

UC San Diego

VIRTUAL TRITON DAYS
MAY 27, 2020

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PLANNING FOR VIRTUAL TRITON DAYS



COVID-19

- As the situation with COVID-19 evolved, and a stay at home order was looming, we realized that we needed to quickly pivot and plan for a virtual-only event.
- The power of teamwork was effectively demonstrated as the entire campus community quickly answered the call for video assets and information to make the event a success.

Planning for a virtual-only event

- A website experience and feature video were developed by an outside ad agency, Vitro.
- The Admission team coordinated a schedule of more than 60 Live Triton Talk Webinars across both days, which included a virtual after party!
- EM worked with numerous campus partners, in hosting a Live Triton Talk for newly admitted students and their families.
- Campus partners were provided branded materials (including PowerPoint templates and Zoom backgrounds).





Planning for a virtual-only event

- Marketing for the event was coordinated between University Communications and EM's Creative Services.
- The campus community responded to AVC Brumfield's call for content, enabling a diverse range of content to be featured as part of the newly created website.
- Campus leaders like EVC Simmons and VC Becky Petitt, filmed at-home welcome videos which were prominently featured on the Virtual Triton Day website.

VIRTUAL TRITON DAY 2020

UC San Diego

ACCEPT YOUR OFFER

VIRTUAL TRANSFER TRITON DAY

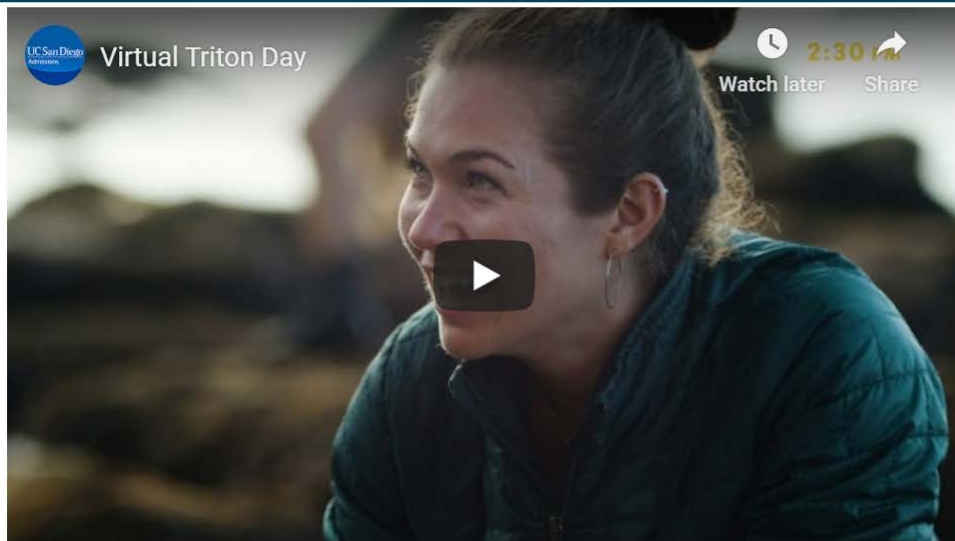
The complete campus experience. Minus the sand in your hair.

VIRTUAL TRITON DAY 2020

UC San Diego

VIRTUAL
TRANSFER
DAY
TRITON

ACCEPT YOUR OFFER



While you may not be able to walk the grounds of our idyllic campus, here you can surf through everything you'd see at UC San Diego. From welcome messages shared by campus leaders to in-depth looks at our prestigious colleges, it's all here—even the hidden gems of San Diego. Grab a comfy spot on the couch, kick back, and immerse yourself in the life of a Triton.

TRITON TALKS

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VIRTUAL TRITON DAY 2020

WELCOME



Welcome to UC San Diego

The Triton community is excited to congratulate you on your admission to UC San Diego. Join us in celebrating your tremendous accomplishment!



Welcome From Elizabeth Simmons

Executive Vice Chancellor for Academic Affairs Elizabeth H. Simmons welcomes a new class of admitted Tritons.



Welcome From Becky Pettit

Hear from Becky Pettit, UC San Diego's Vice Chancellor for Equity, Diversity and Inclusion, as she welcomes you to Virtual Triton Day.



Welcome From Adele Brumfield

Hear comments from Associate Vice Chancellor for Enrollment Management Adele C. Brumfield as she welcomes you to Virtual Triton Day.



Welcome From LeShane Saddler

Admissions Director LeShane O. Saddler congratulates you on your outstanding accomplishments as a UC San Diego admitted student.



Transforming UC San Diego

UC San Diego is constantly evolving to better the lives of our students—from expanding our college system to building brand new housing facilities where students can live, learn, and play!

ACADEMICS



UC San Diego Academics

The academic opportunities offered at UC San Diego are rewarding, innovative, and will challenge you in the best way possible.



Arts & Humanities PATH Summer Academy

Learn about UC San Diego's partnership with local community colleges for this valuable summer program for Arts & Humanities transfer students. This program is being offered remotely Summer 2020.



Biological Sciences at UC San Diego

With seven different areas of study—from neurobiology to bioinformatics—discovery comes to life through UC San Diego's Division of Biological Sciences.

TRITONDAY.UCSD.EDU

THE RESULTS



Virtual Triton Day First-Year Students

- Nearly 4,000 unique attendees participated in Virtual Triton Day on April 4, 2020.
- The Virtual Triton Day website received a total of 11,917 visits on April 4, with a very low average bounce rate of 20%, indicating strong engagement with video content, triton talks, photo gallery, and more.
- There was a total of 14,806 video plays (i.e. starts), and the most popular video was “Virtual Triton Day” which totaled 1,974 video plays. This video was the result of a collaboration between Enrollment Management’s Creative Services unit, University Communications, and an outside advertising agency, Vitro.

Virtual Transfer Triton Day

- More than 1,200 unique attendees participated in Virtual Transfer Triton Day on May 9, 2020.
- There was a total of 3,625 visits overall.
- There were 606 total clicks to the Accept Offer CTAs, a click through rate of ~17%, which is fantastic!
- There was some additional activity on Sunday, May 10. Another 270 visits, and another 40 Accept Offer CTA total clicks.



AN IMMERSIVE EXPERIENCE



Keeping with the tradition of past events held on campus, Virtual Triton Day and Virtual Transfer Triton Day offered sessions that allowed newly admitted students to learn more about the programs and opportunities available at UC San Diego.

Participants were able to explore their UC San Diego College during the individual College sessions, learn about undergraduate research opportunities, make connection with Campus Community Centers and hear from current Tritons during a student panel.



Thank You

With a truly collaborative effort we aimed to provide students the assurance that by choosing to become a part of the Triton Family, they would be supported in their academic and life journey.

We won't truly know how successful we were until the newly enrolled Tritons arrive on campus and realize that the virtual experience was just a peek into the multiple opportunities and adventures to come.

UC San Diego