



WELCOME CENTER

A new home for visiting students and families to West Virginia Wesleyan. This facility, housing Admission and Financial Aid, will create a warm, inviting, and proper first impression for the College's lifeblood, prospective students and parents.

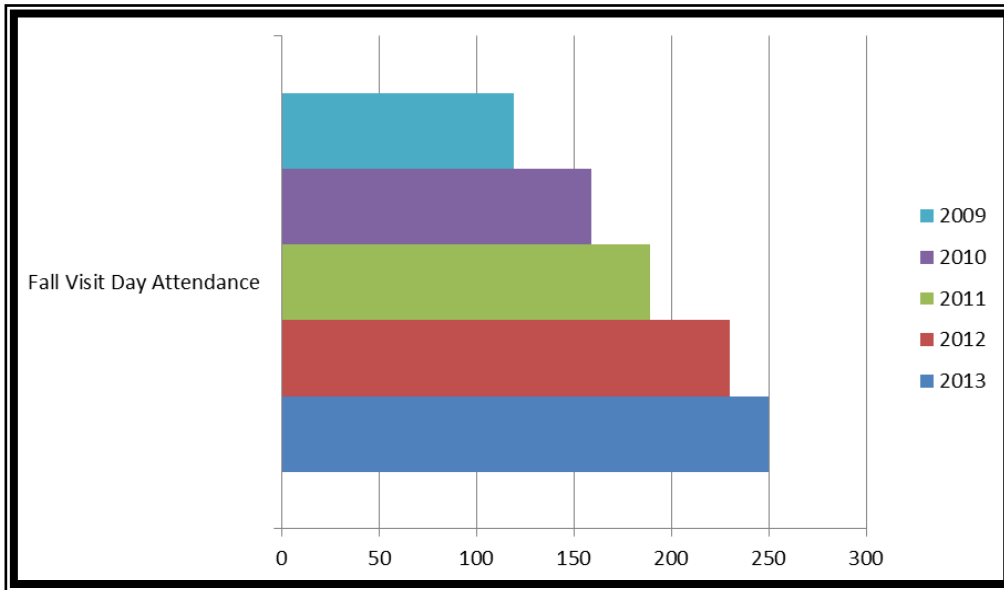


FEATURES:

- Red brick exterior and classic white accents to properly blend a residential feel with existing campus structures.
- Easy to locate by prospective students and families making travel seamless. These changes, recommended by the Campus Master Plan study, will create a proper "front door" and will showcase the College and Buckhannon as well.
- Upscale residential interior with crown molding to provide a luxurious but accessible and friendly experience to visitors.
- Proper visitor parking on-site with personalized spaces for families bearing their respective names as an ideal welcome.
- Spacious indoor and outdoor seating to take advantage of friendly reception staff and gorgeous seasons. Rocking chairs would provide a small-town feel while personalized interior signage would welcome visitors creating perfect first moments.
- Modern working office space for Admission, Financial Aid, and the Vice President for Enrollment Management, bringing these important and collaborative services under one roof to create better synergy, collaboration, and team approach.
- Conference room and meeting space to allow for team brainstorming or meeting with larger families and student groups.
- Adjacency to the Virginia Thomas Law Center for the Performing Arts (PAC) will allow for better utilization of that space for large groups and events and a natural relationship to both spaces just as vacating Middleton Hall would allow for immediate and future expansion of the School of Allied Health and Nursing Department, Wesleyan's fastest growing and most in-demand enrollment areas.

BY THE NUMBERS

It has been a long-held truth in Enrollment Management that campus visitation remains the number one indicator of College choice for prospective students. In 2013, Wesleyan experienced the greatest attendance in its history for Fall and Saturday Yield Events such as Open House and Orange and Black Day, resulting in a 10 year new student enrollment high. The **Welcome Center** would enable this type of special treatment for daily visitors, ensuring a personalized and customized visit for each and every student and family. In many ways, it would become the most impactful campus facility to new student revenue and to providing the true **Wesleyan "Experience."**



NEW STUDENT ENROLLMENT

