

2023-24 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 25, from 12:00 – 3:00 p.m. (Welcome Week)

Attendance: 100+ new students

Final Expenditures:

- **Signage:** \$550 – Goshen Signs
- **Printed Maps:** \$193.54 – WCU Graphics and Printing
- **History Center Tours:** - \$1120
 - **Total:** \$1863.54 – Chester County History Center

Student Feedback: While turnout was lower than expected, new students who engaged in the Welcome to the Borough program indicated that they thoroughly enjoyed the opportunity to learn 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 Director of Education at the Chester County History Center, Jennifer Green, was incredibly pleased with the event, and her staff and volunteers enjoyed sharing West Chester’s storied history with our new students. She shared the pictures below with our planning team in a thank-you email.

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 informative Chester County History Center tours funded by the 2023-24 Innovation in Diversity and Inclusion Grant. To increase attendance for 2023-2024, we intend to host the program later in the evening on the Friday of Welcome Week, so that no other programs will interfere. Additionally, we hope to add transportation to the program next year to aid in accessibility.

Event Pictures:

