

Clarkson

Clarkson University Alumni Admission Program

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Program Coordinator

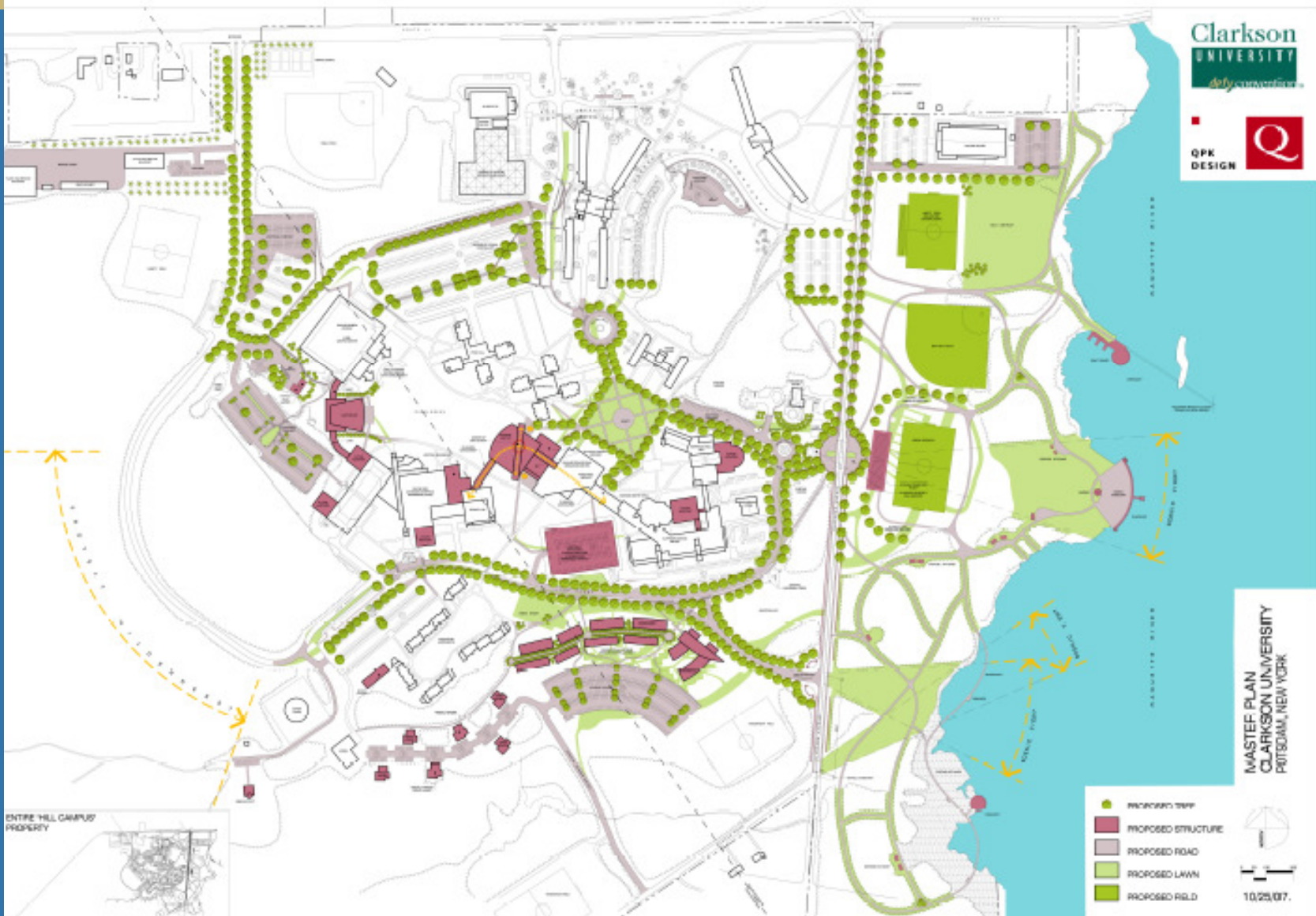
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Agenda

- CU Road Show and Q&A
- What's New at CU and in Potsdam?
- Who Are the Millennials?
- Admission Cycle at Clarkson
 - *How can Alumni help?*
- Q&A

www.clarkson.edu/masterplan

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New at CU

- Buildings
 - Snell Hall, Walker Renovation, President's House, ERC, Outdoor Turf Field
- Athletics
 - Division 1 Women's Hockey
- Activities
 - Over 100 clubs / organizations
- Majors
 - 50 programs of study in engineering, business, arts, science, and health sciences

Changes in Potsdam

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Shopping

- Super Wal-Mart
- Walgreens
- Tractor Supply
- Lowes (coming)
- Kinney Drugs Next to Hamlin-Powers
- Department Stores
- Olympia Sports

Dining

- Dunkin Donuts
- Mongolian Grill
- La Kasbah
- Little Italy
- First Crush Bistro
- Scoopuccinos
- Sandstone Grill

A Closer Look at Prospective Students:

The Millennial Generation

Who Are Millennials?

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- Children of Baby Boomer parents
- Ages 12 to 28
- Born between 1980 and 1996 (some say '78 -'97)
- Largest generation in history
- 60+ million strong (Gen X was about 17 million)
- Represents 26% of U.S. population
- Close with their parents
- Extremely focused on grades and performance
- Very busy in extra curricular activities
- Eager for community activities
- Driven by technology
- Want INSTANT results

Helicopter Parents

- Deeply Involved in Children's Day-to-Day Life
 - College search process
 - College funding
- Parent-Child co-purchase
 - Both parties must buy in

Speaking with Families Clarkson

- Center conversation around their interests!
- Highlight Clarkson's strengths in those areas
- Remember things have changed
- Let Admission answer the "tough" questions!
- Be proud and tell your story

What does the Admission Cycle Look Like?

Where Can Alumni Help?

Admission Cycle

September – November

- College Fairs, Off Campus Interviews, Receptions

December

- Early Decision Applications Due December 1

January

- Applications Due January 15
- Off Campus Interviews

Admission Cycle

February

- Acceptance Letters Mailed

March – May

- College Fairs, Award Presentations

June – July

- LA / AA Mentor Program, Award Presentations

August

- Send Off Picnics

We Need You!

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Admission cannot do this alone!

Fall 2008

9 Counselors Staffed:

- 250 College Fairs
- 390 Off Campus Interviews

Discussion...

Thoughts?

Questions?

Suggestions?

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