

# College befriends Facebook applicants

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COASTAL MONMOUTH BUREAU

**WEST LONG BRANCH** — Prospective Monmouth University students now may submit part of their applications through Facebook by providing an optional video personal statement there, in addition to or instead of providing the school with a written personal statement.

Lauren Vento Cifelli, director of undergraduate admissions, said the school put this option in place because of the “overwhelming number of students already using social networks such as Facebook. This will allow them to submit a piece of their Monmouth application through the medium they prefer.”

Monmouth began using mainstream social networking sites on Facebook, MySpace, Twitter, YouTube and Ning in December as another way to speak with current and incoming students.

In the spring, a class of 2013 Facebook group was created to communicate about

## WHAT'S NEXT

### OPEN HOUSE:

Monmouth University will host its annual open house for prospective students and their families from 12:30 to 4 p.m. Oct. 11.

the enrollment process as well as to allow an opportunity for students who entered Monmouth in September to meet each other.

The class of 2013 group has 862 members, which demonstrated to Monmouth the popularity and usefulness of communicating via social networks with this demographic, the school said.

“We were excited to see the level of interaction between students and were able to engage students on a more personal level during their college decision-making process,” she said.

For more information, visit [www.monmouth.edu](http://www.monmouth.edu) or call 732-571-3456.