

alumni/ae corner

MARK SCHULMAN'S PRESIDENTIAL TOUR HITS 15 CITIES AROUND U.S.

President Mark Schulman concluded his 2009 Presidential Tour, meeting with prospective students, current students, Goddard graduates and faculty members in 15 cities across the country.

students. Prospective students and their guests seemed "sold" and ready to take the next step to call an admissions counselor. A good time, it seems, was had by all. According to Mark, the tour proved the resilience

views and perspectives," Mark added. "It made me proud to have served these fine folks as their president for the last seven years." The college mailed invitations to nearly 8,000 Goddard folks, and those were followed by one or more e-mails to confirm details of attendance.

NOTES FROM TOUR GOERS

Josiah Litant (ED '08) in Amherst, Mass., reported, "I had a blast last week and look forward to future collaborations!"

Fran Dejasu (PSY '07) in Providence, R.I., said, "I'm so glad I went – the Goddard spirit is so contagious!"

Laurel Coutts (RUP '74) in San Francisco, Calif., said, "It was an awesome event. I was extremely intrigued by details of Goddard's history and future plans, plus very happy to personally meet Mark and the other alumni."

Ariana Matos, a prospective student from Brooklyn, N.Y., said, "The gathering was great! I have wanted to go to Goddard for a long time, and now is the right time for me to do it."



CATCHING UP A group of alumnae chat with Goddard staff member Erin Fristad (second from right) during a presidential tour stop at the Interstate Firehouse Cultural Center in Portland, Ore.

The response to the invitation to join in conversation with Mark was unanimously positive. Graduates were gratified to hear that Goddard is thriving, and current students were enthusiastic in speaking about their experience at Goddard to prospective

and eagerness to support the college's "reinvention."

"When I visited with people in 2003 for my 'Inaugural Tour,' the concern for Goddard's very survival was high, and there was, as one would expect, tension about the decision to close RUP (in 2002)," he said. "In 2009, we know Goddard will survive, and we believe it will thrive, and, while we remember RUP, we comprehend deeply that Goddard's DNA still exists in our current structure.

"It was great to meet so many people and hear their

TOUR TIES IN WITH NEW ENROLLMENT MANAGEMENT

This kind of promotion is linked within the new integrated enrollment management system at Goddard. We know from the 2009 Identity Study that word of mouth is our strongest advertising tool and that satisfied Goddard graduates are our best recruiters.

Just like the subtle changes you've seen in this issue of *Clockworks*, Goddard's message and look will slowly evolve as we become more adept at communicating with past, current and future students, as well as our other many constituents.

Finding new students for Goddard is the most important thing every Goddard community member can do. If you have ideas about how we can help you do that, give Alumni/ae Director Sarah Hooker a call, or send her an e-mail: 866.614.ALUM or sarah.hooker@goddard.edu.

GOING STRONG Harriet Holling, who graduated from Goddard in 1944, shares a hug with Mark Schulman in Portland.

