

Create a Fresno State Welcome Center

CURRENT CHALLENGE:

Fresno State is without a welcome center, a central point for new students, staff and visitors to be received by the university.

PROPOSED SOLUTION:

Create a Fresno State Welcome Center. The Center could include information services, guided tours, and would be a meeting point for new students, staff, parents and visitors. The Fresno State Welcome Center would be a place to display accomplishments

BENEFITS TO FRESNO STATE:

First impressions are always important. A new welcome center, located in an existing building, would create a positive first impression of the university for students, families, new faculty and visitors. The benefits will be far reaching; from helping a student or parent decide Fresno State is the right university for them; to instilling a sense of warmth in a visiting donor deciding the university is a good place for their support; to improving the attitude of all who attend or visit the university and look for a ready place to come to meet, learn about campus and be welcomed.

ADDITIONAL INFORMATION:

As Coordinator of Bulldog Card & Imaging, I see the way we greet our students and visitors first hand, and how we provide them with information. This led me to the idea of the welcome center by thinking about the welcoming process and how we can make it more efficient and engaging. A good welcome center can be a bright, vibrant place that instills the spirit of the university. It can be a meeting place for new students and guests, and a place where schools and departments on campus can showcase their achievements.