



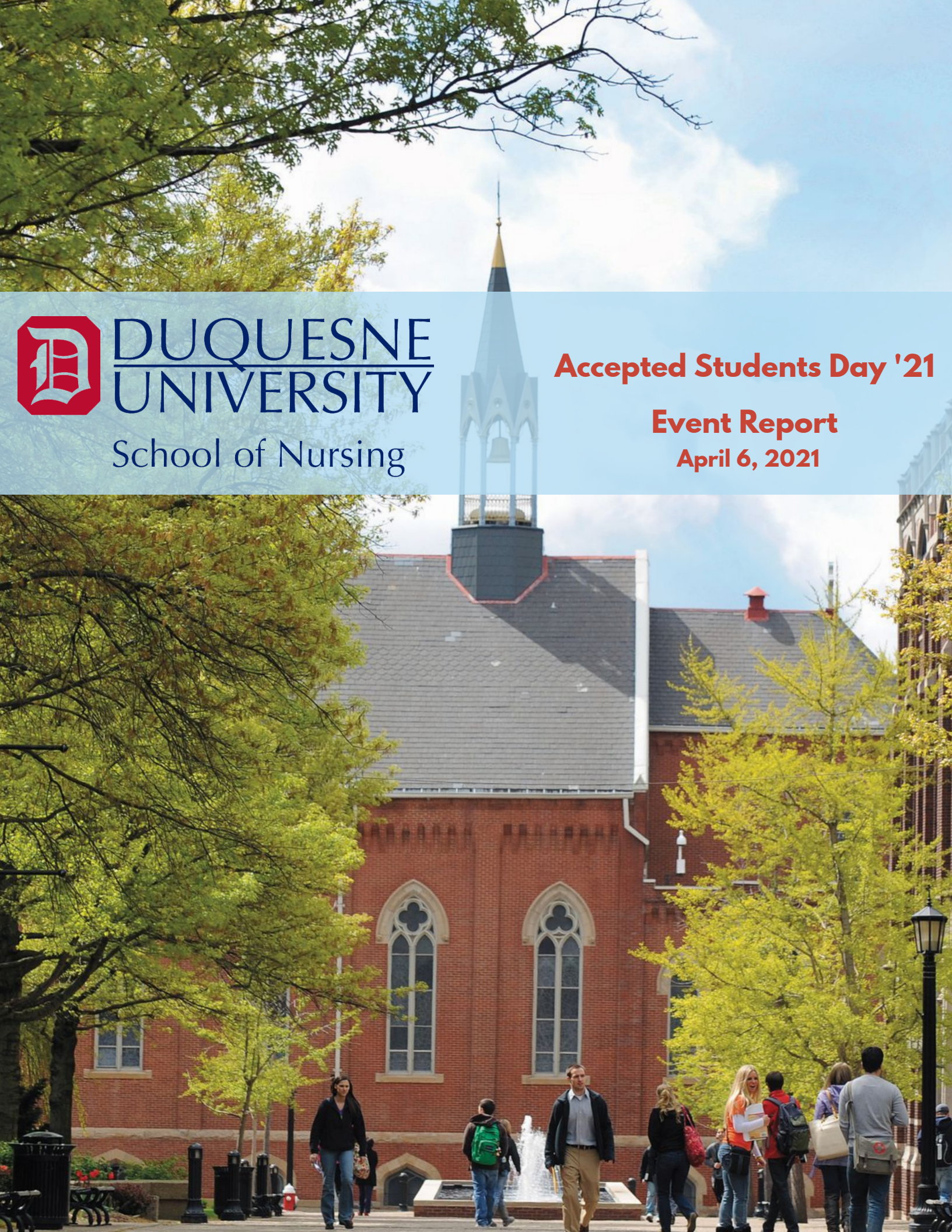
**DUQUESNE
UNIVERSITY**

School of Nursing

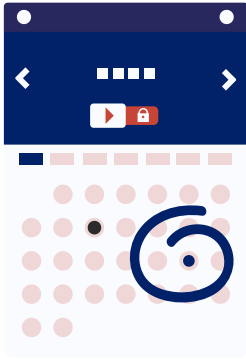
Accepted Students Day '21

Event Report

April 6, 2021

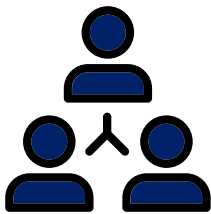


Pre-Event



Introduction

In September 2020, the School of Nursing began to explore options for a virtual Accepted Student Day for both the traditional and second degree Bachelor of Science in Nursing programs. Having used the University-contracted Platform Q, the School sought a virtual environment that could be more engaging, graphically interesting, and would have the look and feel of an on-campus experience as much as possible. The vendor we selected was Virtual Event Place (VEP).



Collaboration

To share costs, the School of Nursing collaborated with the School of Pharmacy and the Bayer School of Natural and Environmental Sciences. Representatives from each school worked with Virtual Event Place to build the graphical appearance and the functionality of the event from late October to the event date on February 20, 2021.



Cost

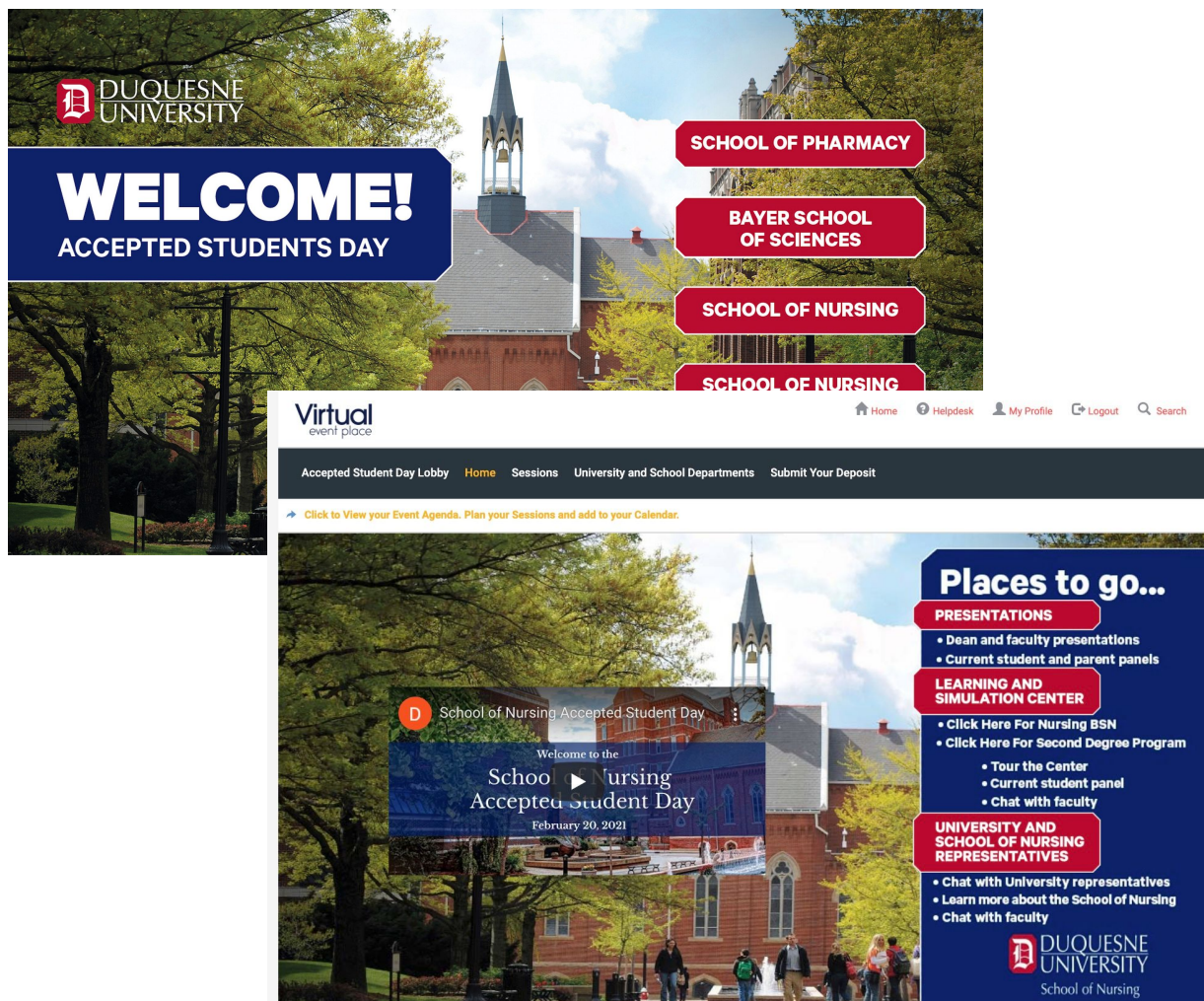
The cost to each school was \$6,334 (\$19,000 total).

Cost Saving Tips:

- Each school decided to use a picture of different auditorium, which added to the customized design costs. VEP offers free auditoriums, and they look just as good as our customized graphics. Plus guests do not see much of the auditorium since it's mostly the VEP overlay, as seen on page 3.
- Our original estimation was that we would have around 25 booths for University and School Departments. Yet, we ended up having 71. Eliminating student organizations, less essential, or low performing booths (seen on page 6) would save approximately \$90 per booth.

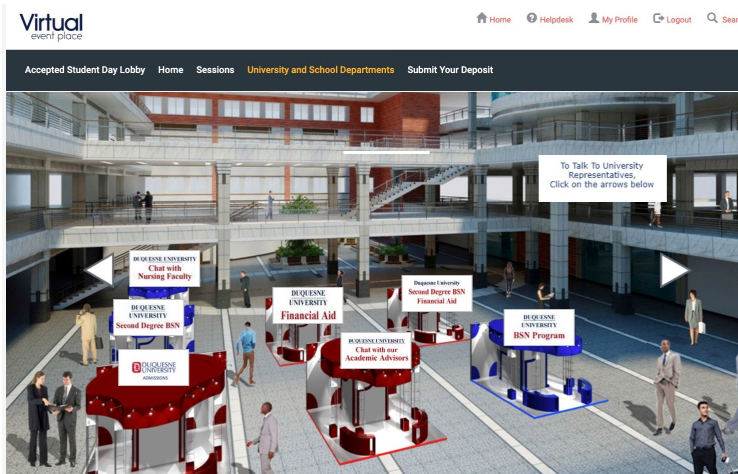
Accepted Student Day

From the main event page, School of Nursing guests were greeted by a short informational video, along with a menu from which students and their parents could select where they wanted to visit and what they would like to see. The School of Nursing's event was divided into three areas: an auditorium for presentations, the Learning and Simulation Center to hear about lab and clinical experiences, and an exhibit hall with information booths hosted by various School and University departments.



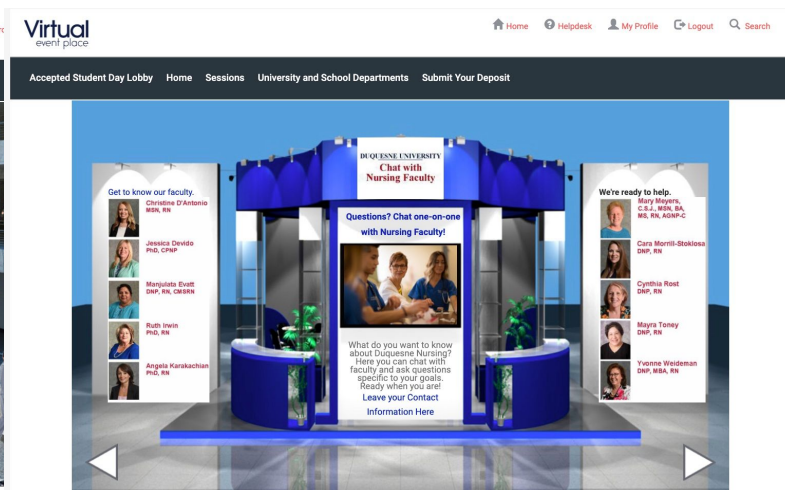
Accepted Student Day

Exhibit Hall Area

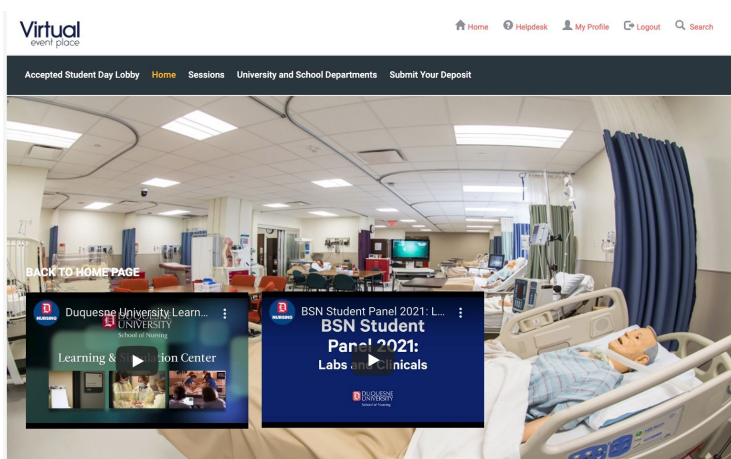


In the exhibit hall, guests could view downloadable content, visit additional links, or chat with faculty and staff of various School and University departments. In the example above, 10 faculty members were readily available to answer questions and talk with students.

School and University Department Booths

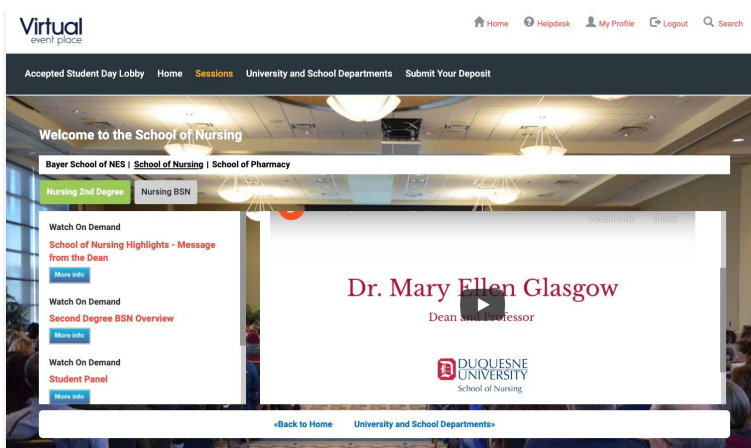


Learning and Simulation Center



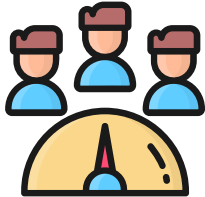
In the Learning and Simulation Center, guests could watch student panel videos, take a tour of the facilities, and chat with faculty about clinical and lab experiences in the BSN program.

Auditorium



In the auditorium (set-up as the Power Center Ballroom) guests could hear presentations from the Dean and other faculty members, hear a student or parent panel, hear about the BSN program as well as Student Affairs

Event Engagement



- Number of students attending the traditional BSN event: 166
- Number of students attending the second degree BSN event: 36

Dean Glasgow's Welcome and Overview

- Number of views: 145
- Average amount of video watched: 67.08%

Front Page Greeting (Brian Bost)

- Number of views: 137
- Average amount of video watched: 95.36%

Student Affairs - Traditional BSN (Kate DeLuca)

- Number of views: 127
- Average amount of video watched: 43.49%

Student Affairs - Second Degree BSN (Kate DeLuca)

- Number of views: 29
- Average amount of video watched: 68.08%

Undergraduate Program (Torrie Snyder)

- Number of views: 76
- Average amount of video watched: 83.35%

Lab and Clinical Experiences Student Video

- Number of viewers: 85
- Average amount of video watched: 43.6%

Learning and Simulation Center Video

- Number of views: 102
- Average amount of video watched: 48.2%

Traditional BSN Student Panel

- Number of views: 118
- Average amount of video watched: 51.5%

Traditional BSN Parent Panel

- Number of views: 62
- Average amount of video watched: 33.3%

Second Degree BSN Student Panel

- Number of viewers: 62
- Average amount of video watched: 29.4%

Second Degree BSN Program (Amber Kolesar)

- Number of views: 31
- Average amount of video watched: 68.73%

Booth Engagement 1

All School and University Department informational booths, ranked by number of unique visitors, part 1:

	Name of Booth	Unique Visitors	Total Visits
1	School of Nursing - BSN	97	368
2	School of Nursing Faculty	95	303
3	Admissions - School of Nursing	81	250
4	Financial Aid - School of Nursing	81	318
5	School of Nursing Academic Advisement	80	302
6	School of Pharmacy Academic Advisement	73	335
7	Residence Life	71	202
8	The Honors College	70	234
9	Financial Aid - Second Degree Nursing	69	248
10	Duquesne Computer Store	68	451
11	School of Nursing Second Degree	68	386
12	Study Abroad	65	180
13	Financial Aid - School of Pharmacy	64	277
14	Power Recreation Center	61	197
15	Office of Diversity and Inclusion	59	199
16	Spiritans Campus Ministry	59	155
17	Admissions - School of Pharmacy	56	190
18	Parkhurst	53	92
19	Center for Student Involvement	47	126
20	Portage Learning	47	182
21	Pre-Health and Medical Professions Program	46	218
22	Admissions - Bayer School of Natural and Environmental Sciences	43	155
23	Financial Aid - Bayer School of Natural and Environmental Sciences	43	181
24	Chem/Biochem/Environmental Chem	42	264
25	Bayer school of Natural Sciences (Department of Biological Sciences)	42	321
26	Center for Career Development	40	67
27	Bayer School of Sciences II (Physics)	40	248
28	Bayer School of Sciences II (Forensic Science and Law)	38	292
29	Duquesne University Bayer School	37	239
30	Bayer School of Sciences II (Center for Environmental Research and Edu	35	231
31	SACNAS/Multicultural STEM Group/Young Alumni Council	32	102
32	DU Quark/SPS/Phi Sigma Lambda	31	88
33	ACS/ASBMB/Tri-Beta	29	120
34	Maymester Belize	27	147
35	Undergraduate Research Program	27	90
36	Bayer School of Sciences II (Duquesne Alumni)	24	105

Booth Engagement 2

All School and University Department informational booths, ranked by number of unique visitors, part 2:

	Name of Booth	Unique Visitors	Total Visits
37	Center for Career Development	18	86
38	Parkhurst	18	65
39	Center for Student Involvement	17	118
40	Portage Learning	16	63
41	Duquesne University Bayer School	12	76
42	Financial Aid - Bayer School of Natural and Environmental Sciences	12	84
43	Chem/Biochem/Environmental Chem	11	26
44	Duquesne University Bayer School	11	183
45	ACS/ASBMB/Tri-Beta	10	36
46	Admissions - Bayer School of Natural and Environmental Sciences	10	38
47	Bayer School of Sciences II (Duquesne Alumni)	9	28
48	Bayer School of Sciences II (Forensic Science and Law)	9	39
49	Pre-Health and Medical Professions Program	9	25
50	Undergraduate Research Program	9	45
51	Bayer School of Natural and Environmental Sciences Academic Advisor	8	38
52	Bayer School of Sciences II (Center for Environmental Research and Edu	8	36
53	Portage Learning	8	20
54	SACNAS/Multicultural STEM Group/Young Alumni Council	8	32
55	Bayer School of Natural and Environmental Sciences Faculty	7	25
56	Duquesne University School of Nursing	7	53
57	Maymester Belize	7	55
58	Bayer School of Sciences II (Physics)	7	60
59	DU Quark	6	12
60	DU Quark/SPS/Phi Sigma Lambda	5	10
61	Pre-Health and Medical Professions Program	5	23
62	Sigma Pi Sigma	5	7
63	Admissions - Bayer School of Natural and Environmental Sciences	1	1
64	Admissions - Bayer School of Natural and Environmental Sciences	1	1
65	Admissions - School of Pharmacy	1	1
66	Duquesne University Bayer School	1	1
67	Duquesne University Bayer School	1	1
68	Financial Aid - Bayer School of Natural and Environmental Sciences	1	2
69	Office of Undergraduate Admissions	1	1
70	Parkhurst	1	2
71	School of Pharmacy Academic Advisement	1	3

Final Thoughts

Working with the two other schools was a nice partnership. Once we understood how best to work with the project engineers at Virtual Event Place, we seemed to hit our stride and put a terrific program together, in the end. Having one or two meetings every week for 14 weeks was not easy, but the product was better for the time we put into it. With this being our first virtual event, we did not know what to expect.

Initially, we did not fully understand how to include the representatives from the Department of Marketing Communications or the Enrollment Management Group. But, as the project moved forward, we began to include them in artwork development, attendance roster creation, and to inform us of University policy when it came to access, standards for colors, and more.

Now that we understand how Virtual Event Place creates events, I believe we would be able to work with them more fluidly. If we opted to do a virtual event next year, much of the shell would be created if we went with Virtual Event Place again. That, coupled with our increased knowledge of how virtual events work, I believe our project time would be dramatically less.

I am glad we did the event this way, and I believe it was a success!

Scott Copley
Director of Admissions
School of Nursing