KEY									
Information Flow: Campus Day			Action taken by admitted freshmen		Action taken by Admissions Office		Ма	Manual action taken by C+ES Office	
Campus Day registration is used to predict about how many more students to admit during Regular Decision, given that 80-85% of Campus Day participants will matriculate.			Action taken by participating units		Action taken by Marketing team		Automatic action taken by C+ES Office		
	Event Planning Ev		nce + ervices Site	Undergraduate Admissions Site		Communication with Registrants		Reporting	
OCTOBER	The Admissions Office sends requests for Campus Day marketing, presentation, or registration updates to all participating academics units.								
NOVEMBER	Each unit informs the Admissions Office about updates to their own Campus Day program via Google Docs. The Admissions Office finalizes and sends								
	updates to Marketing and Conference + Event Services (C+ES).								

DECEMBER Marketing updates all program presentations and registration confirmation PDFs. The C+ES team then updates the Campus Day Registration and Confirmation pages and forms on the C+ES site. The Admissions Office tests the registration forms to ensure the event capacities are accurate. **DECISIONS** Admitted freshmen MID-DECEMBER receive an email informing them of their admitted status, directing them to register for Campus Day. Admitted freshmen then receive their hard-copy admittance package in the mail, which also directs them to register for Campus Day. From the Admissions site, the admitted freshman is then directed to register for Campus Day on the C+ES site. The admitted freshman creates an account + registers themselves and their parent(s), if applicable, for the Campus Day according to their admitting unit. The admitted student The admitted student then receives an email (and their parent[s]), if applicable) are then containing the registration added to the list of confirmation PDF registrants for a specific created by Marketing. Campus Day. The Admissions Office splits the list of registrants into groups of 15-20 people, depending on their admitting unit. This facilitates the afternoon Twice a week, the C+ES team sends the tours.



