Event Report
Virtual Open House: Explore and Apply to Graduate School at the University of Wisconsin-Madison, July 8, 2020.

Introduction

The Virtual Open House - Explore and Apply to Graduate School at the University of Wisconsin-Madison was a full-day event from 10 AM - 3 PM on July 8th, 2020 where students from diverse backgrounds were introduced to UW-Madison and our graduate programs.

The one-day event includes the following sessions:
1. Explore and Apply to Graduate School at the University of Wisconsin–Madison - a live session included information about Madison and the basics about the graduate school application process and funding options followed by a question and answer session
2. Breakout Sessions On-Demand featured the following 5 pre-recorded sessions and panel discussions
   a. Preparing a Strong PhD Program Application
   b. Preparing a Strong Master’s/Professional Program Application
   c. McNair Graduate Student Panel Discussion
   d. Understand Different Graduate Career Pathways
   e. Evaluating Graduate School Offers
3. Live Interactive Graduate Program and Resource Fair in which ~70 different academic programs and campus services interacted directly with students to answer questions.

Marketing Efforts
Our marketing efforts focused on a wide range of students and targeted underrepresented students. We utilized national program lists such as the Summer Research Opportunities Program (SROP) and the National Name Exchange (NNE). We also reached out to various resources and programs for underrepresented students on the UW-Madison campus, similar programs in other UW System Universities, and to colleges and universities in the midwest. Resources such as scholarship offices, academic pipeline programs, and cultural centers from various universities were contacted.

<table>
<thead>
<tr>
<th>Email Type</th>
<th>Total</th>
<th>Average Open Rate</th>
<th>Average Unique Open Rate</th>
</tr>
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<tbody>
<tr>
<td>Registration Invites</td>
<td>35,376</td>
<td>87.12</td>
<td>31.90</td>
</tr>
<tr>
<td>Reminders to Registrants</td>
<td>3,208</td>
<td>155.54</td>
<td>55.37</td>
</tr>
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</table>

Event information
Our virtual event had three different components which were both synchronous and asynchronous, the tables below present the data collected from the visitors and viewers to our live and on-demand sessions.
Registration and Website: Marketing through email and social media allowed prospective students to register for the event and view our event page. Although this event was targeted toward underrepresented students in UW-Madison, Wisconsin, and the midwest region of the US, our event was accessed by students from all over the globe.

<table>
<thead>
<tr>
<th>Total Final Registrants</th>
<th>Unique Visitors to Website</th>
<th>Countries Reached</th>
</tr>
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<tbody>
<tr>
<td>1105</td>
<td>1400</td>
<td>43</td>
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Most Popular Session: Graduate Program and Resource Fair
Our Program and Resource Fair was a live event in which around 70 academic programs and campus resources hosted specific meetings to interact with prospective students and included a section on the event webpage with links to live meetings.

<table>
<thead>
<tr>
<th>Total Page Views</th>
<th>Unique Visitors</th>
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<tbody>
<tr>
<td>1900</td>
<td>700+</td>
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Live Plenary Session and Panel Discussions:
Explore and Apply to Graduate School at the University of Wisconsin–Madison Live Session and Breakout Sessions with Pre-Recorded Videos. Our live session had over 400 attendees and below is the data for all of our pre-recorded videos.

<table>
<thead>
<tr>
<th>Live Plenary Session: Total Attendees</th>
<th>Pre-Recorded Panel Discussions: Total Views</th>
<th>Pre-Recorded Panel Discussions: Unique Views</th>
<th>Total Watch Time of All Videos (hours):</th>
</tr>
</thead>
<tbody>
<tr>
<td>~430</td>
<td>1080</td>
<td>691</td>
<td>178.2</td>
</tr>
</tbody>
</table>

Feedback
After the event we requested feedback from all vendors and registrants, this was done through two respective surveys with questions about satisfaction with specific sessions and interest in the different sessions of the event. Students could also provide written feedback, and a couple of those quotes are included below.

Students
Average Recommendation Rating: 8.3, students were asked to rate how likely they were to recommend this event to a friend on a scale of 0-10 with 0 being the least likely and 10 being the most likely.
Pie Graph 1: Students were asked which session they had the most interest in and the most popular option was the Graduate Program and Resource Fair

Bar Graph 1: Students were asked to rate their satisfaction with the Pre-Recorded Breakout Sessions of Panel Discussions and majority of the students were extremely satisfied.

“The individual program fair was incredibly useful. As a student a few years away from graduate school, the conversation I had pointed me in concrete directions for what to explore between now and application time.”

“Accessibility. If I had to travel to Wisconsin to do the same things I did today, I definitely would not have gone. Although there are certainly some things a virtual open house cannot do, I think the capacity to make sense of the resources and information out there made the event worthwhile.”

**Vendors**
Average Recommendation Rating: 7.8, vendors were asked to rate the likeliness of recommending a colleague to participate in this event on a scale of 0-10 with 0 being the least likely and 10 being the most likely.

Bar Graph 2: Vendors were asked to rate their satisfaction with the Online format of the Graduate Program and Resource Fair’s online format and majority were extremely satisfied.
Bar Graph 3: Vendors were asked if their expectations for the event were met and majority responded “Yes”.

“The fact that it was virtual. With past in-person fairs, we would maybe get 1 or 2 students at most to stop by our table; this year we had 10 students and had great conversations with all of them. Removing the barrier of travel was a great benefit to our program”

“I thought it was a great event. We were able to have more in-depth conversations with the students than we normally do at in-person career fairs. We would like to see more of these held!”

**Improvements for the future:**

- Our two social media kits were well-received by campus communicators and participating vendors. We should continue in the future.
- Host at least one dry run for registered vendors before the event
- Share the event site with unregistered students after the event so they can access the content during the following week.