

Tuesday, June 1, 2010

New student and alumni receptions spread the OU story

By **Katie Land**, news editor

Oakland University's impact on outlying communities is expanding this spring, thanks to new student and alumni receptions hosted in Grand Rapids and Toledo this May by Undergraduate Admissions and University Relations.

As a joint outreach effort, each two-day stop offered an opportunity for local alumni to reconnect and network with each other, as well as learn about new information and changes at Oakland and how to effectively share their own OU story to future students in their communities.

At a separate reception, admitted freshmen planning to attend OU and live on campus this fall were able to connect and exchange contact information before orientation and make the move to Rochester a bit easier.

Both events were positive experiences for everyone who participated, said Luke Fleer, coordinator of OU's Alumni Admissions Ambassador Program (AAP).

"We have seen great success with our outreach initiatives," Fleer said. "Next year we plan to hit Toledo and Grand Rapids again to continue building an Oakland base in those areas, while also exploring other communities along the border of metro Detroit."

New students had the chance to have their photo taken with the Grizz, OU's mascot, as well as to have individual questions answered by admissions staff regarding academic programs, on-campus housing, and financial aid and scholarship opportunities.

As an additional bonus, students exchanged contact information and were able to plan ahead to share rides to and from the university.

"It is tough for students south of Detroit and on the west side of the state to venture to campus for a Welcome Reception visit, so we wanted to bring OU to them," Fleer continued. "We wanted to answer questions and help the new students form a bond with each other before their first day of living on campus."

The two alumni engagement receptions drew a diverse group of professionals and provided a setting to discuss upcoming opportunities for alumni outside of metro Detroit, to learn more about the AAP, alumni area representatives program and receive some new grizzly gear.

OU's team utilized the time in between receptions visiting local high school and community college guidance counselors, offering fresh advice, materials and most importantly building stronger relationships.

For more information about admission requirements and applying to OU, visit the [Office of Undergraduate Admissions website](#). For more information about the AAP and upcoming alumni engagement receptions, [view the website](#).



Alumni from Grand Rapids gathered for an OUAA reception.



Newly admitted OU students meet at the Toledo Zoo.

SUMMARY

New receptions for students and alumni spread the OU story in Grand Rapids and Toledo this May, hosted by Undergraduate Admissions and University Relations.

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