

The Louis D. Brandeis Legacy Fund– Undergraduate Admissions Impact Report



SEED students and parents/guardians at the conclusion of the program

Overview:

As part of the Office of Admission and Brandeis' dedication to serving historically underrepresented students, we hosted two fly-in programs giving attendees the opportunity to visit campus at two phases of the college admissions process. The SEED program (Students Exploring and Embracing Diversity) invited 37 prospective students and a parent/guardian to campus prior to their admission application to Brandeis University from October 20 - October 21. The commUNITY Fly-In program invited admitted students along with a parent/guardian to campus from April 12-13. Both SEED and commUNITY are on-campus events that gives remarkable students the opportunity to explore a community committed to intellectual creativity and academic rigor. At the conclusion of each program the students and their parent/guardian moved into general prospective student or admitted student programming with other students.

The Legacy Fund assisted the Office of Admissions in funding travel costs, lodging, and meals for multiple students and families so they could immerse and envision themselves within a campus rooted in curiosity and social justice.

Selection Criteria:

Eligibility for SEED included the following:

- Student submitted an application to the SEED program, which included a supplemental essay detailing why they would benefit from the program
- Students must not have previously visited Brandeis
- Students have distinguished themselves through notable academic performance and have demonstrated their commitment to community engagement, community building, and social advocacy

Eligibility for commUNITY included the following:

- Student must have been admitted to Brandeis and received a personalized invitation to the commUNITY program

- Students have distinguished themselves through notable academic performance and have demonstrated their commitment to community engagement, community building, and social advocacy.

Use of Funds:

Through the support of the Legacy Fund, Brandeis Admissions was able to host 44 students and their parents/guardians across both SEED and commUNITY dates.

Costs Covered:

- Lodging
- Food
- Transportation

As a part of programming, students and their parent/guardian participated in:

- Workshops facilitated by Hiatt Career Center and Intercultural Center
- Panels with current Brandeis students
- Speeches given by Brandeis administrators
- Interviews with current Brandeis students (SEED only)
- Admitted Student Programming (commUNITY only)

Impact:

We collected feedback from SEED and commUNITY attendees through an anonymous survey after the conclusion of each event. Below are some quotes indicating the impact of the program on participants:

SEED:

“I loved SEED- it was one of the best weekends of my life and reaffirmed Brandeis University as my top college choice. I hope to see you all soon, thank you!”

“This experience galvanized my daughter's enthusiasm for the program. Thank you for introducing yourselves and the program. Information such as the various clubs and the R1 status means a lot in our decision-making process.”

“SEED is an exceptional program that enables students to explore Brandeis University that may not have the financial means to visit. Thank you!”

CommUNITY:

“I got to understand the university a lot more. I also enjoyed the students who made us feel welcomed. Shout out to [the Admissions staff] for all the organization and communications. I enjoyed the tour by [Admissions Fellow], and [the Admissions Fellow] was great during the dinner on Friday. I enjoyed the programming and getting to know the other students was great. Great experience - thank you so much.”

Metrics: (Please do not post these publicly).

SEED:

31 Students attended and 45.2% of those students submitted an application, an increase of about 3.5% from last year. 18% of the SEED attendees offered admission are planning to enroll at Brandeis.

CommUNITY:

Feedback from CommUNITY 2023 was that our smaller events were lacking the energy that a larger event creates when we have all students altogether. For that reason, we changed from three offerings of CommUNITY to one for 2024. This caused an intentional reduction in overall students but created a stronger impact for attendees. 13 students attended and 31% of those are enrolling at Brandeis. That is significantly higher than our overall Regular Decision yield.