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Going the Extra Mile for Record Freshman Class

CEDARVILLE, OHIO -- Cedarville University celebrated its 13th-consecutive record enrollment with the arrival of 995 freshmen this fall, which is also a record. The admissions staff have played a crucial role in helping those students make a home at Cedarville.

According to Abigail Colvin, assistant director of guest services, 737 of the 995 incoming freshmen this year, or 74%, visited campus before choosing Cedarville. In 2018, nearly the same percentage of incoming freshmen also visited campus before enrolling. Over the course of several years, admissions has worked hard to provide exemplary customer service for all prospective students that walk through their doors.

"Throughout their campus visit, whether that be in meetings with professors, campus tours or attending chapel, our goal is that they catch a glimpse of what their 1,000 days as a student may look like at Cedarville," commented Kristen Cochran, campus experience coordinator for Cedarville admissions. "We want their campus visit to be exceptionally memorable as we strive to provide exemplary service and hospitality to all of our guests. At the end of their visit, our utmost desire is that our guests want to join the Cedarville family."

One of the not-so-secret ingredients of successful campus visits are the tour guides. Cedarville tour guides usually walk backward in order to speak directly to prospective families. They also pray before each tour, asking God to give direction to the students in this important decision-making process.

Cedarville tour guides, who are all volunteers, go the extra mile in the way they interact with families, Colvin explained. That may include eating lunch with a prospective family, walking them to class or spending extra time sharing about their own Cedarville experience.

"When I think of our staff members, our student workers and our tour guides, I want people on campus to know that they are doing excellent work," Colvin said.

And the numbers are proving it.

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,380 undergraduate, graduate and online students in more than 150 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and high student engagement ranking. For more information about the University, visit www.cedarville.edu.