



**Outreach Proposal:**

Development of 1<sup>st</sup> floor Welcome Center in SSB 110

10/17/2016

**Goal:**

Create a Welcome Center that serves as an initial gateway and hub for new and prospective students and visitors and devoted to engendering a greater awareness of the services and opportunities that will contribute to their success at West.

**Problem Statement:**

At this time, West does not have a designated "Welcome Center" that serves new and prospective students and visitors to the campus. Welcome Centers are typically staffed by employees that are well informed about academic programs and student support services. These employees help educate students and campus visitors about the Matriculation process, programs and services on campus, as well as direct/refer them to corresponding services. Such Welcome Centers have the potential to better direct student and visitor traffic, more easily resolve student concerns, and set favorable impressions of how the college responds to student and visitor's needs.

**Solution Statement:**

Designating and staffing the SSB 110 room in the first floor of the SSB for the exclusive use of welcome center duties can help establish a more student-centered culture. The SSB 110 room has a "fishbowl" style and location; the room's street-facing wall is made of almost entirely of glass and fronts one of the busiest quads on campus. It is hard to think of a more suitable space for a "welcome center" given the number of students and visitors who pass and see this location. Since the SSB 110 room is currently underused and unsuitable—given the student traffic—as an AFT "staff lounge", we recommend moving the AFT "staff lounge" to the unused "Freudian Sip" space.

**Anticipated Outcome:**

Establishing the Welcome Center will enable us to:

- Create an inviting environment for new and prospective students
- Direct students appropriately and reduce unnecessary congestion at the corresponding offices/departments/services.
- Better educate new/perspective students and visitors about academic programs and support services through formalized and informal orientation.

**Evaluation:**

Services provided by the Welcome Center will be evaluated through student and visitor surveys. These surveys will ask students and visitors to discuss their impressions of West, the campus climate, and effectiveness in communicating about the matriculation process, student support services, and academic opportunities.

*\*Proposed Floor Layout attached*

FRONT DOOR

SMOOTH

WELCOME

SWING DOOR

FRONT COUNTER

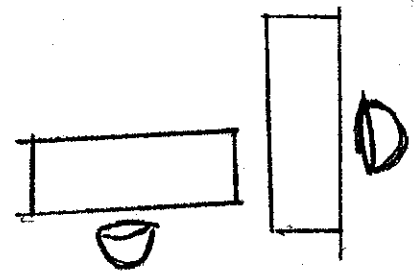
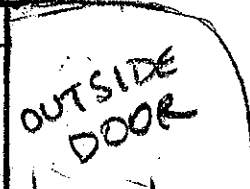
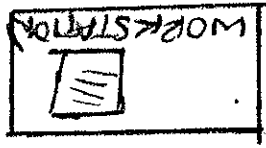
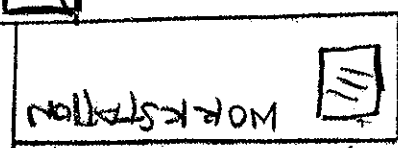
RECLAIM

CENTER

FLOOR CABINETS  
FLOOR CABINET  
4x16

PARTITION BUILT

WINDOW



WINDOWS

WINDOWS

C. HILLTOP & C. M. S. 111

17. 06. 2011