

2024-2025 Innovation in Diversity and Inclusion Grant Award Assessment

Welcome to the Borough

Submitted by Lexie McCarthy, Ed.D., Director of Off-Campus and Commuter Services

Program Details: Friday, August 23, from 4:00 – 8:00 p.m. (Welcome Week)

Attendance: 500+ new students (450% increase year-over-year)

Final Expenditures:

- **Signage:** \$1955 – Chester County History Center Rental from Party Center
- **History Center Tours:** - \$800
 - **Total:** \$\$755

Student Feedback: This year's attendance ballooned by over 450% thanks to moving the program to a later time and adding event shuttles for accessibility. New students who engaged in the Welcome to the Borough program indicated that they thoroughly enjoyed learning about West Chester's connection to central social justice historical movements and moments related to diversity and inclusion in the West Chester community, the Commonwealth, and the nation. Many students indicated that they were unaware of West Chester's deep historical roots.

Partner Feedback: The Chester County History Center's director of education, Jennifer Green, was pleased with the event and the opportunity to connect with WCU students. Last year, just one student signed up for membership at the History Center. This year, 14 students signed up (1000% increase). Interpreters across the Borough noted less attention from students than last year due to other amusements offered, but staff enjoyed sharing West Chester's storied history with interested new students.

Improvements for Next Year: In our debrief meeting, campus partners agreed that "Welcome to the Borough" should be a signature tradition for years to come, including the signature partnership with the Chester County History Center funded by the 2024-2025 Innovation in Diversity and Inclusion Grant. To increase interest in history center event pieces and showcase these important locations in the Borough, the Welcome to the Borough Committee intends to incorporate a scavenger hunt (utilizing the Goosechase app) and incentive to visit all sites.