Bulldog Days 2020

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Yale Undergraduate Admissions
Bulldog Days in a normal year:

- 3 Days in April
- 1200 Admitted Students + 1000 family members
- Academic panels, master classes, extracurricular bazaar, academic fair, Student performance group showcases at the Shubert, late-night activities with student groups, etc.
Bulldog Days in 2020:

• ????
Challenges/Questions

• How do we offer the same warmth and excitement that students/families would experience during BDD, but virtually?
• What technology can we leverage?
• How do we create the same sense of community among admitted students?
• How do we engage faculty, staff, students – the broader Yale community?
• What do students want? More events? Fewer? How do we avoid Zoom fatigue?
Opportunities

• Chance to provide programming for 100% of admitted students and families – not just those who are able to come to campus (about 65% for BDD on average)
• Not constrained by time – can provide programming throughout the month
• New platform from an outside vendor to help schools manage enrollment: Wisr
• Our student workforce was eager to stay engaged and continue making money
## 30 Bulldog Days of April 2020

Yale University Office of Undergraduate Admissions

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>31</td>
<td>Master Class:</td>
<td>Student Forum:</td>
<td>Video:</td>
<td>Featured Student Blogs</td>
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<tr>
<td></td>
<td></td>
<td>Message to Parents &amp; Guardians</td>
<td>Anne Padman, Akhil Reed Amar</td>
<td>Jillian '22, Isaac '20</td>
<td>A Day in the Life</td>
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<tr>
<td>5</td>
<td>6</td>
<td>Virtual Alumni Events</td>
<td>Panel: Science with Sandy Chang</td>
<td>Ask Me Anything (AMA) with Dean Grunian</td>
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<tr>
<td>19</td>
<td>20</td>
<td>Virtual Alumni Events</td>
<td>Panel: Residential Life; Engineering with Vince Wilczynski</td>
<td>Meet Yale's Extracurricular Groups</td>
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<tr>
<td>26</td>
<td>27</td>
<td>Virtual Alumni Events</td>
<td>Panel: Directed Studies; Yale &amp; Your Career with CAS*</td>
<td>2024's Got Talent: Admitted Student Virtual Talent Show</td>
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<td></td>
<td>28</td>
<td></td>
<td>Master Class:</td>
<td>Student Forum:</td>
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<td></td>
<td>29</td>
<td></td>
<td>Shelly Kagan</td>
<td>Morgan '21, Crystal '21</td>
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<td>30</td>
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<td>2024 Bulldog Days</td>
<td>Reply Deadline</td>
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*Office of Career Strategy

admissions.yale.edu/admits - public content for students and parents

instagram.com/yalebulldogs2024 - daily Instagram posts tailored to the Class of 2024

admissions.yale.wisr.io - Admitted Student Network, the home for live event streaming and more
Content lived on:

- Admitted Student Network (Wisr)
- Youtube
- Facebook
- Instagram
Extracurricular Bazaar: 2019
Extracurricular Bazaar: 2020
Performance Showcase: 2019
Performance Showcase: 2020
Other events:

- Master Classes and Academic Panels easily translated to a live-streaming format
- Dean of Undergraduate Admissions & Financial Aid Jeremiah Quinlan hosted two live “Ask Me Anything” events, which were hugely popular
- 2024’s Got Talent: the first-ever admitted student talent show
2024’s Got Talent
Outcomes

• Yield (the % of admitted students who say yes to Yale) was in line with previous 4 years

• In a survey, we asked students how the 30 Bulldog Days of April compared to other virtual admitted students events they participated in with other schools:

<table>
<thead>
<tr>
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<th>2020 Virtual BDD</th>
<th>2019 BDD</th>
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<tbody>
<tr>
<td>Much Better</td>
<td>61.87%</td>
<td>42.52%</td>
</tr>
<tr>
<td>Better</td>
<td>23.74%</td>
<td>44.82%</td>
</tr>
<tr>
<td>Same</td>
<td>2.87%</td>
<td>3.44%</td>
</tr>
<tr>
<td>N/A</td>
<td>11.51%</td>
<td>9.20%</td>
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Select Survey Comments

“I enjoyed the variety of programming available and it was organized in the most logical way (calendar form with a weekly reminder of upcoming events). Unlike other schools--which sent out emails about events but lacked a central hub--Yale made it easy to keep track of what I wanted to attend and when it'd happen.”

“While a lot of Yale’s peer schools had maybe a weekend of events or maybe 2-3 events a week, Yale really went above and beyond to provide as many perspectives/outlooks onto the Yale experience as possible. It really showed me how much Yale cared and made me confident in the quality of the Yale community.”

“As someone who lives too far for it to be viable to travel to the real Bulldog Days, it was really awesome to get to be a part of the "Yale experience" even if it was just virtual.”
Questions?

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