Agenda

- Association Introduction / Plans for the Fall

- Recap of the Spring Virtual College Exploration Program

- StriveScan Virtual College Exploration for Fall

- Format

- Student's Perspective

- Dates / Cost

- Next Steps

**Ask a question:
use the Q&A button**

Q

Q&A

Type your question here...

VACRAO Association Update

- Introduction of the VACRAO team

- Plans for the Fall

- Logic for dates / times selected

Dates: September 14 – November 5
Virtual College Exploration

for all Virginia students

presented by VACRAO and StriveScan

Program plan:

- 8 weeks total

- Week 1: Transfer Panels / Transfer Virtual College Fair programming (6x6)

- Week 2: College Panels

- Weeks 3-6: Modified Virtual College Fairs (6x6)

- Week 7: College Panels

- Week 8: Transfer Panels / Transfer Virtual College Fair programming (6x6)

Meet the StriveScan Team

Dan Saavedra
**Founder
& President**

Experience:

Director of Digital
Communications,
Illinois ACAC

President, Betadac Media
Digital Marketing Agency

dan@strivescan.com

Zachary George
**Co-Director of College
& Fair Relations**

Experience:

Associate Director,
Chicago Regional
DePauw University

Assistant Director
DePaul University

NACAC LGBTQ+ SIG Leader

zachary@strivescan.com

Jenn Peyton
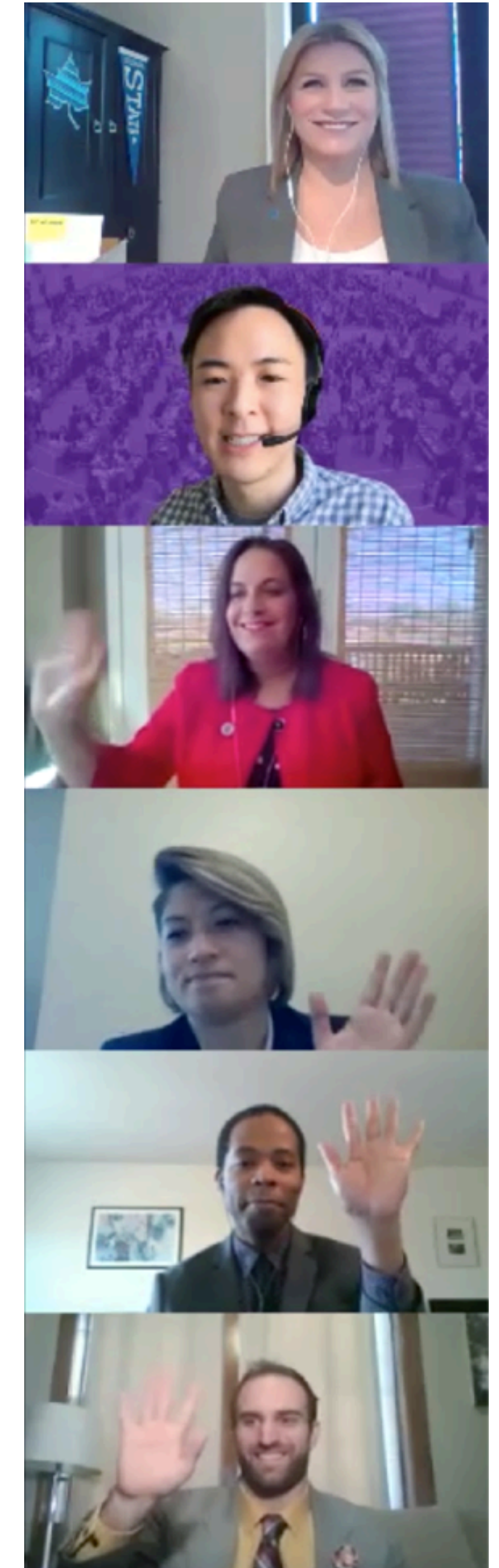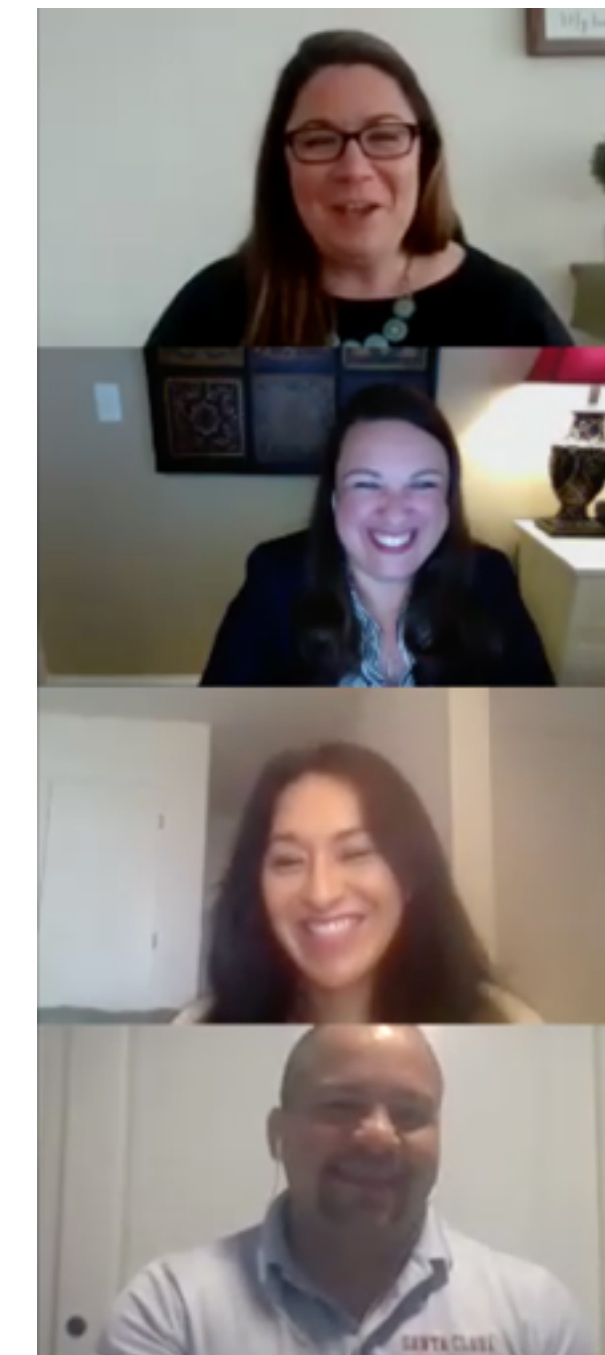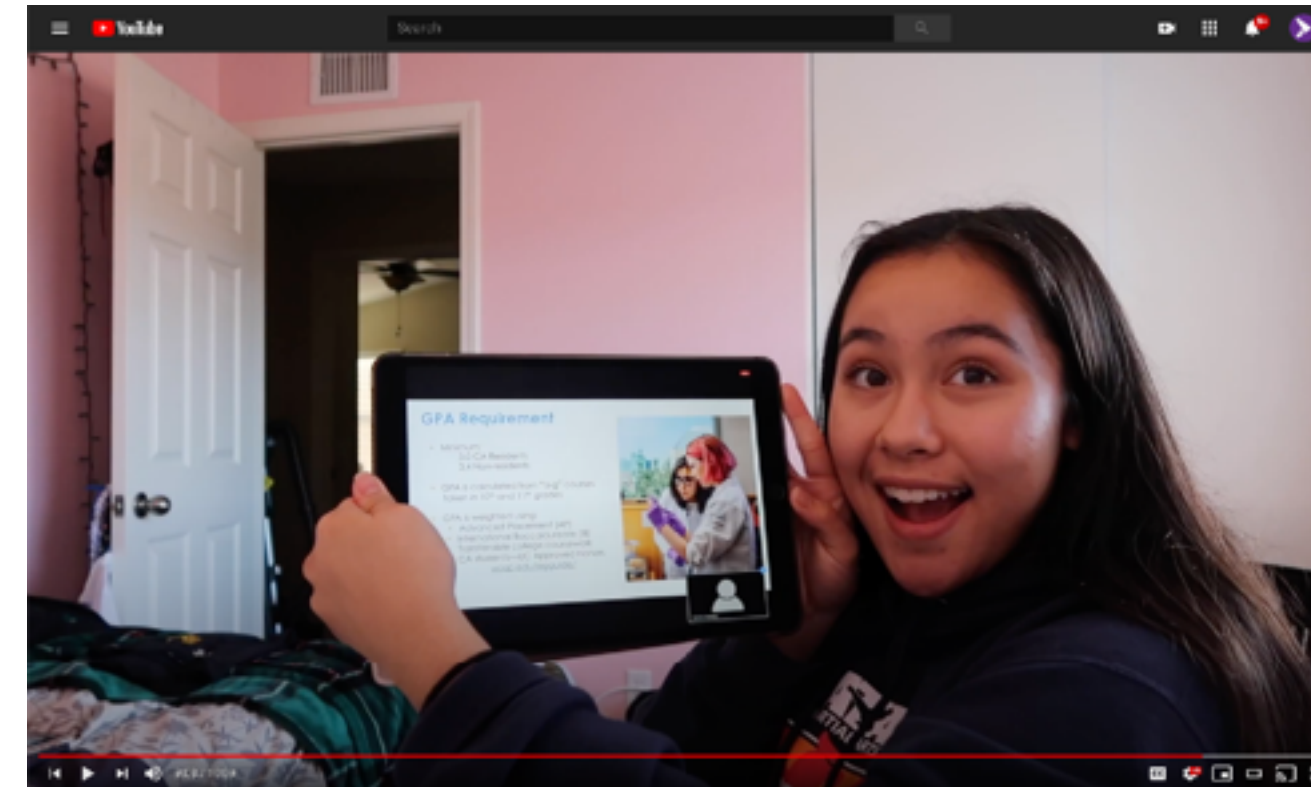**Co-Director of College
& Fair Relations**

Experience:

Assistant Director,
National Recruitment
Arizona State University

Denver Regional
Arizona State University

jenn@strivescan.com

Strive Virtual College Exploration

Strive Virtual College Exploration

- April 20–May 28, 2020

- The largest virtual college event in history

404
Sessions

178,499
Students and Counselors

31,238
Questions Asked

523
Colleges and Universities

1,130
Admission Professionals

Strive Virtual College Exploration

- Unprecedented cooperation across the country

Press

- Featured in:

The New York Times

High school juniors hoping to begin college in the fall of 2021 are not able to visit campuses in person, but they and their families have many ways to explore their options while staying safe at home.

THE CHRONICLE OF HIGHER EDUCATION

"For a student juggling a college search with soccer games and test prep, the efficiency of that virtual data-gathering will retain its value."

THE CHRONICLE OF HIGHER EDUCATION.

The Next Enrollment Challenge How to recruit for fall 2021

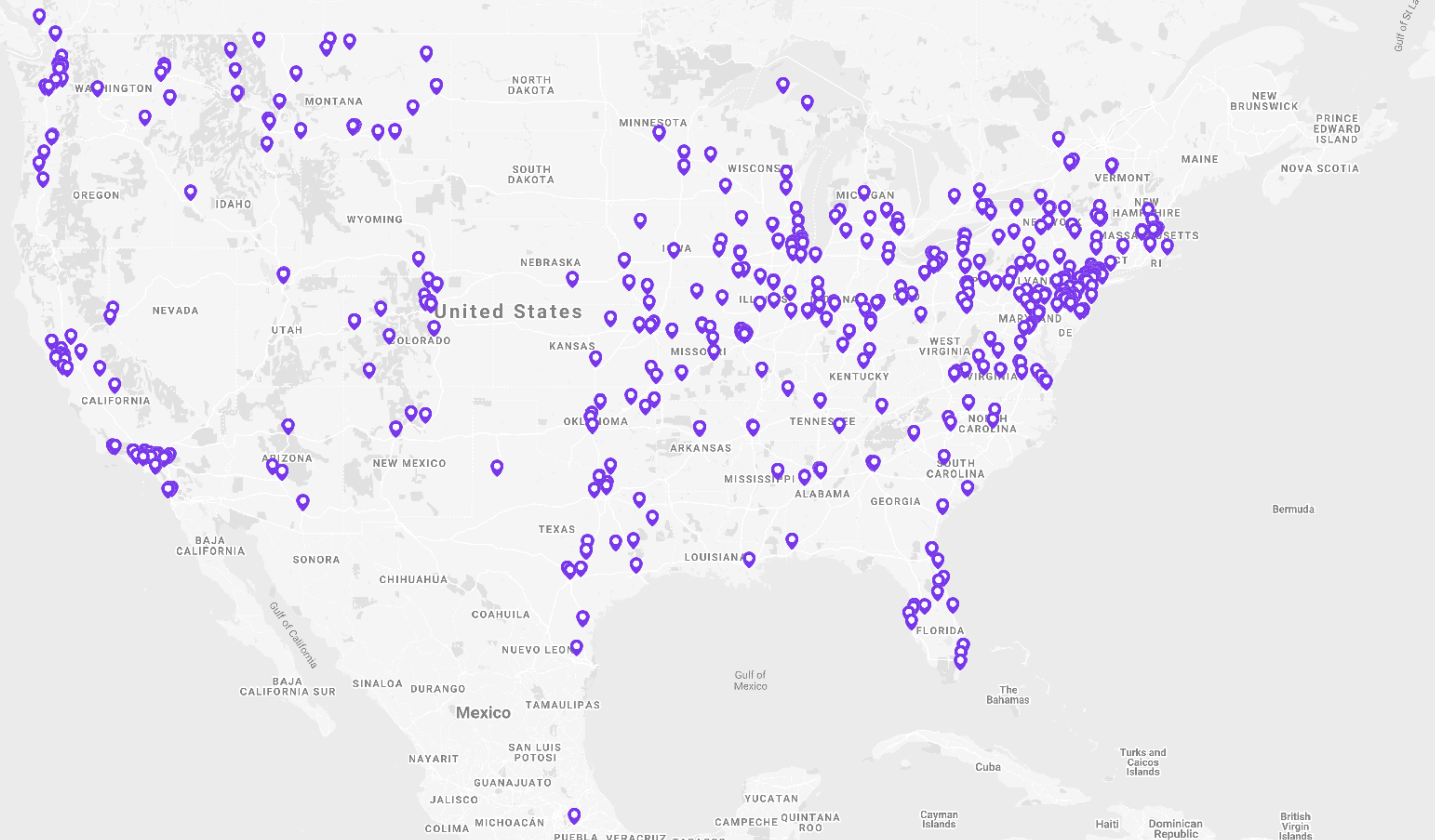**The New York Times**

How to Choose Colleges With Virtual Tours

A guide to some of the tour sites that aim to help students feel as if they are walking around campuses without leaving home.
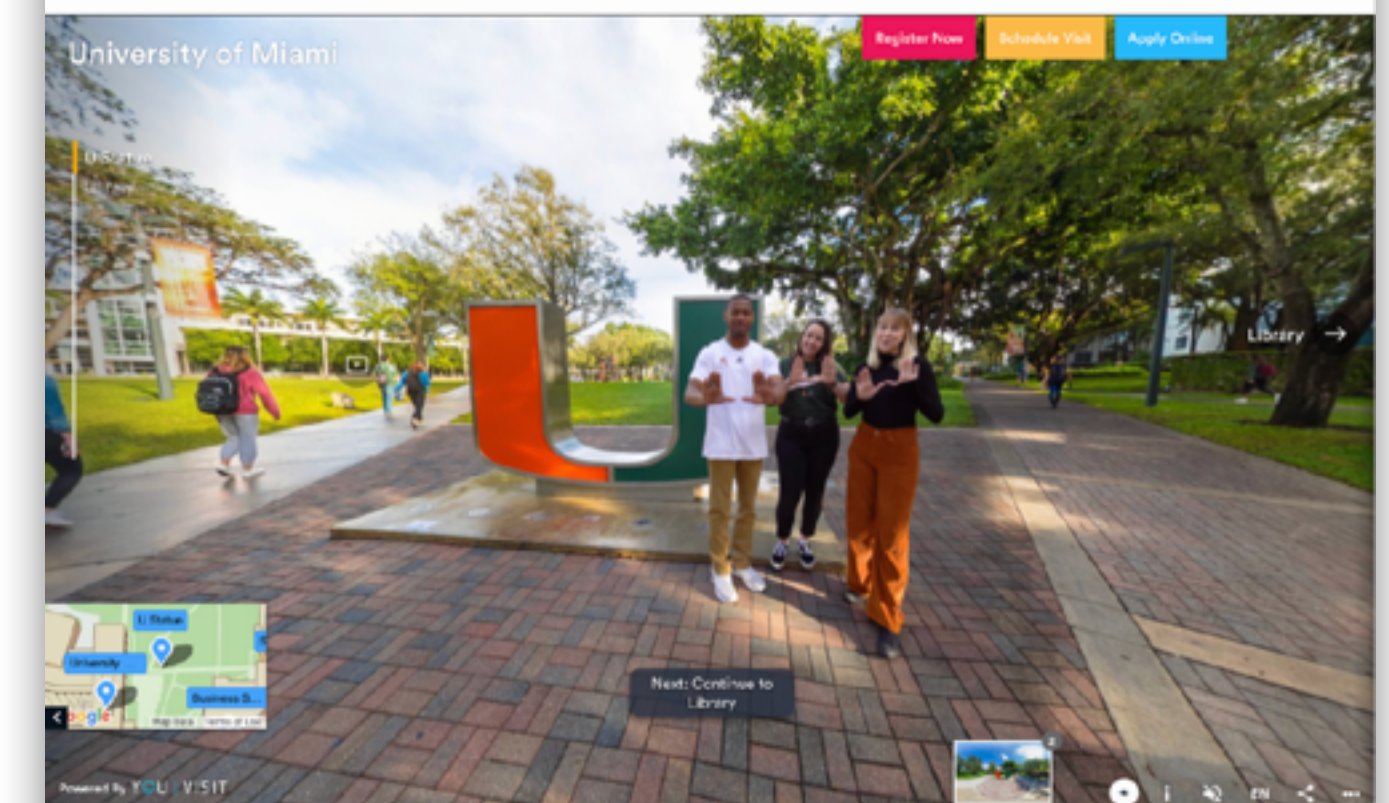
A screen shot from a virtual tour of the University of Miami, on the website YouVisit. YouVisit

Colleges Participating

47 states, DC, and 13 countries

Goals of Virtual Event with StriveScan

Overall

- Adapt our nationwide program to offer to students from the Virginia, and for colleges with an interest in recruiting Virginia students

- Deliver a high quality, organized virtual program

For Students

- Increase student access to a wide variety of colleges

- Students' questions answered live

For Colleges

- Help colleges efficiently and effectively recruit without travel costs

- Limit the number of individual virtual events throughout the state

VACRAO Fall Format

- **Panel Presentations & StriveScan 6x6 Programming**

  - Colleges can participate in **multiple panel presentations**

  - 6x6 programming is available for transfer and first year students

- Length: All session are 45 minutes

- Promoted to students across Virginia

- Students can ask questions live through Q&A

- Recordings for students & counselors to watch on demand later

- Utilizing StriveScan's student registration form and Zoom platform

Panel Presentations

- Minimum of 3 colleges presenting together

- **College Knowledge Panels or Affinity Groups: the choice is yours!**

College Knowledge examples	Affinity Group examples
Applying to College as an LGBTQ+ Student	The Public Colleges of Virginia Panel
Do's and Don'ts of Essay Writing	Large Public Universities in the Midwest
Navigating Financial Aid	Tour of the East Coast
NCAA Athletics	Private Colleges in Florida
What in the heck is Test Optional?	Religiously Affiliated Colleges the Carolinas
Tips for First Generation Students	Across the Border: West Virginia Colleges

Panel Presentations

- Closely replicates the in-person college fair browsing experience for students

- Allows the colleges to group themselves

- Popular with students as they start the college search

- Provides students a sample of your institution and can help drive registration for your individual info session

- "I know I want a large public school out west" – Pac-12 panel, Washington State Public Universities panel

- "I'm interested in a religious-affiliated education" - Jesuit Colleges panel, Christian Liberal Arts Colleges panel

Strive Virtual College Exploration

A few popular panel presentation topics:

- Do's and Don't of Essay Writing
- UC Basics: Requirements & the UC Application
- Selecting a College Major that Works for You
- Choosing A College That Fits
- Best Questions to Ask a College Admission Counselor
- Explore the Pac-12
- College Admission Decisions: Facts, Myths & Everything Else
- The Claremont Colleges
- An Examination of Pre-Health and Pre-Med
- The Money Part
- Finding Your College Fit
- Keeping up with the Colleges: From search to Decision Day
- Money, Money, Money: Maximizing Aid at Private Universities!
- Pros and Cons: Large Public Research, Small Private Liberal Arts

The StriveScan 6x6

6 institutions presenting for 6 minutes

- Answer student questions through the 45 minute session

- Closely replicates the in-person college fair browsing experience for students & the recruitment experience for colleges

- Representatives will be assigned by VACRAO to your groupings

- Hearing from multiple colleges in one session is really popular with students

- Provide students with a sample of your institution, answer questions, and invite them to inquire further

VACRAO's format: The StriveScan 6x6

Sample Session

- 6:00pm – Introductions

- 6:02pm – University of Virginia

- 6:08pm – Radford University

- 6:14pm – Randolph-Macon College

- 6:20pm – Ferrum College

- 6:26pm – Virginia Tech

- 6:32pm – University of Kentucky

- 6:38–6:44pm – Wrap-up Q & A

- 6:45pm – Closing

- 6:50–7:00pm – Prep for next session

- Length: 45 minutes

- Students can ask questions via the Q&A chat throughout the entire 45 minute session

- Recordings for students & counselors to watch on demand later

- Each college in the group receives the student data of *all students* who register for the group's session

One Evening's Fair

- 3 hour timeframe (5:00–7:45 PM)

- Three – 45 minute time slots

  - 5:00–5:45 PM

  - 6:00–6:45 PM

  - 7:00–7:45 PM

- Multiple concurrent sessions in each time slot

- 6 colleges per session

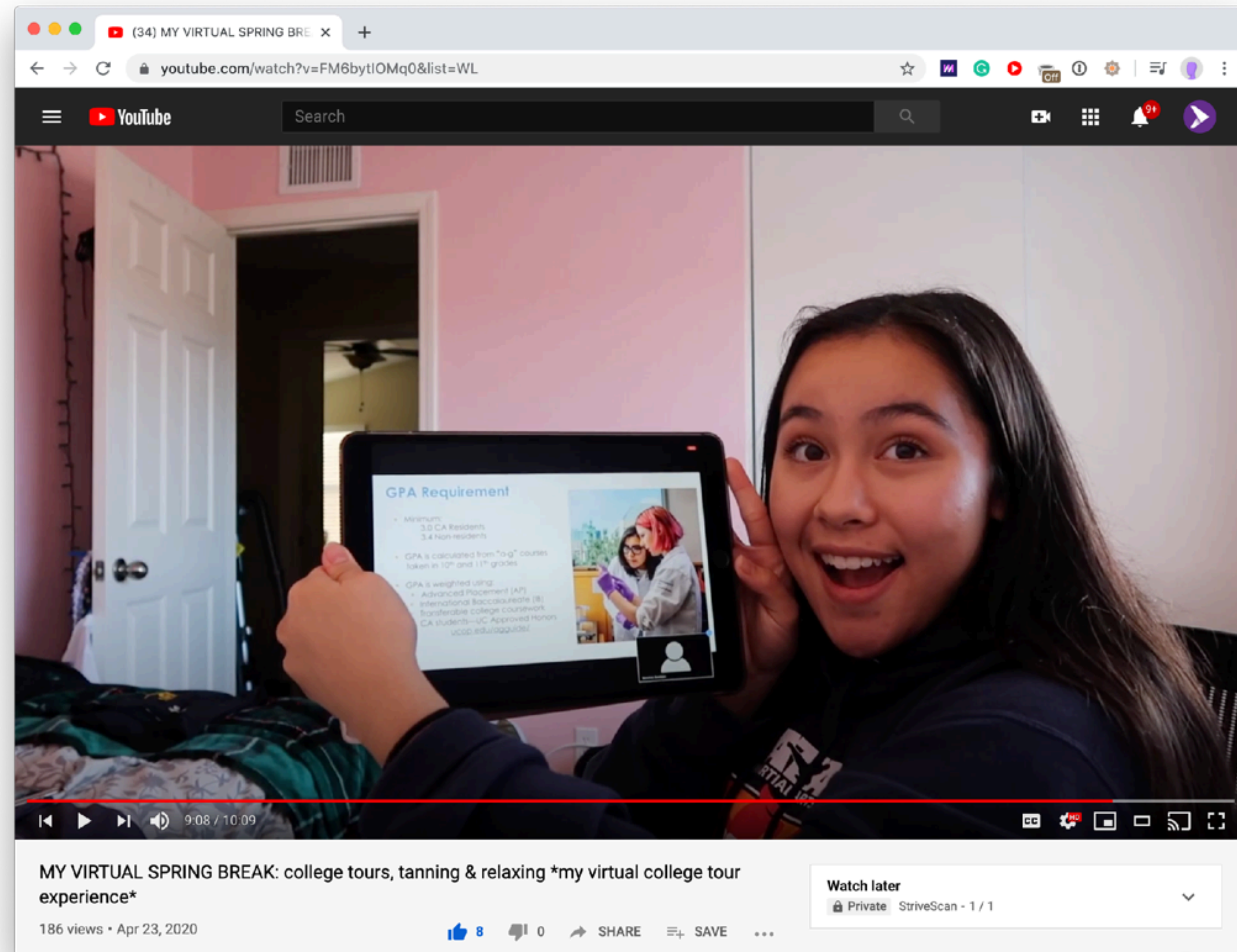- 12 virtual events (daytime and evening)

Virtual College Fair Schedule

		Session A1	Session A2	Session A3	Session A4	Session A5	Session A6	Session A7
5:00-5:45 PM	1	College 1	College 19	College 37	College 55	College 73	College 91	College 109
	2	College 2	College 20	College 38	College 56	College 74	College 92	College 110
	3	College 3	College 21	College 39	College 57	College 75	College 93	College 111
	4	College 4	College 22	College 40	College 58	College 76	College 94	College 112
	5	College 5	College 23	College 41	College 59	College 77	College 95	College 113
	6	College 6	College 24	College 42	College 60	College 78	College 96	College 114
		Session B1	Session B2	Session B3	Session B4	Session B5	Session B6	Session B7
6:00-6:45 PM	1	College 7	College 25	College 43	College 61	College 79	College 97	College 115
	2	College 8	College 26	College 44	College 62	College 80	College 98	College 116
	3	College 9	College 27	College 45	College 63	College 81	College 99	College 117
	4	College 10	College 28	College 46	College 64	College 82	College 100	College 118
	5	College 11	College 29	College 47	College 65	College 83	College 101	College 119
	6	College 12	College 30	College 48	College 66	College 84	College 102	College 120
		Session C1	Session C2	Session C3	Session C4	Session C5	Session C6	Session C7
7:00-7:45 PM	1	College 13	College 31	College 49	College 67	College 85	College 103	College 121
	2	College 14	College 32	College 50	College 68	College 86	College 104	College 122
	3	College 15	College 33	College 51	College 69	College 87	College 105	College 123
	4	College 16	College 34	College 52	College 70	College 88	College 106	College 124
	5	College 17	College 35	College 53	College 71	College 89	College 107	College 125
	6	College 18	College 36	College 54	College 72	College 90	College 108	College 126

Register for one session in each time slot

Logistics

- After you register, VACRAO will assign colleges to a specific session time slot and presentation order for each fair

- Representatives join the webinar 10 minutes prior to the session's start time for a quick rollcall and technology check

- A StriveScan representative will be on the webinar to check you in and provide assistance

- Reps stay throughout the entire session, even after your formal presentation is over: Students may ask questions of you throughout the session.

From a Student's Perspective

Watch at: https://strive.college/virtual-spring-break

Student Experience

- College's profile lists:

  - List of majors

  - Virtual tour

  - 4 year or 2 year

  - Private or public

  - Non-profit or for-profit

  - Campus size

  - Average GPA

  - Middle 50% test scores

  - Test optional?

- Students can search, sort, and filter

University of Miami
Record from Colleges

LIST OF MAJORS
https://admissions.miami.edu/undergraduate/academics/majors-by-school-or-college/index.html

VIRTUAL TOUR
https://www.youvisit.com/tour/miami

TYPE
4 year

CONTROL
Private Nonprofit

LOCALE
City

UNDERGRADUATE ENROLLMENT
11000

AVERAGE GPA
3.8

SAT 25TH PERCENTILE
1350

SAT 75TH PERCENTILE
1480

Michigan State University

DESCRIPTION

Michigan State University has been advancing the common good with uncommon will for more than 160 years. One of the top research universities in the world, MSU pushes the boundaries of discovery and forges enduring partnerships to solve the most pressing global challenges while providing life-changing opportunities to a diverse and inclusive academic community.

MSU is a place full of possibilities, promise and people determined to make a difference. You are part of something bigger here. And when you leave, you will be ready to change the world. Because you are a Spartan, and Spartans Will.

INSTITUTION

Michigan State University

SESSIONS	STATES	CITY
Find Mission and Pur	Michigan	East Lansing

PRESENTERS

Michael Rick
TITLE	INSTITUTION	SESSIONS
Admissions Counsel...	Michigan State Unive	Michigan State Univer

Sylvia Hernandez
TITLE	INSTITUTION	SESSIONS
Manager of Illinois ...	Michigan State Unive	Michigan State Univer

Sarah Bonthuis
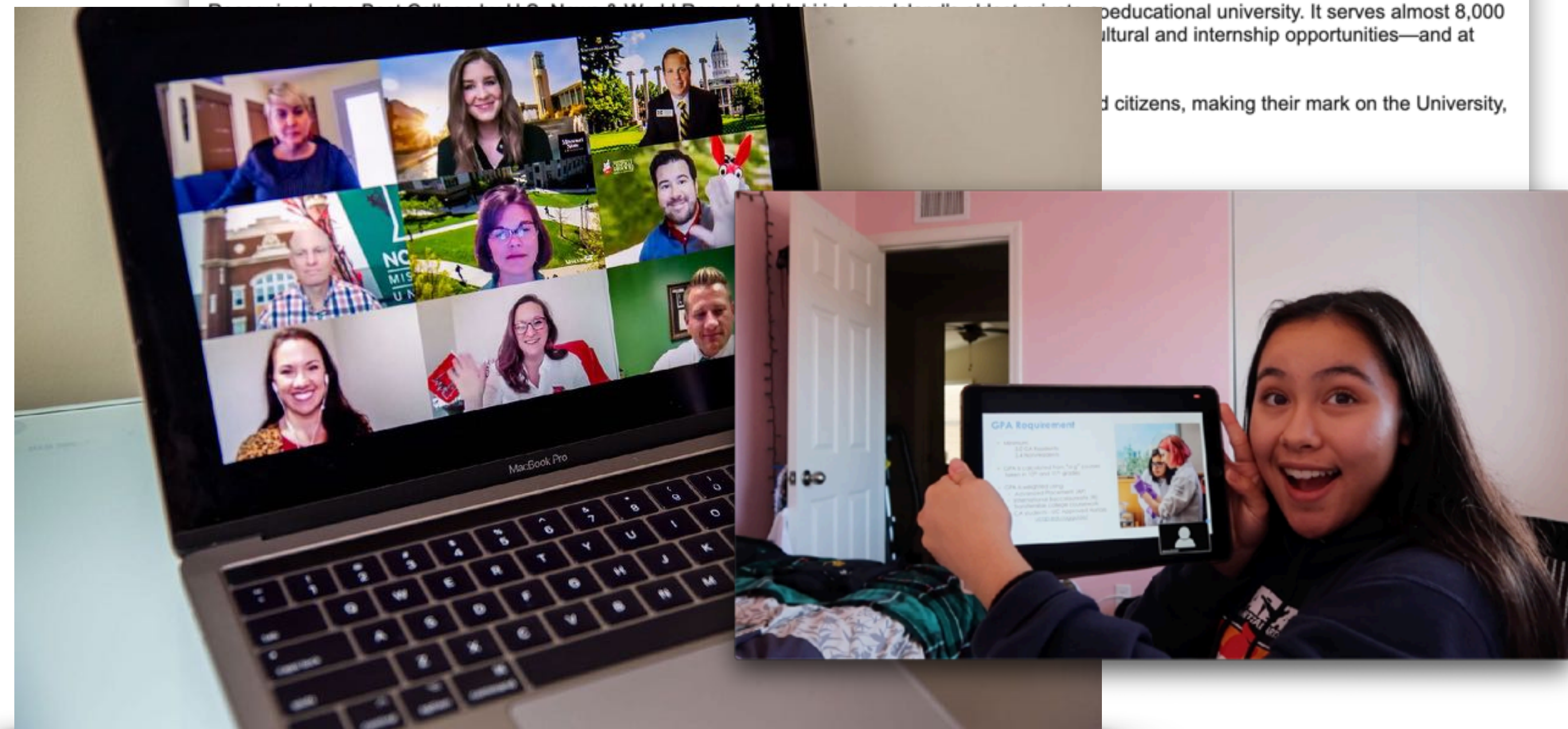| TITLE	INSTITUTION	SESSIONS
International Admis...	Michigan State Unive	Michigan State Univer

Student Experience

- Students register through the same quick and easy registration form they use at in-person StriveScan fairs.

- Colleges get the same data and data format as in-person fairs.

Personal Information

What event are you attending? (Show all)

04/28/20 - 7:00 PM Central - University of Miami

First Name

First Name

Last Name

Last Name

Email

email@email.com

Mobile Phone

(XXX) XXX-XXXX

Text Permission

☑ Colleges may text me

Birthdate

MM/DD/YYYY

Address

Enter your address

Address Line 2 (optional)

Apt. Unit

City

City

State

State

Zip Code

Zip

Student Information

School

Search for your school...

Grade

Select

When do you expect to start college

Select

Academics

GPA (optional)

0.00   **out of**   0.00

SAT Score (optional)

0000

ACT Score (optional)

00

Academic Interests (optional)

(select up to 3)

Search for interests...

Demographics

Are you of Hispanic, Latino, or Spanish origin? (optional)

○ Yes   ○ No

What is your race?

Check all that apply (optional)

☐ American Indian or Alaskan

☐ Asian

☐ Black or African

☐ Native Hawaiian or other Pacific Islander

☐ White

☑ Text me my Barcode

Message & data rates may apply. Reply STOP to unsubscribe.

☐ I agree to the Terms of Service

SIGN UP

Student Experience

- Students receive a confirmation email with link to join the session via Zoom.

- Reminders resent 1 day and 1 hour prior to the start time.

- Student can join from almost any device

- Same process for counselors to register and participate.

STRIVE > SCAN   Virtual College Exploration Week

Hi Test Registration 1919 Adelphi University,

Thank you for registering for StriveScan's Virtual College Exploration session: **Adelphi University**.

Date Time: May 6, 2020 05:00 PM Central Time (US and Canada)

Join from a PC, Mac, iPad, iPhone or Android device:
Click Here to Join
Note: This link should not be shared with others; it is unique to you.

Add to Calendar Add to Google Calendar Add to Yahoo Calendar

Description: About Adelphi: A modern metropolitan university with a personalized approach to higher learning

Adelphi University, New York, is a highly awarded, nationally ranked, powerfully connected doctoral research university dedicated to transforming students' lives through small classes with world-class faculty, hands-on learning and innovative ways to support academic and career success. Adelphi offers exceptional liberal arts and sciences programs and professional training, with particular strength in our Core Four—Arts and Humanities, STEM and Social Sciences, the Business and Education Professions, and Health and Wellness.

Data Security & Privacy

- ## Student profiles only shared with student's consent
  StriveScan does not sell or share student to other third-parties.

- ## Data is encrypted using bank-grade technology
  SSL encryption protects the app and website.

- ## Data centers powered by Amazon Web Services
  Same world-class infrastructure as Netflix, Airbnb, Pinterest, NASA, Kelloggs, and Expedia.

- ## FERPA and GDPR compliant
  Complies with Family Educational Rights and Privacy Act and honors GDPR requirements for EU subjects.

- ## StriveScan team is continuously trained and knowledgable
  Educated on the latest technology, best practices, security threats, and legal issues surrounding data protection, privacy, and our profession.

More information: https://www.strivescan.com/privacy-security

What do the colleges receive?

- Convenience and data security StriveScan is known for

- **Training webinars** with StriveScan team to ensure comfort and familiarity with the program format and technology

- Each college will receive the student and counselor registration data for every person that **registers for their 6x6 session**

- **All colleges on each panel will receive the student and counselor registration data** for every person that registers for their panel presentation

- Report of all Q&A typed during the presentation to aid follow up

- Recording of their session uploaded and hosted in a library hosted with other presentations on StriveScan and/or Association's site

Dates: September 14 – November 5
Virtual College Exploration

for all Virginia students

presented by VACRAO and StriveScan

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- 8 weeks total

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- Week 2: Traditional College Panels

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- Week 7: Traditional College Panels

- Week 8: Transfer Panels / Transfer Virtual College Fair programming (6x6)

Dates / Cost

Panel Presentations

- 64 panel presentation opportunities, minimum 3 colleges/panel

- $115 per college / organization

- Week of September 15, September 22, October 27 and November 2

6x6 events

- 6 weeks of Virtual College Fair options (6x6)

    - 2 weeks for transfer students specifically

- $150 per week

- Tuesday – Thursday

- one early, one late each week

VACRAO Timeline

Action	Date
College registration opens for everyone	August 10
College registration closed (for transfer portion)	August 24
College registration closed (for freshman portion)	August 31
Transfer Schedule published, students begin registering	August 31
Freshman Schedule published, students begin registering	September 7
StriveScan hosts panelist training for reps	Early September
Program begins	September 14

Next Steps

Registration will open on Monday, August 10

- Payment is due upon registration via credit card

- We are unable to accept checks or purchase orders

For 6X6 programming

- To prepare for registration, the primary panelist should have the following information ready:

    - Co-Panelists from your institution

- You will be registering and paying by week (week 1, 3, 4, 5, 6 and/or 8)

Next Steps

For Panels

- Brainstorm a topic and collaborate with your colleagues from other colleges that you wish to present with

- To prepare for registration, the primary panelist should have the following information ready:
    - Session Title; Session Description; Co-Panelist names, titles, institutions, email addresses

- During registration, the primary panelist will select the time slot

- Each institution will be responsible for their own payment
    - The primary panelist will submit their payment with the registration
    - Co-Panelists will be sent a link for payment, due upon receipt

- Payment is due from all participants to complete the registration

Questions?

Contacts

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