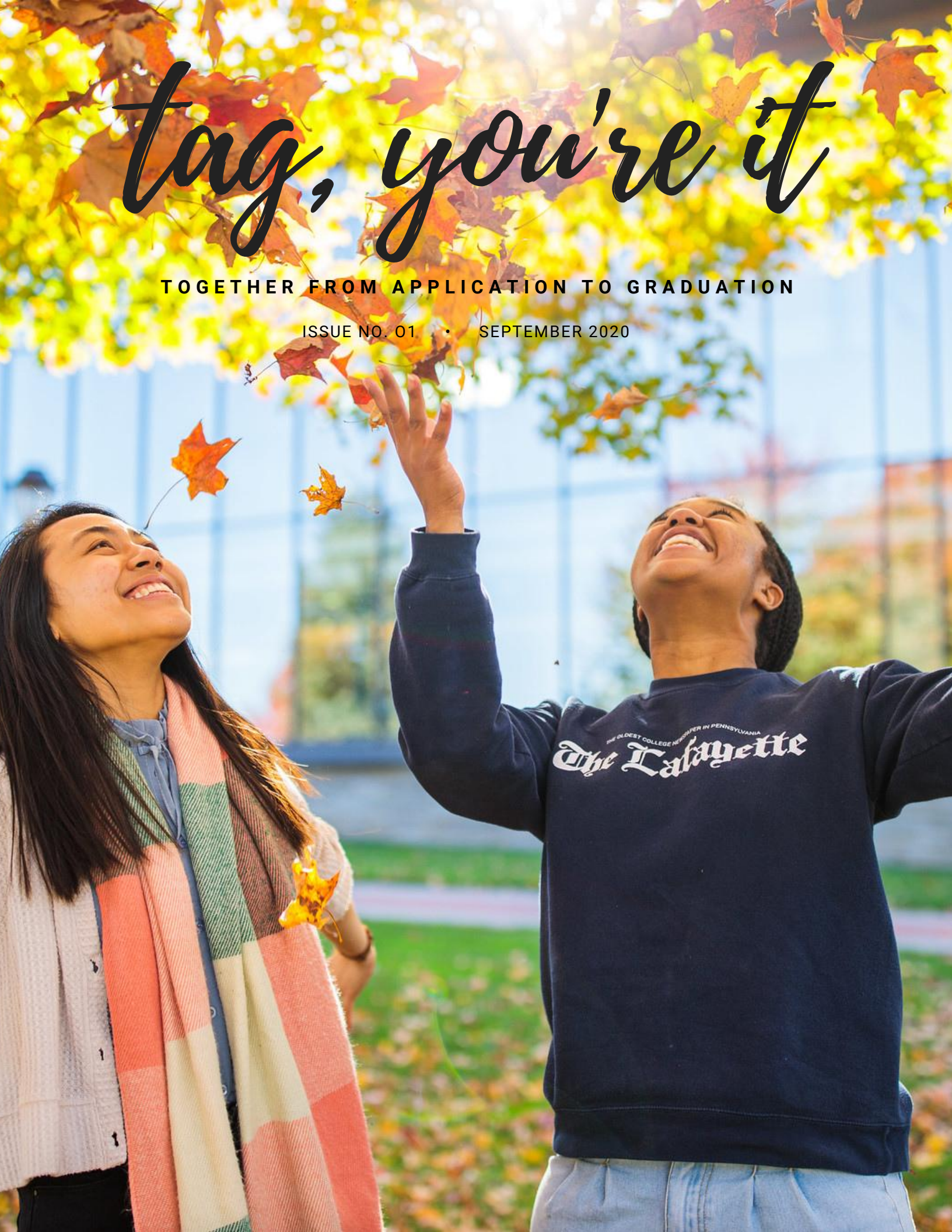


tag, you're it

TOGETHER FROM APPLICATION TO GRADUATION

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WHAT IS TAG?

Dive into learn how Lafayette College's Admissions teams of access and success transformed into one cross divisional team and program using an equity mindedness model to re-imagine student success for historically underrepresented scholars.

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MEET THE TAG *LINKS*

Meet the team of experts who are leading the way in revolutionary relationships that center community care and connections as a catalyst for social change.

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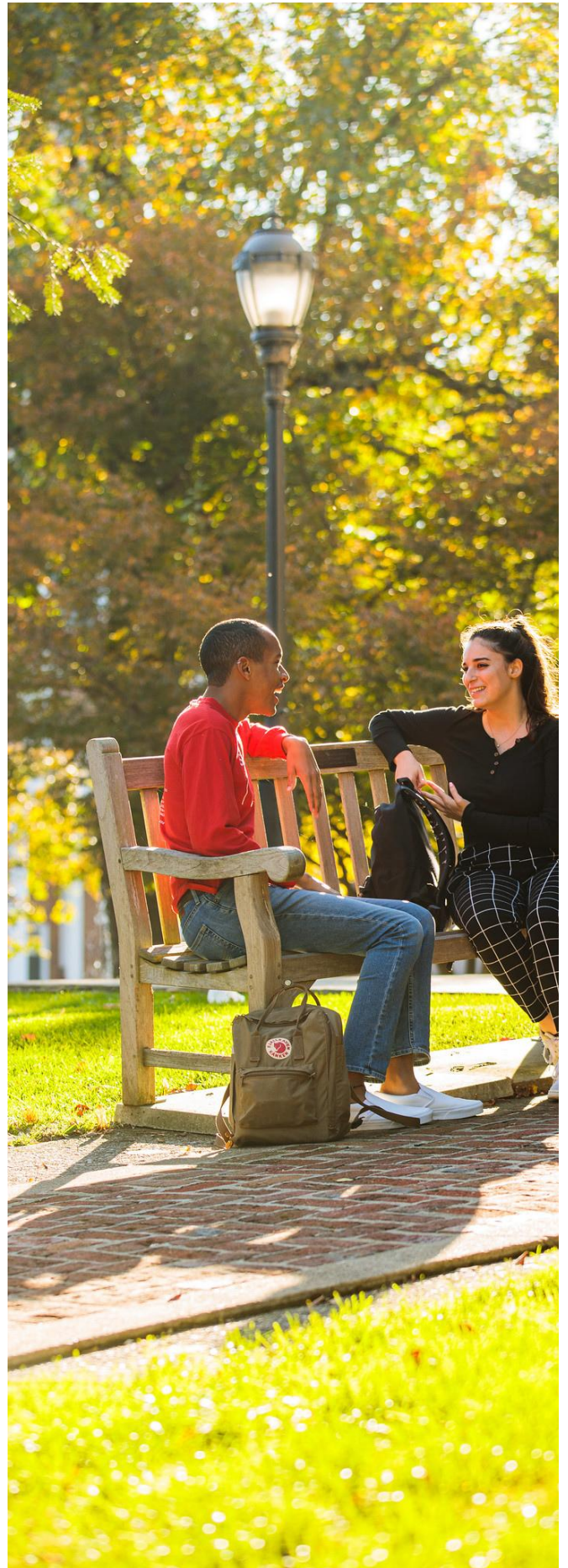
THE TAG CURRICULUM

The TAG team has taken the "hidden curriculum" and brought it to the front stage to not only be seen but KNOWN. Our program serves as "a 5th class" providing our scholars with an equity lens to turn facts into storytelling, relationships into social change and individual success into community repair.

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THE POWER OF RELATIONSHIPS

In TAG , we've done our research on relationships and how critical they are in the overall success of our lives. According to Dr. David McLelland, the people you habitually associate with determine as much as 95% of your success or failure in life.





editor's note



Welcome to the TAG, You're It, digital magazine. Our first issue will serve as an introduction and celebration for the TAG Scholar program. In this issue you will also meet a cross divisional team who will be taking an enrollment division into a new frontier as we redesign the role of an admissions representative and tap into their capacity to transform student success outcomes.

As our premiere partners in college access and success, we are thrilled to capitalize on the imperative and critical work you have done for young people in your organizations. We recognize the skills, talents and vast potential of each scholar who lands in our applicant pool and on our campus.

The TAG Scholar program, (Together from Application to Graduation) is a redesign of the original narrow Higher Education design. Our TAG team members have become equity minded practioners and implementation innovators.

We have created and curated a college success road map we like to refer to as "an ecosystem of success." We all have heard, "it takes a village to raise a child", well we believe it takes an ecosystem of success to provide an equitable student experience. We have the framework, tools and processes needed to address student success gaps.

Join us and learn more about our signature success program, TAG, Together from Application to Graduation. In our future issues we will share updates on our TAG scholars, highlight important dates and processes, give tips and tricks for application and matriculation success, and so much more. I can not wait to lead a program that we believe will redesign and reimagine student success as we know it for equity in student outcomes. TAG, You're it!

Cristina Usino

Cristina Usino
EDITOR IN CHIEF

LAFAYETTE
COLLEGE



TAG
YOU'RE IT
SCHOLARS

TOGETHER FROM APPLICATION TO GRADUATION





what is tag?

Words by

CRISTINA USINO & LOUISE FRAZIER

*In an effort to operationalize and maximize the innovative and groundbreaking work of our access and retention efforts for historically underrepresented students at Lafayette College, team access and team success transform into one cohesive and linear team. **The TAG Team. Together From Application to Graduation.***

The scholars we serve will be called **TAG Scholars** and have a motto we know will leave lasting reverberations in our community, **TAG, You're IT.** They've been chosen with great intention and fierce advocacy to lead their transformative college journey's on our hilltop and we want them to know it!

The TAG team members will be referred to as LINKS, because when our TAG Scholars need more, they double click on us.

Our team of experts on equity and inclusion are poised and ready to launch signature and concierge-styled recruitment & retention efforts.

These include targeted high school and CBO visits with interviewing opportunities and application review feedback. From our **Pards in the City** interview blitzes to our **Seat at the Table** case studies, every touch point we have with your students will be painted with equity brushstrokes.

Our application review process will remain the same in that our team continues to review all partnership students in their separate committee to receive an advocacy rating, but now we will also use this process to nominate students to become **TAG scholars.**

Once enrolled, TAG scholars will be placed in small cohorts with their own **LINK** and dive into a tailored curriculum that redesigns and redefines student success. TAG Scholars will be invited into a community to build equity from the micro to the macro. Meet your LINKS on page 7.



what is tag? cont'd

Words by

CRISTINA USINO & LOUISE FRAZIER

Our TAG team's collective ecosystem of success is achieved by engaging various actors on campus (i.e. faculty, administration, staff) through a process of self-inquiry. When various practitioners engage in this change process, they improve student success outcomes and also have the tools and framework to continuously reassess their practices, policies, and structures that all impact student success. We will be the **LINK** to equity from application to graduation and beyond! In honor of our namesake's, Marquis De Lafayette's rallying cry "**Cur Non**" (why not?) we **boldly ask, why not you? why not us? why not now?** Tag, you're it!



The Links

DOUBLE CLICK ON US WHEN YOU NEED MORE

BRI BRASWELL

Assistant Director, MD, NJ, VA

Bri is in her 8th year at Lafayette; four as a student and four as an administrator. She is a DC POSSE scholar, former captain of the dance team and a Lafayette Zumba instructor whose classes always have a waitlist! Bri believes that healing happens through movement and serves our students through rhythm and flow. She is kindness personified and an ode to organization, always keeping our team and our students on track.



JEROME GRIFFIN

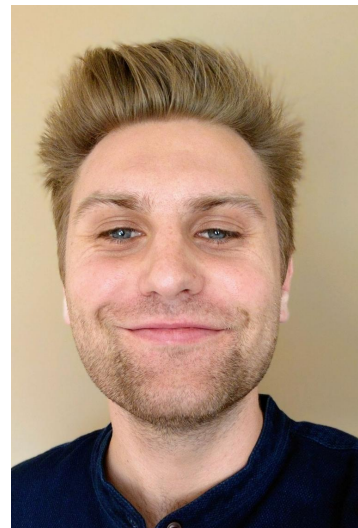
Senior Assistant Director, NC, PA, VA

Jerome is in his 2nd year at Lafayette. He's a new dad so most of his days are spent playing with toys and cleaning. In a former life he was a D1 football player. Now he's an advocate for all students, a marketing genius for our team and an underground stylist who keeps our team fresh. He's a rock for us and for so many of our students.

CORY PRESSL

Assistant Director, DE, MA, ME, NH, RI, VT

Cory is in his 6th year at Lafayette; three as a transfer student and three as an administrator. While a student, he was a Film and Media Studies major and Government and Law Minor, and a member of the Varsity Track & Field team. As a self-described introvert, he is passionate about helping everyone find their voice.



The TAG team will share its vast range
of philosophies for success with our
scholars every month.

#TAGPHILOSOPHIES



LAFAYETTE

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DOUBLE CLICK ON US WHEN YOU NEED MORE

CRISTINA USINO

Associate Director, Team Leader, NYC & DC

Cristina is in her 5th year at Lafayette. Fashionista. Therapist. Mom of two mini leopards. Cristina leads with her expertise in transparency, vulnerability and justice. She spearheads innovation and creates a culture of uplifting ideas and people. She can be found with students saying her signature phrase "let's unpack that".



DYSEAN ALEXANDER

Admissions Counselor, AZ, NM, NY, PA

Dysean is entering his second year at Lafayette College, but as a life-long Lehigh Valley resident he understands the value of our community. An Admissions Counselor by day and Stand-up Comedian by night, Dysean works to bring joy with a dash of laughter into all he does.

LOUISE FRAZIER

Associate Director, Team Leader, NJ, NYC, OK, TX

In her 7th year at Lafayette, Louise splits her time between recruitment and helping students navigate their transition to college. As a native New Yorker, Louise is a lover of music, dance, and all things spontaneous and fun. Her office is a known space on campus and, on any given day, you can find Louise in her den accompanied by students.



tag, you're it

FROM



TO



LAFAYETTE

The Links

TOGETHER FROM APPLICATION TO GRADUATION

ALANA ALBUS

Senior Associate Director and Coordinator for Equity and Inclusion Initiatives, Gateway Career Center

Alana is an advocate and ally. You'll see her all over campus joining clubs and organizations, lunch talks, programs, and speakers. She has 2 daughters, her oldest graduated from Franklin & Marshall College with a degree in Environmental Studies and is an organic farmer in Washington State. Her youngest is in her last semester of school as a Cinema and Media Studies major at Gettysburg College. Alana loves live concerts and was going to be an actress until higher education and helping students find their path stole her heart.



BRANDON MORRIS

First Year Class Dean, Academic Advising



Hailing from the First State of Delaware, Brandon has 10 plus years of higher education experience under his belt. Entering year 5 at Lafayette College, Brandon has remained an important figure in the community with the work he does to advocate and support the first year academic experience. He is passionate about helping students find their voices and set goals for their life plan. As a husband, father, business owner, and music lover, Brandon has many unique interests and looks forward to connecting with you.



it takes an ecosystem

The TAG Scholar curriculum is anchored in the equity minded framework which calls practitioners like the LINKS to make institutional change so students can have the optimal outcome of success. We believe your college success is a join partnership between us and YOU. YOU are at the center of this ecosystem and we are here to help you build your own tailored and unique ecosystem of success.



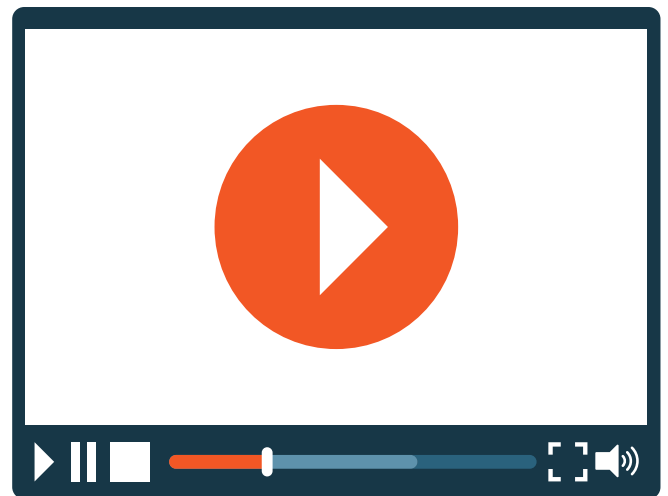


the power of relationships

Words by Jerome Griffin

At Lafayette, we've done our research on relationships and how critical they are in the overall success of our lives. According to Dr. David McLelland, the people you habitually associate with determine as much as 95% of your success or failure in life. That's huge! To really drive this point home, we want you to double click and keep this critical life hack with you! Once you're done, click here and listen to our current Leopards talk about the game changing characters in their lives.

#tagphilosophies



from application to
graduation

tag,

you're it

