGETHER

By Carson Fox, Associate Director of Strategic Recruitment Marketing



In today's world of college recruiting, personalization throughout the entire process—from search to selection and everything in between—is of the utmost importance. Individualized attention is key, which often means students and their families want to go straight to the source for information, guidance and insight.

In essence, it takes a village to attract and keep a prospective student interested and excited, while they're balancing the demands of their senior year of high school. Often, specific and on-demand attention goes beyond the admission and financial aid teams. Students want to hear directly from the faculty who will be nurturing their education, and for student-athletes, the athletics coaches who will mentor them beyond the classroom.

Simply put, the W&J faculty and coaches have been all-stars, this fall, in their efforts of working with the incoming class of 2025.

In addition to adjusting to hybrid or virtual-only classroom instruction, W&J faculty members and coaches have gone the extra mile to hold virtual meetings with prospective students and their families. These meetings have sometimes been scheduled after a student has already arrived for a visit. Faculty and coaches' flexibility has been greatly appreciated. Even the shortest and simplest of conversations can often make or break a student's college decision.

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"I am very proud of our coaching staff and the hard work they have done with recruitment during the pandemic. The coaches made a seamless transition to virtual recruiting efforts and this was only possible due to our collaboration with the Enrollment Team. Together, athletics and enrollment at W&J College form a great team, and we look forward to only enhancing relationship further in the year ahead."

- Scott McGuinness, W&J Director of Athletics

THRIVING TOGETHER

By Carson Fox, Associate Director of Strategic Recruitment Marketing

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As have been traditional fall admission events, Discovery Day on October 9th and The W&J Experience on November 6th were successes thanks in large part to faculty-led panels who detailed W&J's academic philosophy, the first-year student experience, career-oriented and experiential learning opportunities, internship and options for research and more. Faculty also contributed to an important video on W&J's academic philosophy for our virtual versions of these events.

While Discovery Day and The W&J Experience attracted students who were very much still in the beginning stages of their college search, the Enrollment Team wanted to roll out new events for students and their families who were further along in their college search and selection journey because they had already visited campus. During W&J Connections, both in-person and virtually, students and their families had the opportunity for more 1-on-1 dialogue with faculty members and coaches to build connections.

Recruitment in the digital world has precipitously increased since the start of the COVID-19 Pandemic, and it will continue to increase as technology continues to improve and people become more comfortable using it. The Enrollment Team will continue to need the support of the W&J Community to keep positive momentum in 2021. We appreciate all of you for continuing to share your time, talents, and advice with our prospective students and parents!

(Below) Students and families gather together on the lawn in front of McMillan and Thompson Halls during Discovery Day to hear from Counselors Dylan Gerald and Nicole Shannon regarding the application process to W&J.



FALL ADMISSION EVENTS RECAP

By Rianna Wontrop, Senior Manager of Enrollment Operations



(Above) Sophomore Student Ambassador Emily Beitler '23 leads a group of families on a campus tour during The W&J Experience. Here, she chats with a prospective student about on-campus residence life. (Below, right) Nicole Shannon, Associate Director of Admission & Strategic Recruitment, and Maurlynda Douty, Assistant Director of Admission, call together tour groups to depart from the Rossin Patio during The W&J Experience.

The Enrollment Team returned to campus in July, and welcomed 73 students and their families for our First Look Friday events on July 17 and August 7. Both events took place completely outdoors, and utilized spaces like the Rossin Patio and the amphitheater. Students received a tour of campus, heard from the admission staff, and enjoyed a to-go style boxed lunch. Each First Look Friday event had an accompanying virtual event held the same day.

This fall, the Enrollment Team held five successful on-campus admission events and five virtual admission events. Fifty-one students and their families joined us on campus for our first fall in person event: Discovery Day Open House on Friday, October 9. Families received a tour of campus, heard from students and faculty, learned about their next steps in the admission and financial aid processes, and enjoyed a to-go style lunch in W&J's amphitheater.

The W&J Experience, held for high school seniors on Friday, November 6, was also a big success. Usually held as our fall overnight event, The W&J Experience was modified this year to accommodate the college's COVID-19 policies. The W&J Experience event included a campus tour, faculty and student panels, a financial aid presentation, and boxed lunches in the David Ross Recreation Center for the 26 prospective student attendees and their families.

The W&J Connection panel events were new in our events line-up this year. These events were held on three separate occasions: October 15, November 5, and November 19. All three were panel style presentations by members of the W&J faculty and coaching staff, as well as Bob Adkins, Dean of Admission, and the admission counseling staff. There were light refreshments served. We had a total of 24 families attend across the three events. Designed to be intimate and small to allow for social distancing and comfortable conversations, the W&J Connection events were a great second visit opportunity for some of our applicant and admitted students – they had great questions for the W&J faculty and coaches!



SPRING ADMISSION EVENTS PREVIEW

By Rianna Wontrop, Senior Manager of Enrollment Operations

The ability to hold on-campus events this fall was challenging, but it was no match for the W&J Community. This upcoming spring, we plan to hold both in-person and virtual events for our prospective students. The first will be the second Virtual Discovery Day event of the 2020-21 academic year, to be held at the end of January. It will be followed by the Presidents Day Open House event, held each year in conjunction with the college's Symposium on Democracy in February. In March and April, we'll have a collection of events exclusively for our admitted and deposited students, including Washington Fellows Weekend, The W&J Experience, and Presidents Preview Day. Thank you to all members of the campus community who were able to assist us with our in-person and virtual admission events this fall, and we look forward to working with you this spring to welcome prospective students to W&J's campus!



Mark Your Calendars!

January 30, 2021 - Virtual Discovery Day at W&J

February 17, 2021 - Presidents Day Open House

**March 5-6, 2021 - The W&J Overnight Experience,
Charles West Scholars Weekend & YES Prep Weekend**

March 26-27, 2021 - Washington Fellows Weekend

April 24, 2021 - Presidents Preview Day

"I have been impressed with the steps Washington & Jefferson College has taken and continues to take to ensure their community remains safe. Our prospective families were able to witness first hand the precautions being taken, demonstrating W&J administration's commitment to the safety and well being of everyone on campus."
- Rhonda Bielawski, W&J Class of '94, Counselor, North Allegheny Senior High School, Wexford, Pennsylvania

(Above, right) Senior Student Ambassador Noah Hoffman '21 speaks during a student-led panel on Discovery Day. (Below) Because of indoor gathering restrictions and social distancing guidelines, the Rossin Patio was frequently used this fall for congregations of families. Its central location was prime on what were beautiful fall visit days.



POSITIVE VIBES, WHAT'S THE WORD?

By Bob Adkins '87, Nicole Shannon and Dylan Gerald

The W&J Class of 2025 is very concerned about the COVID-19 Pandemic, how it has impacted their high school career, and how it will continue to affect their college experience next year. In the Common Application, there is a section for applicants to write about any additional information they would like to include in their application. This year, that section is flooded with ways that COVID-19 specifically impacted their high school career. Some students didn't have access to technology at home. Other students' parents lost their job due to COVID-19, which caused a lot of stress for students who are taking their senior year online while their parents are close by and sometimes a distraction. Juniors and seniors were unable to take their college preparatory exams, which is stressful enough, but many of these students registered for them several times and received a cancellation notice every time. Students missed out on their senior football, cheerleading, and marching band seasons. Choral and instrumental concerts were cancelled. Spring and fall 2020 sports seasons were cancelled, or forced to continue without fans, friends, and families in the stands. As an Enrollment Team, we've had to consider all of that while reviewing applications and speaking with prospective students and their families virtually and on-campus this summer and fall.

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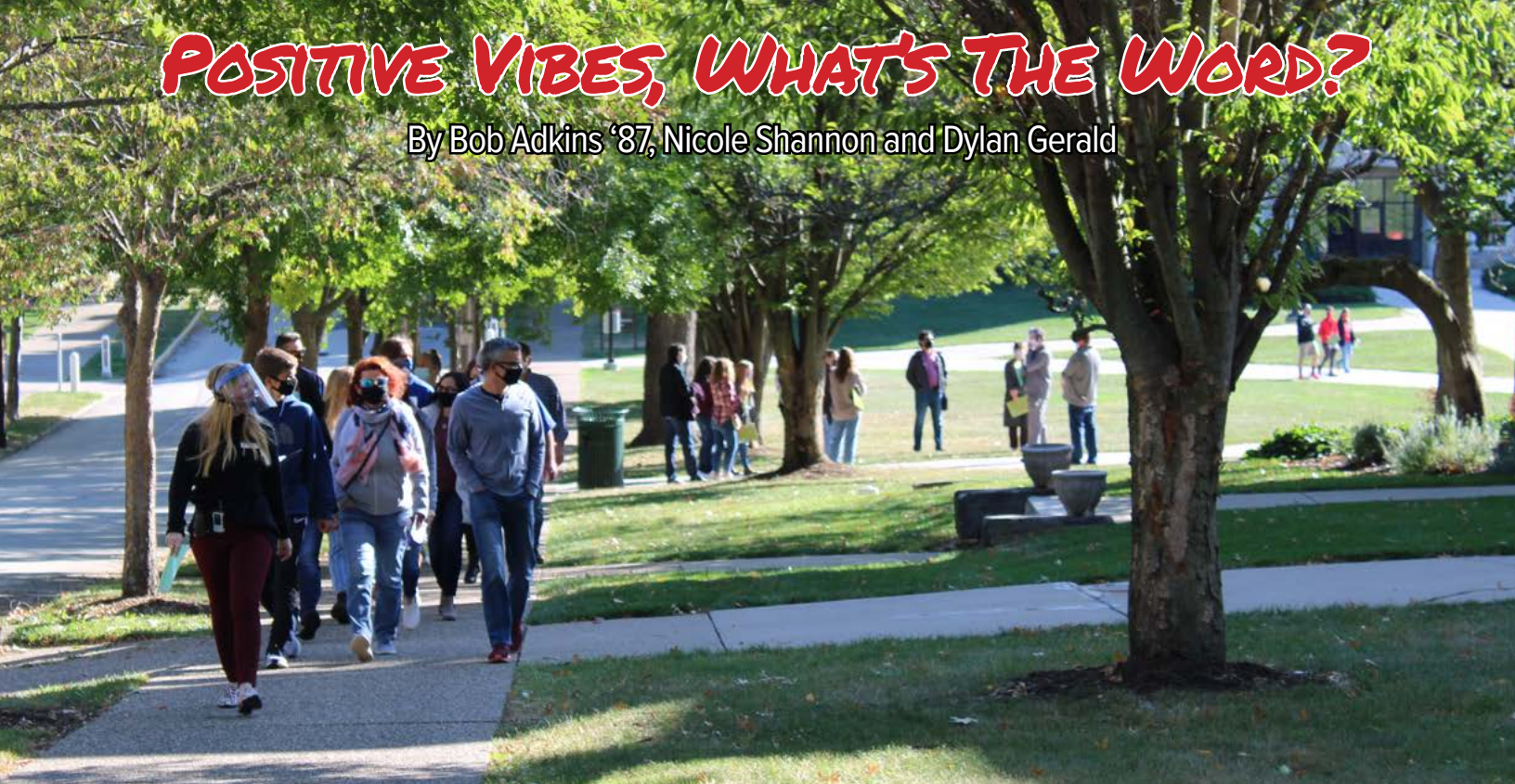
"W&J is handling the COVID-19 crisis with transparency and conscientious adherence to the CDC guidelines, making the safety of the entire Presidents community its top priority. It is no surprise really; these actions are clearly just an extension of its student-centered mission."

- Moira O'Riordan, Director of College Counseling, St. Edward High School, Lakewood, Ohio

(Above) Senior Student Ambassador Graycen Vitale '20 chats with a prospective student during W&J Connection, which was held on-campus the evening of November 19 in the Ross Recreation Center. Students and their families came eager and prepared with questions for our panel of faculty, staff and coaches.

POSITIVE VIBES, WHAT'S THE WORD?

By Bob Adkins '87, Nicole Shannon and Dylan Gerald



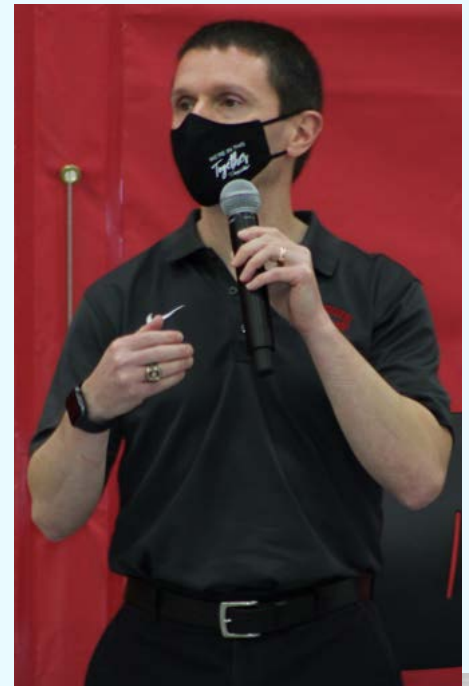
(Above) Families explore campus under the guidance of Nicole Shannon during The W&J Experience on November 9.

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From mid-July to the end of November, we have been very lucky to be able to offer personal visits to prospective students and their families. They have been able to meet with an admission counselor and take a tour of campus with one of our student ambassadors. Not every college was open for visits during this time, so it was a great opportunity to connect with our visitors and really engage them in the W&J experience.

Students, parents, and school counselors are very impressed that we were able to offer on campus and virtual visits, and that virtual visits still count for our W&J Visit Grant, a \$1,000 per year scholarship awarded to any student who visits W&J during their college search.

School counselors, who meet with tons of colleges and universities throughout “travel season,” are continuously impressed that what we did this semester worked! School counselors often reported that W&J was far more successful responding to the COVID-19 pandemic during the fall 2020 semester than other colleges and universities. People are noticing our efforts, and they are impressed.



(Above) Dr. Michael Leonard, Professor of Chemistry, speaks to a crowd of families during W&J Connection on November 19.

“One of the few campuses I was able to visit this fall was Washington & Jefferson College. Campus was understandably quieter than usual, but it was wonderful to see students out and about across campus and in town. What stood out to me was the commitment of not only the faculty and staff in communicating social distancing and safety expectations, but the dedication of the students who were masked and following protocol everywhere I went. W&J is clearly using the same successful strategies that have helped schools like Colby, Duke, Randolph Macon, and others remain open and to keep COVID in check.” - Patrick James Colonna, Director of College Counseling, St. Margaret’s School, Tappahannock, Virginia

FINANCIAL AID, MONEY TALKS

By Bethany Bowman, Director of Financial Aid

The gateway to need-based financial aid is the FAFSA (Free Application for Federal Student Aid), which opened on October 1, 2020. This year, more than any other since its inception, families and students are encouraged to apply.

The FAFSA uses prior-prior year income information, but 2019 income information doesn't reflect the current financial situation for many people. There is a process in place to assist students and families with significant income changes. It's called the Special Circumstance Application, and students and parents should contact their counselor to start the process. A special circumstance application allows financial aid staff members to change income information on a student's FAFSA when there has been a significant change in parent earnings due to layoffs, furloughs, or a drop in business income.

On November 6, 2020, W&J sent out the first financial aid offers for the incoming 2021-2022 class. We have mailed more than 450 offers and will continue to mail offers every week. Aid offers were sent earlier this year than at any time in W&J history; it was important to us that students have their offer in-hand as early as possible during these uncertain times. It's invaluable for them to know how much W&J is willing to invest in their future. Families are excited, but anxious, about their child's college plans, and by providing a clear, user-friendly, and timely financial aid offer, W&J is a source of reassurance and clarity.

The counseling team is offering Virtual Uncommon Integrity & Uncommon Value Sessions with students and parents who have received aid offers already. During these sessions, we are not only explaining how to interpret the aid offer versus the bottom line cost, but we authentically focus on the W&J Value Proposition as well.

Knowing that discussions about families' finances and affordability is often better suited in a one-on-one setting rather than in an open forum, we have offered these free sessions virtually, where families can talk to our team from the comfort of their own home, or elsewhere, at times flexible to their schedule. We will have more to report on our Uncommon Integrity & Uncommon Value Sessions in our next newsletter.

With their families' assistance, students should annually file a FAFSA and can do so at www.studentaid.gov. The W&J Office of Financial Aid can be contacted at 724-223-6019 or finaid@washjeff.edu with any questions.

Did you know?

W&J offers a signature merit scholarship for student-leaders called **W&J Thrive**. To be eligible, a student must:

- Have an unweighted 3.6 GPA or better
- Demonstrate leadership in the application

Students can receive **\$33,000-\$34,000** per year. In its first year (2020), 135 enrolled students received a Thrive Scholarship.

(Right) During her first week with W&J, Bethany presented to a large group of families during Discovery Day on the importance of filing the FAFSA early. She and the financial aid team continue to have these conversations with prospective families daily.



INNOVATIONS DURING COVID-19

By Carson Fox, Associate Director of Strategic Recruitment Marketing

The W&J Enrollment Team has faced a tall task, when one considers this question: “how do you recruit prospective students when you have limitations on making in-person connections?”

While researching colleges solely by what one finds online has never been easier than it is today, making a final college decision is not like purchasing groceries online from Wal-Mart or the newest gadget off Amazon. It takes building impactful personal connections. In this case, with staff, current students, faculty, and coaches.

Like many other industries whose business practices took a major shift online during the start of the COVID-19 Pandemic, the Enrollment Team strategized and has implemented how it can be present both in the physical and digital world, where six feet doesn't define a boundary.

We started to utilize a platform called CoVideo to send video emails. It is important for our team to send video, instead of written, email content because of Generation Z's propensity for images over words. Additionally, email remains the most preferred communication between prospective students and higher education institutions. If the old adage “a picture is worth a thousand words” is true, a video email equals a higher chance the student will, for one, open the email and then, two, take action. In fact, just by having [Video] in the email's subject line, the email open rate, on-average, increases by 19%. Over 65% of students who open the email engage with the video.

The Enrollment Team started experimenting with CoVideo during the spring, when we utilized video messages in emails to yield students and invite them to our first-ever Virtual Presidents Preview Day. Just as important, the team wanted to be digitally present for students and their families, when many were in isolation due to lockdowns. We ramped up video messaging in the summer months, when we solicited the assistance of the greater W&J Community to keep the incoming fall class excited, engaged, and intact.

This fall, video messaging through CoVideo has been incorporated in all of our email outreach. Admission counselors encourage application completion weekly through videos on a plethora of topics. Bethany Bowman, our new Director of Financial Aid, recorded a video on the advantages of completing the Free Application for Federal Student Aid (FAFSA) early, which is sent daily to new applicants. Student Ambassadors have shared their personal perspectives on their day-to-day life at W&J and what makes the institution a place to thrive, even while apart.

As Zoom and Microsoft Teams calls have become commonplace in our daily activity and people are embracing the use of their webcam or cell phone camera to communicate, we have noticed better quality videos and the effectiveness of said videos in our email outreach. While it was recently reported that over 50 new colleges and universities have signed on with CoVideo in the last six months, we believe we're advanced in our use of the platform over competing schools, and we are reaping the rewards.

If you would like to submit a video about your W&J story, please contact Carson Fox, Associate Director of Strategic Recruitment Marketing at cfox2@washjeff.edu.



ADMISSION HOUSE RENOVATION PROGRESS

By Nicole Focareto, Vice President for Enrollment

“Face the simple fact before it comes involved. Solve the small problem before it becomes big.” – Lao Tzu, Philosopher

The simple fact is that the W&J Admission House had apparent deferred maintenance for a number of years. We needed to tend to these necessary renovations before they became larger and unmanageable. In summer 2019, it was simply time to focus on interior maintenance and repair items. The most recent (primarily exterior) updates to the Admission House were a planned part of Phase II or a continuation of the project that began last year. Originally, we had hoped to begin Phase II in fall 2019, but that did not occur. Needless to say, we were pleased to pick up the project in late summer 2020. Since our cherished Admission House was built in the late 1890's, there are a variety of elements of an old Victorian home that require attention. Our goal with this project was to preserve the character of the Admission House, extend the interior visitor experience to the exterior, and continue to provide a warm and welcoming gateway to W&J.

The main components of Phase II included the following:

1. Powerwashed the entire exterior of the house.
2. The entire exterior painted with proper historic paint colors and schemes
3. Necessary roof repair
4. Chimney mortar tuck and pointing (fixed to prevent the chimneys from falling off of the house)
5. Exterior stone mortar replacement (fixed to prevent future further foundation damage)
6. Driveway repaired (some concrete pads taken out and replaced)
7. Exterior porch construction for ADA compliance (leveling porch with the entrance so that guests do not need to step up into the house), new handrail and stairs installed as well.
8. Porch pillar replacement (several pillars replaced because they were literally deteriorating and falling off of the house)
9. Exterior light fixtures replaced
10. New concrete walkways installed for ADA accessibility
11. Parking lot restriped and a new handicapped accessible parking spot created.
12. New walkway from the parking lot created to make it ADA compliant.
13. Some basement windows will be replaced to prevent future water damage
14. Trees removed or trimmed
15. New front door and fixtures will be installed (to be ADA compliant)
16. Gutters repaired and downspouts to make sure that water stays away from the house.
17. Security system (cameras, lighting, panic button, etc.)
18. Basement door installed for safety and security purposes
19. First floor bathroom - grab bars installed for ADA accessibility. Insulation to fix noise issues, automatic motion light sensor, and new fan for circulation.
20. One gas fireplace repaired
21. Proper landscaping in front and alongside of the house

(Continued on Page 17)

ADMISSION HOUSE RENOVATION PROGRESS

By Nicole Focareto, Vice President for Enrollment

(Continued from Page 16)

Some of the items eliminated in Phase II due to cost – potentially Phase III:

- The HVAC system needs to be replaced
- 3rd floor bathroom needs to be fixed and the bathtub needs to be removed
- 2nd floor kitchen needs to be fixed – cabinets, water leaks, ADA accessible, etc. utility sink needs to be installed on 2nd floor.
- Basement needs to be refinished to eliminate musty odors and provide space for people to work. Carpet needs to be replaced, paneling painted or taken down
- Basement kitchen needs attention.

The majority of the Phase II renovation project will be completed at the start of the spring 2021 semester. There are some components that we are not able to complete until late spring or early summer due to supply chain complications during a pandemic or simply due to timing. These components include the front door installation, landscape design, and some other small details. Please feel free to stop by the Admission House to see the improvements. For now, take a look at some of our reno progress pictures. We couldn't be more pleased with the fresher and current look of the exterior of the W&J Admission House. We know our prospective students and parents will appreciate the experience we are providing to campus visitors and hope to attract more as a result of this vital project.



(Above) An up-close look at the new pillars on the front porch of the Admission House, which were essential for the roof's stability.

OCTOBER 12, 2020



OCTOBER 26, 2020



NOVEMBER 25, 2020







WASHINGTON & JEFFERSON COLLEGE



WHILE YOU'RE HERE... VISIT PITTSBURGH!

We're a short drive away from one of the greatest cities in the nation. W&J students take full advantage of all the athletic events, restaurants, concerts, and everything else the Steel City has to offer through our free Pittsburgh Pipeline weekend shuttle.

- #1 "Travel Destination in the World for Gen Z"
- #1 "City for Young People to Live"
- #2 "Best Cities to Start a Career"
- #4 "Most Welcoming Cities"
- #5 "Best Sports Cities"
- #6 "Top Large College Cities in America"

See WashJeff.org for sources and more stats.

MEET OUR TEAM

We'd like to get to know you better and address any questions you might have. You can schedule a meeting at washjeff.edu/visit.

APPLY NOW

If you're ready to apply, you can begin your application at washjeff.edu or through the Common App.

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 COLLEGE
 724.223.6025
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 60 S Lincoln St.
 Washington, PA 15301
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WASHINGTON AREA ATTRACTIONS

EAT
 Enjoy these specialty restaurants located within walking distance of campus.
 The Union Grill
 Chico's Backyard
 Presidents Pub
 The Washington Brewing Company

EXPLORE
 The Dr. Francis Julius LeMoyne House
 Dr. LeMoyne was an abolitionist who used his home as a stop on the Underground Railroad. Group tours offer a view into his life.
 The David Bradford House
 The historic house museum commemorates David Bradford, the leader of the Whiskey Rebellion. Washington residents go annual Whiskey Rebellion Festivals with a street fair.
 Washington Farmers Market
 Fresh produce, local goods, artisanal products, and more. Purchase fresh, local products at our Main Street Farmers Market accessible for everyone.
 Reporter's main office
 More than 72 outlet stores - from 1000 to 10000 - at minutes away from campus at Tanger's open-air outlet mall.
 Strabane Square and Tristia Plaza
 These two shopping centers on either side of US Route 30 offer the Westport, Sandy, Club, and Target, as well as restaurants like Texas Roadhouse, Old Country Steaks, Red Lobster, and Applebee's.

SHOP
 Feel the American spirit in Washington, Pennsylvania.
 While you're visiting, take some time to enjoy the attractions of our hometown and the rich history of our area.

MY PLACE TO THRIVE

Students share their favorite spots on campus and the places you can't miss on a tour of W&J.

1 The library patio is where I like to study when the sun's out. I love being in the fresh air, and it's busy enough that you can always find a friend.
 ANOSH MATI '20

2 I'm in a lot of productions and musicals, so I'd say **Olivia Fine Arts Center**. It's an amazing space. It's magical!
 LILLEN SHAER '22

3 I'd have to say **The HUB**, particularly **Monkbees's**. I can't tell you how many free milkshakes I've had there.
 GRACIEN VITALE '21

4 I love walking down Chestnut St with all the **Greek houses** in a row. As a member of **Kappa Kappa Gamma**, it really feels like home.
 DIA LUKA '20

5 "Probably the lawn in front of **Old Main**. It's a great place to sit outside, read a book, and just enjoy nature."
 ALEC SCHMARCH '23



7 THINGS YOU (PROBABLY) DIDN'T KNOW ABOUT W&J

W&J IS ONLY FIVE YEARS YOUNGER THAN THE UNITED STATES.
 In 1781, three ministers established schools in Washington County which at the time was considered the frontier of the nation's expanding westward. Eventually, Washington Academy and nearby Jefferson College would merge to form Washington & Jefferson College during the Civil War.

THE OLDEST AND LONGEST-RUNNING FRATERNITY CHAPTER IN THE WORLD IS AT W&J.
 The Gamma chapter of Beta Theta Pi was formed at Jefferson College, dating back to 1842, and has continued without discontinuity ever since. Also, Phi Gamma Delta, now a national fraternity, was first founded at W&J in 1848.

W&J PLAYED IN THE ROSE BOWL.
 In 1922, the W&J football team played the University of California in the only game ever in Rose Bowl history. W&J's Charles "Punch" Wood became the first African American to play quarterback in the Rose Bowl.

MUCH OF THE NETFLIX SERIES "MINIMUMENTER" WAS FILMED IN THE LAZEAR CHEMISTRY HALL.
 Dr. James Lazear's research helped discover that yellow fever is transmitted by mosquitoes. Lazear, a graduate of the Class of 1885, died while attempting to prove this theory and was given a Medal of Honor for his sacrifice. The building is currently being repaired.

THOMAS JEFFERSON'S HEAD IS RIGHT HERE ON CAMPUS.
 Well, not his head, but the original bust used in the Jefferson Memorial is housed on the second floor of Old Main.

FOUR U.S. PRESIDENTS HAVE VISITED W&J.
 Early in the school's history, John Quincy Adams, Zachary Taylor, William Henry Harrison, and James Monroe all visited W&J. Also, in 1990, Benjamin Franklin donated 50 pounds to the school to purchase books.

NF COMMISSIONER ROGER GODDELL GRADUATED FROM W&J IN 1981.
 Our alumni include federal judges, senators and state governors, astronauts, CEOs of Fortune 100 companies, and many, many more.

CAMPUS MAP

SELF-GUIDED CAMPUS TOUR

HAVE YOU SEEN OUR NEW SELF-GUIDED TOUR BROCHURE? DURING THE VIRTUAL VISIT TIME PERIOD, WE WILL HAVE THESE AVAILABLE ON THE PORCH OF THE ADMISSION HOUSE.