ACCEP TED STUDENTS COMMUNICATION PLAN

The Accepted Students Communication Plan was created in 2005 by the Communications Gap Committee, a group of staff members representing the offices involved in the college enrollment process. The goal of the committee was to address a gap in communications with students who are accepted to Hudson Valley in the fall of their senior year of high school for the next fall college semester--nine or more months away.

The communications plan, which now includes all students accepted for a fall semester at the College before July 1, was designed to increase enrollment yield, create an early bond with students, and ensure that prospective students and their families receive consistent, comprehensive and high quality messages from the College. New or enhanced informational materials emphasizing academic quality, affordability, transferability of credits, career opportunities, academic support or student involvement are mailed or made available to students on a timed schedule starting from the day Admissions mails their official acceptance packet.

The materials include postcards, pamphlets, a parent booklet, e-mails, a personalized accepted student page on the College’s Web site and an invitation to a pre-orientation event called Hudson Valley 101 (www.hvcc.edu/hudsonvalley101). That event, held on a Saturday in February or March, brings prospective students and their families to the campus--often for their first visit--where academic and student services staff provide information about the remaining steps in the enrollment process, guide families through the financial aid process, and motivate students to become fully involved in college life. Current students are available to answer questions and lead campus tours.