

WVSU
Black and Gold Days
Recruitment Initiative

WVSU could implement a week-long recruitment initiative for the local community, inclusive of high school students, non-traditional students, and returning students who have not completed their degrees. This event would be held in October and April.

The structure would be Monday through Wednesday from 3:00 pm to 8:00 pm. On Monday and Tuesday two Colleges each would be highlighted. Wednesday would focus on RBA and undecided students.

During the event Admissions, Registration, Student Financial Assistance, Career Services, etc. would be available to provide information to potential incoming students. Campus tours would be part of the event, with specific focus on the labs, theatres, etc. associated with the major the student is interested in. Faculty from the highlighted Colleges would be available to discuss in depth the curriculum, career opportunities, student organizations associated with the specific majors, and other opportunities available to students.

Because this will be compressed into one week, the overall event can be advertised with specifics listed for each day.