

# CAMPUS ENTRANCES

## First Impressions Last

VYA E-NEWS

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**FIRST IMPRESSIONS OF ANY CAMPUS** are crucial to public perception of the entire institution and often the deciding factor potential students use to choose a school. In the selection process, students use many factors including distance, size and academic reputation. But the college visit is often the determining factor. And the more appealing the campus, the more successful the school in meeting its recruiting goals and sustaining its institutional reputation.

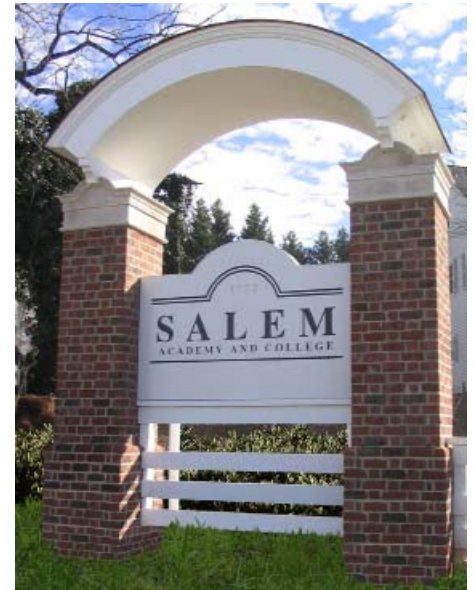
Crossing the threshold of any campus is called “the moment of truth” – when a student decides if this is a place to endure for four years or a place where lifetime memories are made. Furthermore, your entrance identifies the institution: it’s the first thing people see when they enter the school; it’s the image they carry when they leave.

Many colleges and universities create new entrances to introduce the historical characteristics of the original campus. The gates for Emory & Henry College, Bridgewater College and the new portal signs for Salem Academy and College follow this example. Other schools such as Wright State University create dramatic new entrances which in this case both greet the visitor and also screen a large parking lot near the entrance.

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VAN YAHRES ASSOCIATES is one of the nation’s leaders in master planning and site design for colleges, universities and other institutions throughout the country. To learn more about how to make your campus more walkable and admired by all, contact Mike Van Yahres at [mvy@vanyahres.com](mailto:mvy@vanyahres.com)

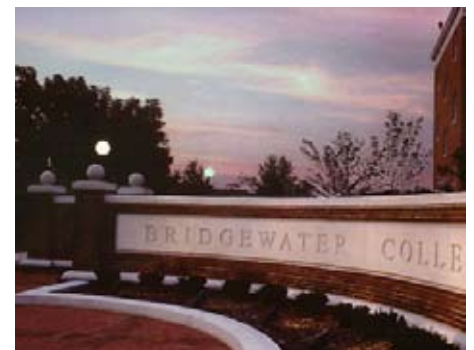
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SALEM ACADEMY &amp; COLLEGE



WRIGHT STATE UNIVERSITY



BRIDGEWATER COLLEGE