



INSIDE THE PRESIDENT'S CIRCLE



Students applying to college really need to see a campus in person to decide if they should enroll. Pandemic restrictions have thrown a monkey wrench into the admissions process, but that didn't stop Siena's enrollment management team from coming up with an awesome idea to really pique the interest of prospective freshmen.

The All-Access Admitted Student Visit was introduced this month, where students and their families come to Siena for a one-on-one, personalized campus tour experience, all from the comfort and warmth of their cars.

December 11-13 were the kick-off dates for the new visit program, and more than 180 people came – an incredible 95 percent show rate. The all-access program will also run weekends in January and early February.

Families pull into campus, and like they're at a drive-in theater, watch a three-minute video about the College on a big screen, and listen to a welcome message through their car radios. Then, out come their laptops and Chromebooks so the admits can visit via Zoom with a Siena student tour guide and content strategist while they drive around campus. The program lasts about 30-45 minutes, and many families stayed longer to chat with their guides.

“The tour guide gives info about Siena and its programs

– kind of like play-by-play – while the content strategist provides color commentary based on the visiting students' interests, which we've researched in advance,” said Katie Szalda '01, director of admissions. “The response to this personalized approach was just amazing.”

At the end of the tour, they get a Siena hoodie and some treats from the dining hall, plus a bumper sticker and a note from President Chris Gibson '86 Ph.D.

Lindsay King, associate director of international recruitment, was part of an admissions team tasked with innovative ways to let prospective students learn about the Siena campus while regular tours and admissions events are not an option. The details were in the works for several weeks.

“We were the ‘crazy idea’ people,” said King. “Initially, the ideas we came up with were a little too comfortable, like virtual visits with breakout rooms. Then we decided to really brainstorm and embrace the crazy.”

Inspired by the vintage look drive-in visit signs created by Art Director Sergio Sericolo that have been up around campus, King thought – why not make the visit like a drive-in theater experience?

“We all have a lot of time these days - why not give people somewhere to go where they can visit safely? Families were really impressed with their customized Siena experience.”

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Families came from throughout New York, New England and New Jersey for the event. Allison Turcio '06, director of digital strategy, said the combination of an in-person visit with a virtual element was key to the success.

“We were able to make each family feel special, and show them the campus while keeping them safe,” she said.

Ned Jones, vice president for enrollment management, said the program was “a real bell-ringing moment” for the College.

“It wasn’t just a tour, it was an experience,” he said. “This is what we talk about when we talk about innovation.”



Br. Tito Becomes Fr. Tito

Fr. Tito Serrano who joined the Siena community this past summer and who has worked with students athletes with academic advising became Fr. Tito at the end of 2020.

Fr. Tito’s ordination Mass was celebrated by Bishop Thomas Olmsted of the Roman Catholic Diocese of Phoenix at St. Mary’s Basilica, the church

associated with St. Mary’s High School, where Fr. Serrano graduated. Concelebrating with the bishop were Fr. Julian Davies, OFM, and Fr. Mark Reamer, OFM from Siena.

“It was great having the ordination in Phoenix because I was able to have people in attendance who were an important part of my

development during my teenage years,” said Fr. Tito. “Former teachers and coaches who I admired, as well as family and friends, were able to attend.”

On Jan. 3, Fr. Tito celebrated his first Mass at Siena’s Chapel. He has been part of the campus community since last summer.

“We have to continue to remember and look back at 2020 and to learn from our experience – to grow from it, to make the priorities that became relevant to us in such a unique situation a part of our new selves as we continue to grow and move forward,” he said during his homily. “Let priorities old and new come together so that we can grow and be better today than we were yesterday so that eventually we can become who we truly are in Christ.”



A “Cut” Above the Rest

Basketball games at The ARC this season might sound different this season as the MAAC decided a “no fans” rule but they certainly will look a bit similar if you look in the stands. The Siena Athletics department offered the chance for fans to purchase cutouts of themselves to be placed in seats all around the venue to give the players the best possible home court advantage. The cutouts have been sent in from all over the country and feature the beloved “Rally Nuns”, current students, and even beloved family pets. Next timeout, take a closer look to see who you can spot in the stands. You never know who might be seen!



Blessing from Fr. Larry Anderson, O.F.M., College Chaplain

Most High, glorious God,
We praise You and we thank You
for the many good people and blessings
You have bestowed upon Siena College
since the time of its founding.
We ask today that Your spirit of truth and goodness
enlighten those who have graduated from Siena
give them true faith, certain hope, and
perfect charity, sense and knowledge O Holy One,
as they continue to carry forward
the mission of Siena College

Celebrate Siena Giving Day on March 17

Siena Giving Day is the special day that alumni, students, families, faculty, staff, and friends unite toward a common goal: Supporting the mission of Siena College and the *Education for a Lifetime*.

Participation is key and each gift moves Siena one step closer to unlocking challenge gifts that could amount to a 24-hour fundraising record.

Join in the excitement and make your gift today at siena.edu/givingday or by mailing back the enclosed envelope to have your name added to the Donor Roll!





The World Needs More Saints!

Events

2/15 – Senior Saints- A History of Past
Siena Presidents

2/18 – 3rd Thursday- Spring Semester Overview
with President Chris Gibson

2/22 – Spring Semester Begins

3/17 – Siena Giving Day, siena.edu/givingday

To learn more about these events, including
locations and times, please visit
siena.edu/alumni/events

