

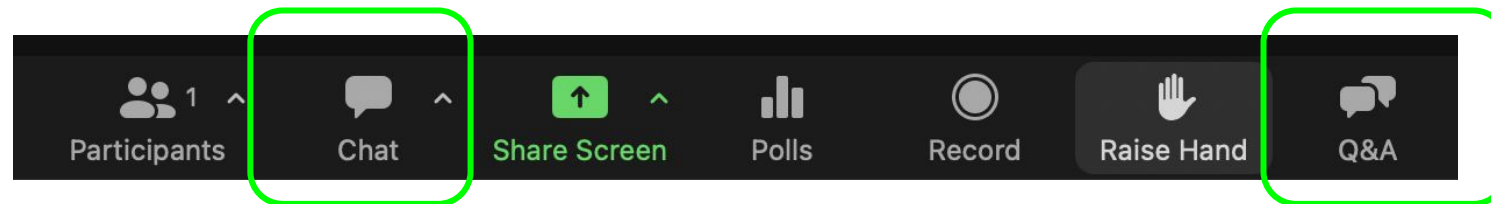


# How to Improve Inclusivity in the Admissions Marketing Process

- A Roundtable Discussion -

# Housekeeping

**Share your LinkedIn profile in the chat!**



**Ask questions in the Q&A section**

# GOAL & AGENDA

1. Why inclusion matters
2. Understanding different needs of students
3. Building Community & Belonging
4. Creating equitable engagement points
5. Q&A



# Today's Speakers



**Vielka Hoy**

Founder & CEO  
Bridge to College



**Ryan Wilson**

CEO  
Team Trust Production



**Dustin Ramsdell**

Community Engagement  
Pathify



**Jonathan Martin**

Higher Ed Account Exec  
Concept3D

# POLL TIME

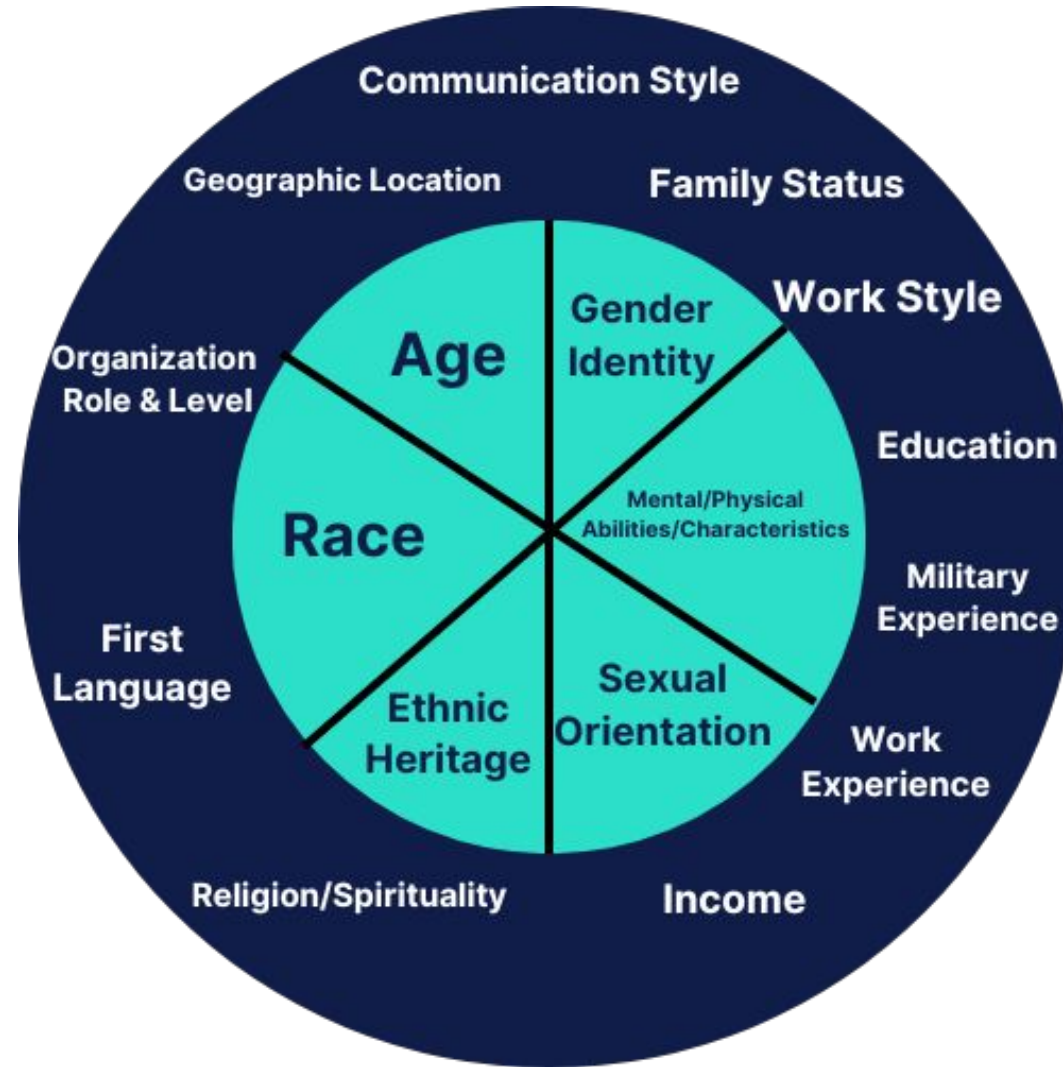
**On a scale of 1-10, what is your understanding of why your campus diverse/not diverse?**

10 = (full understanding)

1. 9-10
2. 7-8
3. 5-6
4. 3-4
5. 1-2



# Why it matters



# Targeted Communication: Understanding of different needs from students

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# Building community and belonging

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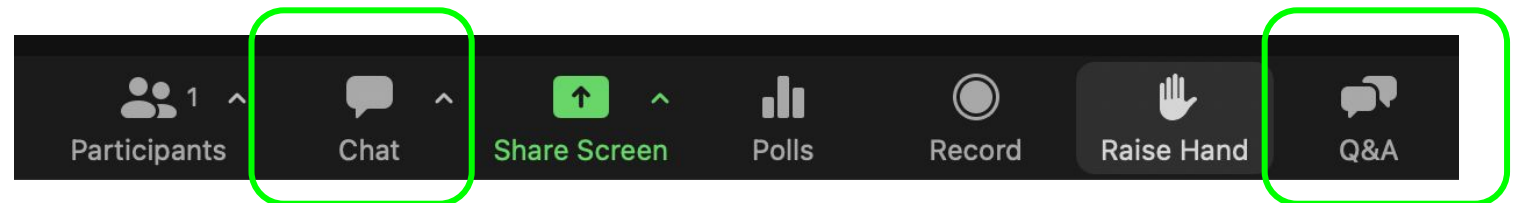
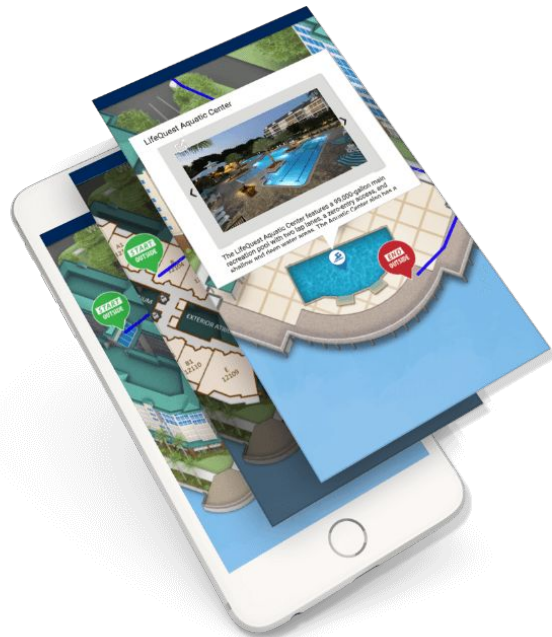
# Creating equitable engagement points

The screenshot displays the SDSU Campus Locations Wayfinding application. The interface includes a search bar at the top left, a 'Campus Locations' dropdown menu, and a '.pdf Maps' dropdown menu. A 'WAYFINDING' button is visible above the map. The map itself shows a detailed campus layout with numerous blue lines representing accessible routes and black icons with white figures representing various engagement points. The map is bounded by 'MISSION VALLEY FWY' at the top and 'MARY LANE DRIVE' at the bottom. On the left side, there is a sidebar with a 'Locations' header and a 'Sort: Default' dropdown. Below this, there is a 'Back' button and an 'ADA Accessibility' section with several filter options: 'Accessible Routes' (checked), 'Access Not Advised' (unchecked), 'Pick Up Locations' (checked), 'Accessible Elevators' (checked), 'Building Access' (unchecked), and 'ADA Restrooms' (checked). The sidebar also features a 'CLEAR' button.

# LEARNING MORE

**What areas are you struggling with?**

Please reply in chat and we will try to answer in Q&A



# Q&A

# POLL TIME

**Are you interested in learning more about how Concept3D can help showcase your institution's inclusive and accessible options?**

1. Yes
2. No
3. Not sure



## POLL TIME

**Are you interested in learning more about how *Pathify's Engagement Hub* can help you better support prospective students?**

1. Yes
2. No
3. Not sure



# RESOURCES

Your Guide To Serving,  
Understanding, and Adding  
Value to the Largest Minority  
in the World

Team Trust Productions

CONCEPT3D

The ultimate checklist for

## A More Accessible Higher Ed Website



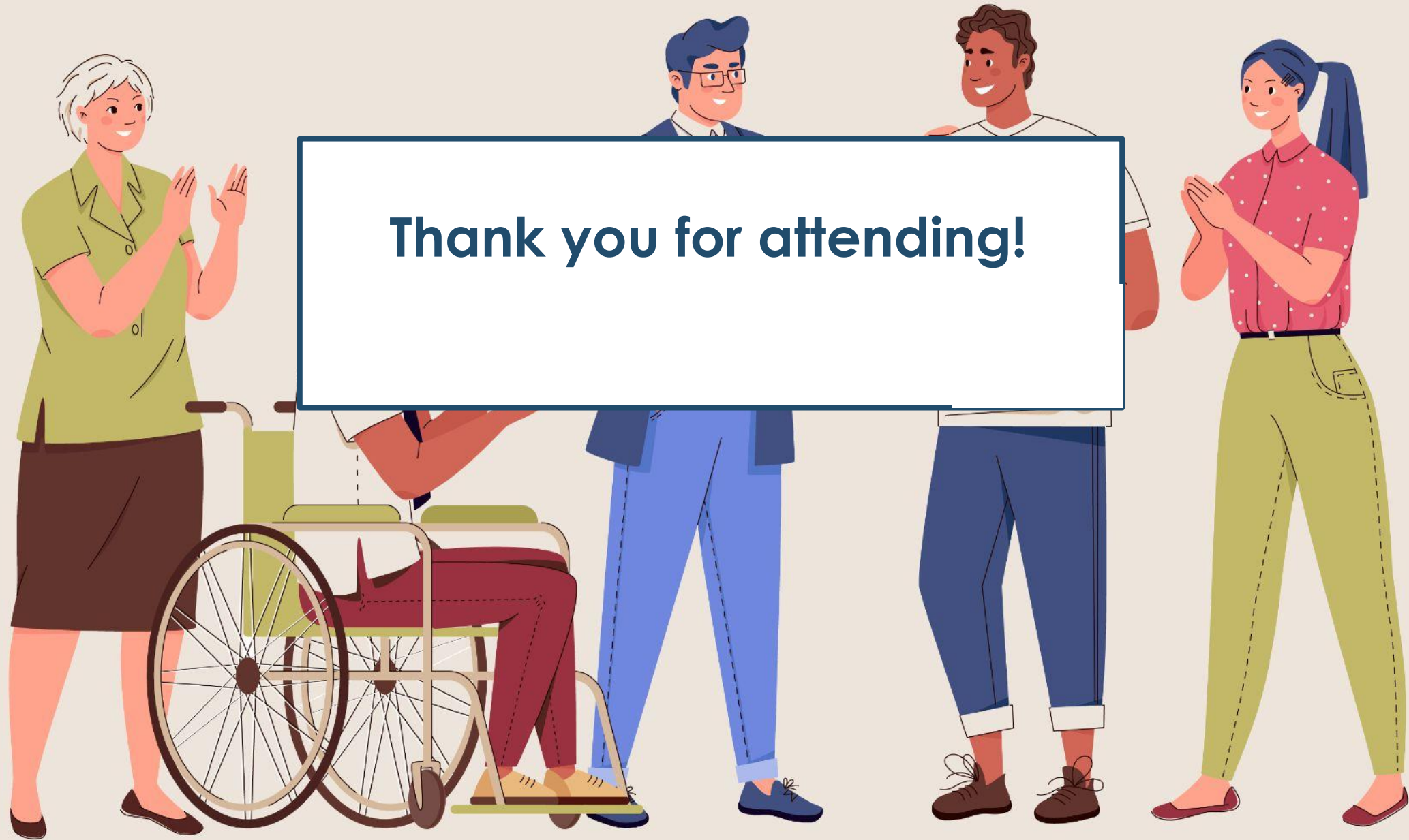
## Find the **right** college for you



Our free survey considers academic,  
financial, and social factors to make  
sure you go to the perfect college... for you.

Let's Get Started





**Thank you for attending!**