



# BCIT's OPEN HOUSE 2004

Choose Your Own Path



# *It is our Mission:*

- To make this the most successful Open House that BCIT has had by providing *dynamic program information* , creating an *exciting campus environment* and attracting more than *25,000 visitors to this two-day event.*



# Event Objectives:

- 1) **Recruitment vehicle**
- To help increase long-term exposure and awareness to the many educational opportunities available at BCIT.

Target markets include:

- High school students, teachers, administration and parents
- K-7 students, teachers and parents
- Middle school students, teachers, and parents
- Other post-secondary students
- Potential international students
- Special agencies (WCB, EI, HR, First Nations, etc)
- Employers
- Advisory committee members

# Event Objectives:

- 2) **Public Relations Activity** –
- To increase awareness, i.e.. BCIT's role in BC's economic development and to raise the perception of BCIT's quality and professionalism.
- Target markets include:
  - General public
  - Local Rotaries, Chambers of Commerce, Board of Trade
  - Government: Municipal, Provincial, National
  - Alumni
  - Retirees
  - Internal staff, students and families

- Four Student Leaders to coordinate:
  - Corporate Sponsorship
  - High School Tours
  - Volunteers
  - Logistics

# Corporate Sponsorship



# Objectives

# Results

# Diamond Sponsors



# Platinum and Gold Sponsors



# Prize Highlights

- \$3000 tuition credit for a prospective student
- 5 schools have donated 26 PTS courses
- 2 Canucks media box passes for a lucky volunteer
- Maple desk from Direct Line Office Furniture

# Recognition Event

- Sponsor Recognition Reception
  - Saturday, April 3<sup>rd</sup> at 2 p.m. in NW1 HR Training Room
  - Distribute sponsor certificates
  - PEC is welcome to attend
  - Followed by VIP tour of top student displays

# Faculty Involvement



BCIT  
**open**  
**house**  
2004  
JOIN US APRIL 2 AND 3





BCIT  
**open**  
**house**  
2004  
JOIN US APRIL 2 AND 3



# Schools and Tours



# Objectives

- Double Open House 2002 numbers:
  - Register 80 schools for Open House 2004
  - Increase number of student visitors to 3000 for Open House 2004
- Ensure organization and implementation of tours for Open House 2004

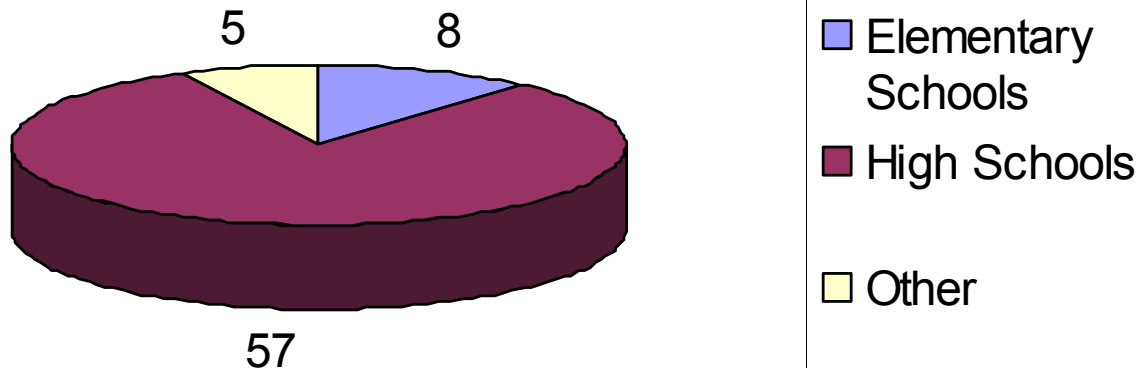
# Process

- Mailings: introductory letters, registration brochures, reminder rave cards
- Phone calls to past Open House visitor schools
- Promotion of mural contest for local Burnaby elementary schools
- Collaboration between volunteers, logistics, and schools and tours
- Hard work!

# Results

- 70 schools registered

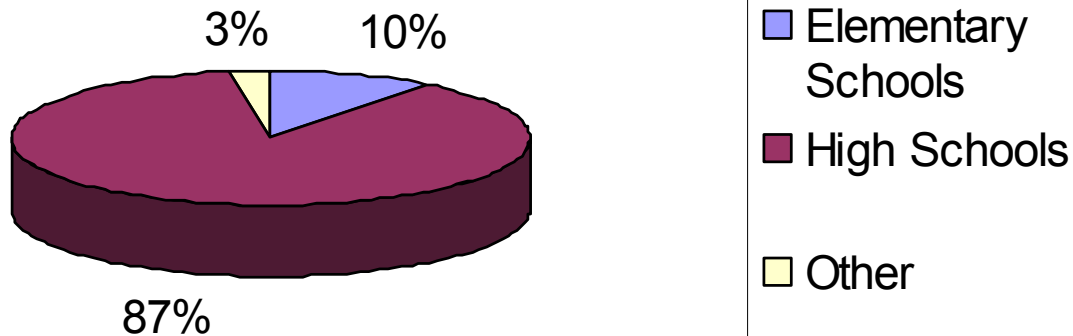
**Open House Registered Schools**



# Results

- 3311 students and chaperones registered

## Open House Student Registration



# Student Displays & Logistics

# Objectives

- To surpass prior amounts of involvement from BCIT staff, students and alumni
- To organize the most memorable Open House in BCIT history through a wide array of displays from various programs
- To attract more visitors than any past Open House event

# Results

- Approximately 150 displays registered
- Entertainment
  - Shriner Clowns
  - Planetarium
- Safety and Security
  - St. John's Ambulance
  - Burnaby Fire Department

# Involved

- All Schools
- International
- Student Association
- Technology Centre Research
- Library
- Alumni Association
- Pioneers Club
- Program Advising
- Retirees Association
- First Nations
- Apprenticeship Services
- Sponsors

# Volunteers





BCIT  
**open**  
**house**  
2004  
JOIN US APRIL 2 AND 3





BCIT  
**open**  
**house**  
2004  
JOIN US APRIL 2 AND 3



# Alumni Relations



# Objectives

- Alumni Association - more active than ever - at BCIT's 40th Anniversary Open House!

## Alumni 40th Anniversary Tent

- displays
- affinity partners
- message boards
- prize draws

# Activities

- 40th Anniversary Retrospective Display in Library
- Alumni Reunions
  - all years "Welcome Back!" VIP reunion event in the campus pub
  - program reunions

# Activities

- Alumni Volunteers
  - display judging
  - welcome sessions
  - "Welcome Back!" VIP event in the campus pub
- Time Capsule

# Wrap Up and Thank you

- Now we need your support!
- From the PEC we seek:
  - Enthusiasm, encouragement and support
  - Cancellation of classes on April 2
  - \*Additional Resources if needed\*
  - Support for faculty and staff involvement
    - volunteering
    - to tour the campus and see what happens here
    - Interact with our corporate sponsors and invited guests

The path you choose can  
make all the difference.

