



**ABOUT:** Send-off Parties bring the mission of the DAA—to engage, connect, and celebrate—to students, parents, and alumni as we begin each school year. They are held annually worldwide.

## SCHEDULE

**The DAA office usually schedules all the parties between the last week of June through the first week of August.** The day of week and time of day vary from region to region. The parties generally last about 2 hours and the DAA seeks out the party host if the area has at least 8 incoming students; and work with the chair of AAAC to coordinate the logistics of the party, including the involvement of the local AAAC interviewers.

## WHO'S INVITED

The incoming first year students and parents; incoming undergraduate transfer students and parents; current undergraduate students and parents; all alumni (in almost all areas), including AAAC interviewers and other volunteers (exceptions are cities where sheer numbers are prohibitive, e.g., Manhattan, Durham); and **not** incoming graduate or professional students.

## ROLE OF DAA

- Recruit hosts – hosts make the parties more personal and cost effective; whether held in homes or other venues, the hospitality provided by the host is key to a welcoming atmosphere;
- Handle all publicity;
- Set up online registration site;
- Keep host informed of registration numbers;
- Provide package of Duke supplies to host; and
- Send staff member to attend (in most cases).

# PUBLICITY

**HOW TO PUBLICIZE EVENT:** All parties are listed on the DAA website; links on the Send-off website to all registration sites; registration is done primarily through Regional websites; and Regional Facebook groups; and on Duke Pass for incoming students.

**HOW TO PUBLICIZE INVITATION:** Incoming students and parents receive e-mail invitation; parents also receive a letter from a DAA student intern; and a reminder e-mail is sent to incoming students and parents; current undergraduate students receive e-mail invitation; a general e-mail is sent to the entire student body; and a reminder e-mail is sent; and Alumni and parents of current students receive an e-mail.

## ROLE OF AAAC/REGION

- Leadership should attend and encourage attendance among volunteers;
- AAAC volunteers should contact matriculating student as an added personal invitation;
- Include party information in regularly scheduled regional publicity;
- Registration will take place through regional website;
- Include on regional Facebook group (if applicable) - FB post should direct people to register on website, not through FB;
- Volunteers should promote volunteer opportunities at the event; and
- Volunteers should be prepared to answer questions about their volunteer role and about Duke in general.

## ROLE OF HOST

- Provide venue;
- Provide refreshments- light snacks and sodas are sufficient;
- Approve invitation drafted by DAA;
- Take attendance when no staff is present; and
- Make welcoming remarks, to all, especially newest members of the Duke family.

## AT THE PARTY

- DAA staff will try to attend most parties;
- Other campus staff may attend select parties;
- Host and staff to say a few words of welcome; and
- Incoming and current students introduce themselves.

# TIMELINE

