



PRESENTATION HANDOUT



# INCORPORATING CURRENT STUDENTS IN YOUR RECRUITMENT & RETENTION

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# Welcome

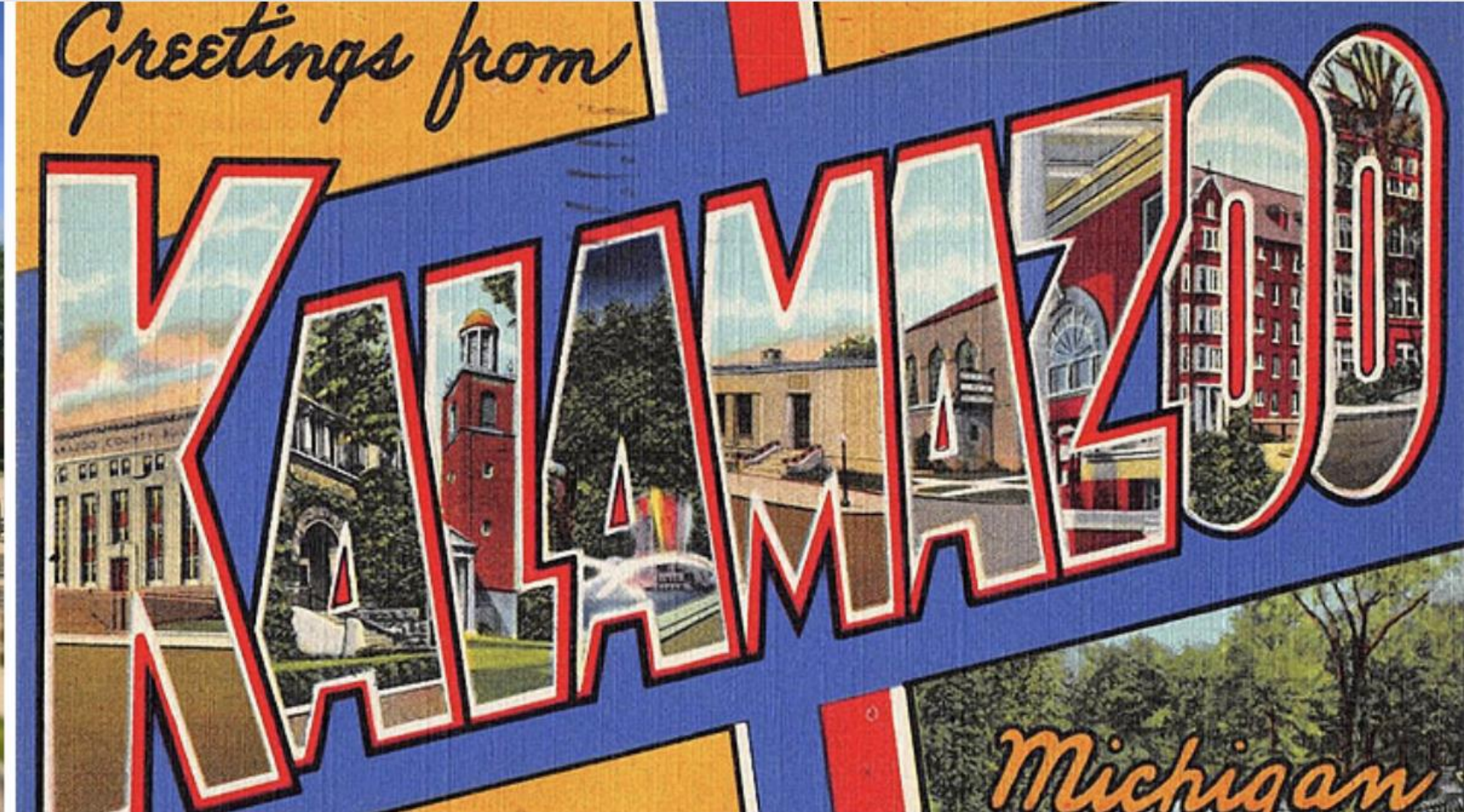


About your presenters

# Agenda

1. Training
2. In-person/Virtual
3. Social Media
4. Pocket Points







# Generation Z

Things we know:

1. Digital
2. In-person
3. Authentic
4. Connection/Relationships

Enter Current  
Students...



# Training

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Set them up for success

Create a positive culture

Remember our goal

Give them a voice





# The Script

Sturdy foundation

Live it

Add their voice

Once mastered, it's versatile



# Practice for Success

Nightly trainings

Quizzes

Modules

Watch, do, teach

Semesterly refresh



# In-person

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Trust your veterans

Give them enough space

Have serious fun



# Virtual

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Cyber connection

Another touch point

Allows options

Start the conversation



# Social Media

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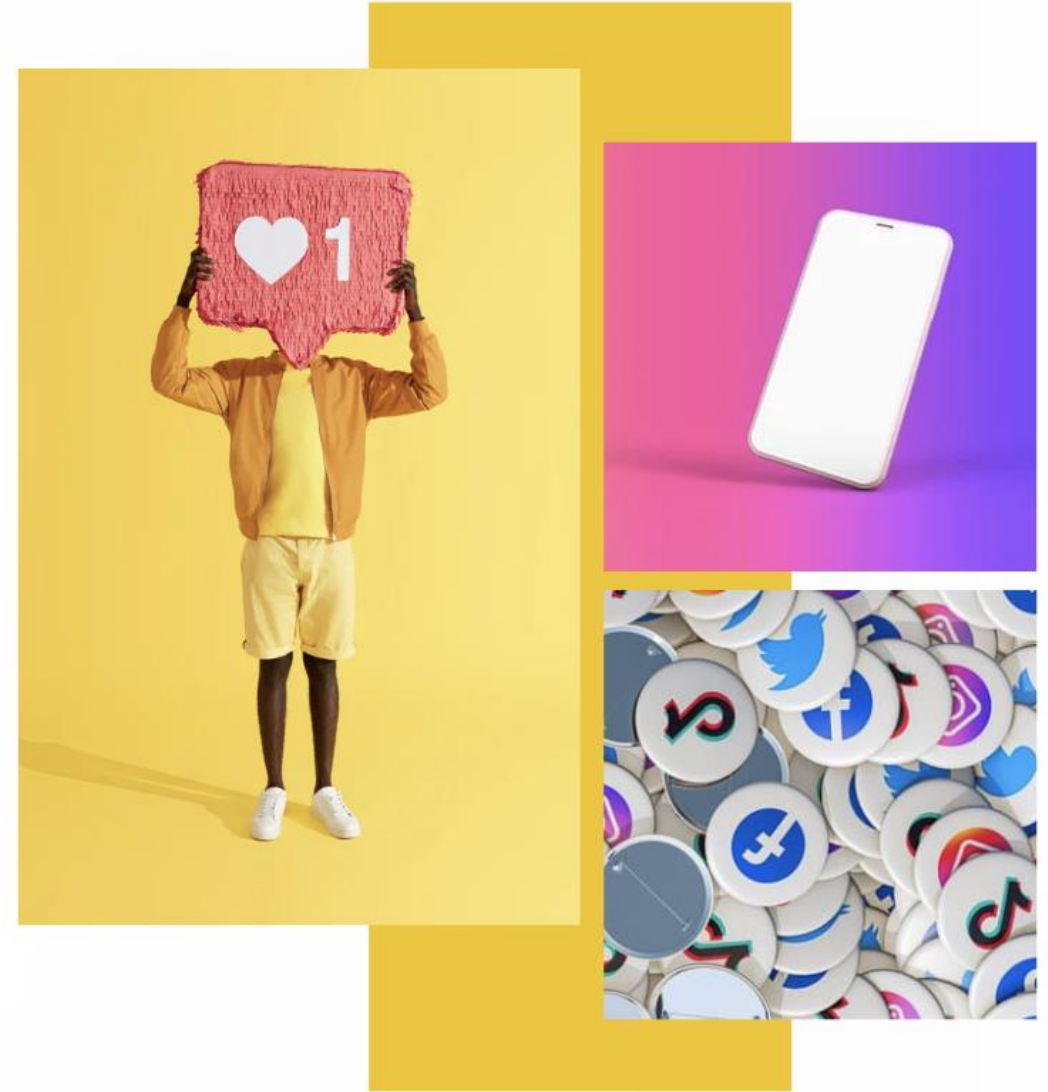
#1 rule is to be authentic

Each platform has an audience

Showcase behind the scenes

Be professional

## This is what we found...



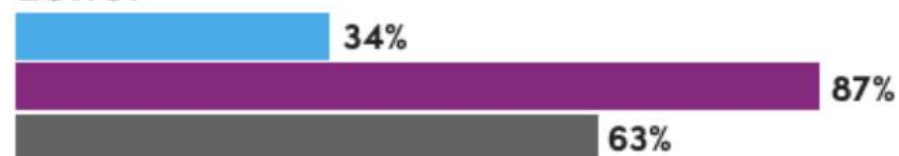
**Figure 4. Who teens would like to contact them – and how**

**CURRENT STUDENT**   **ADMISSIONS OFFICER**   **FACULTY MEMBER**

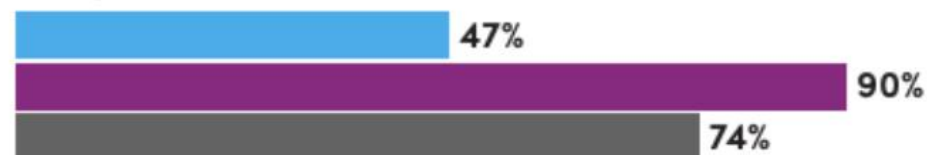
### Text Message



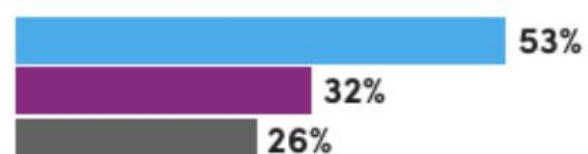
### Letter



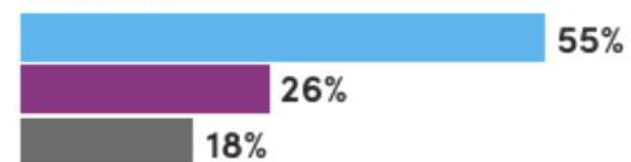
### Email



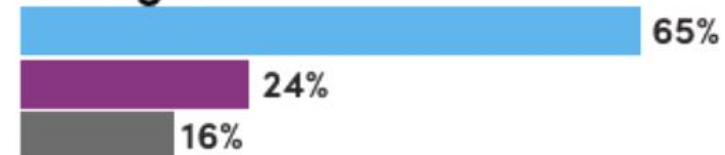
### Facebook



### Twitter



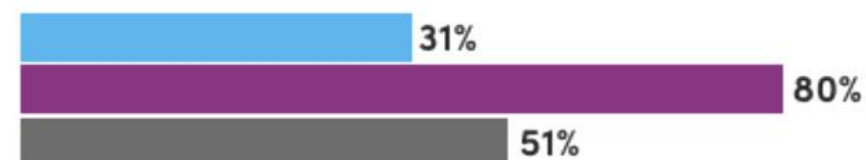
### Instagram



### Snapchat



### Phone Call



*In response to the question: "Think about a college that really interests you – one where you may apply. what way(s) would you like to hear from that college, and who would you like to communicate with you? Please select as many as apply." n = 1,082*

## Most compelling social media content

Sorted by 2021 seniors' content preference

PREFERRED CONTENT	OVERALL	SENIORS	JUNIORS	SOPHOMORES
Photos	53%	53%	52%	55%
Videos	51%	51%	50%	51%
Student takeovers	31%	33%	28%	32%
Short text	31%	32%	31%	30%
Event invitations	33%	30%	36%	33%
Links to news stories or features	26%	23%	28%	30%
Livestreaming from events	20%	20%	20%	19%
Stories	22%	19%	22%	29%

# Crash Course

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## TikTok:

- Use all lowercase
- Trending sounds, (almost) always
- Trending hashtags
- Biz account has less flexibility
- After 1,000 followers, you can add a link
- Slang: bestie, slay, period
- Don't say 'swag'

## Instagram:

- Reels > posting a video
- More engagement in stories with polls





# Professional vs You



[View insights](#)

[Boost Post](#)



Liked by wmu.alumni and 25 others



[View insights](#)

[Boost Post](#)



 Liked by wmuambassadors and 108 others

wmu\_cas A look into our WMUtoYou Open House in Grand Rapids 🍷

# Professional vs You



[View insights](#)

[Boost Post](#)



Liked by wmulibraries and 82 others

[View insights](#)

[Boost Post](#)



Liked by melissapaduk and 2,489 others

# Censored

“i’m so excited to go to the new student center when it opens in the fall”



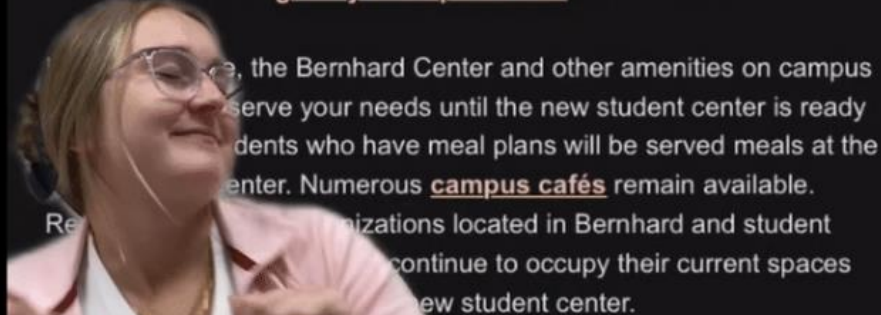
To view this email as a web page, go [here](#).



## opening gets delayed till january 2023

Dear students,

Unfortunately, we are writing with the important though disappointing news that the opening of the new Student Center and Dining Facility must be postponed until **January 2023**. The planned fall delivery is no longer feasible because we now know additional time is needed for construction of this **greatly anticipated hub** for student life.



...the Bernhard Center and other amenities on campus serve your needs until the new student center is ready. Students who have meal plans will be served meals at the center. Numerous **campus cafés** remain available.

Residence organizations located in Bernhard and student organizations will continue to occupy their current spaces until the new student center.



...responsible for the design and construction. It was determined there are beams in the ceiling of the engineering and architecture



# Approved





# Engagement

View replies (1) ▾



 03stephnicole  
kzoo? close to detroit? huh..?  
2021-12-13 Reply  11



 jointsnbones  
Try mama superior lake effect  
2021-12-13 Reply  9



View replies (1) ▾



 gabby\_gilman  
Central is better  
2021-12-8 Reply  14



View replies (3) ▾



 sky\_granola\_\_  
do y'all not realize that 3 hours IS close  
2021-12-13 Reply  3


 wxcrunchwrapsupremexx  
It's like TikTok knows I'm going on a tour  
Friday 😊  5  
2021-11-9 Reply  
Liked by creator

 emmyearl  
WHERE  4  
2021-11-9 Reply

 wmu\_cas · Creator  
between Rood Hall and the Lee  
Honors College!  9  
2021-11-9 Reply

 hipposaredeadly  
MSU doesn't have dinosaurs. Kinda sad  3  
2021-11-10 Reply

 andasux  
just got accepted here :)  2  
2021-11-10 Reply

 Add comment... @ 😊

# Behind the Scenes

## Setting Expectations

- Meet once a week
- Grant access
- Approval process
- Let go and allow creativity



# Pocket Points

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1. Be authentic with your message
2. Allow your students to tell your (their) story
3. Be adaptable
4. Feel valued, connected
5. Let them see you be real



# Sources

RNL, Modern Campus, Mongoose, PLEXUSS, & TeenLife (2021). 2021 E-Expectations Trend Report. Cedar Rapids, Iowa: Ruffalo Noel Levitz.

Rogers, G., & Stoner, M. (2018). *Mythbusting Enrollment Marketing* [Ebook]. mStoner, Inc. and NRCCUA®. Retrieved June 2022, from [https://www.educationmarketing.it/wp-content/uploads/risorse\\_utili/Mythbusting-Enrollment-Marketing-mstoner.pdf](https://www.educationmarketing.it/wp-content/uploads/risorse_utili/Mythbusting-Enrollment-Marketing-mstoner.pdf).





# THANK YOU

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