

# From Student to Strategist: Preparing the Next Generation of Enrollment Managers

Juan Vazquez, Associate Director, Texas A&M International University

# Nice to Meet you!



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# Session Objectives: What You Can Expect to Gain.

- **Learn about Actionable Strategies:** Supporting Student Employee Development.
- **Promote intentional Mentoring:** Guiding Student Employees toward leadership roles.
- **Develop Targeted Skill Building:** Identifying Specific Competencies.
- **Foster Strategic Exposure:** Responsibilities and decision-making.
- **Development of Employee Pipeline:** Preparing the next generation of Enrollment Managers

# Texas A&M International University

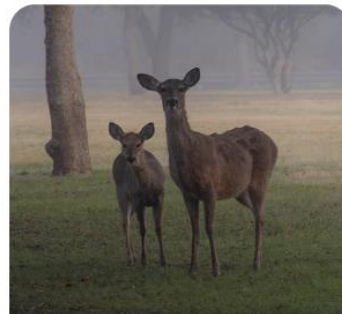
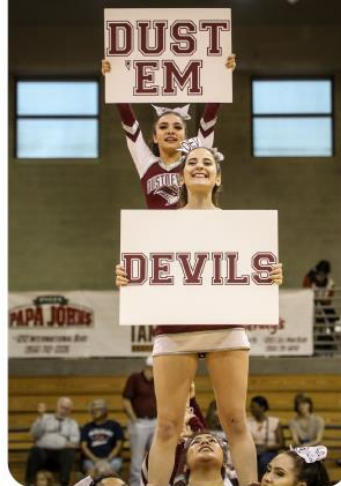


Laredo, TX ➡

- 300 Acre Campus
- Bicultural
- 1200+ Student Events
- NCAA Division II
- 24:1 Student to Faculty Ratio
- 8000+ Student Population
- 12 Leadership Programs
- 30+ Study Abroad Programs

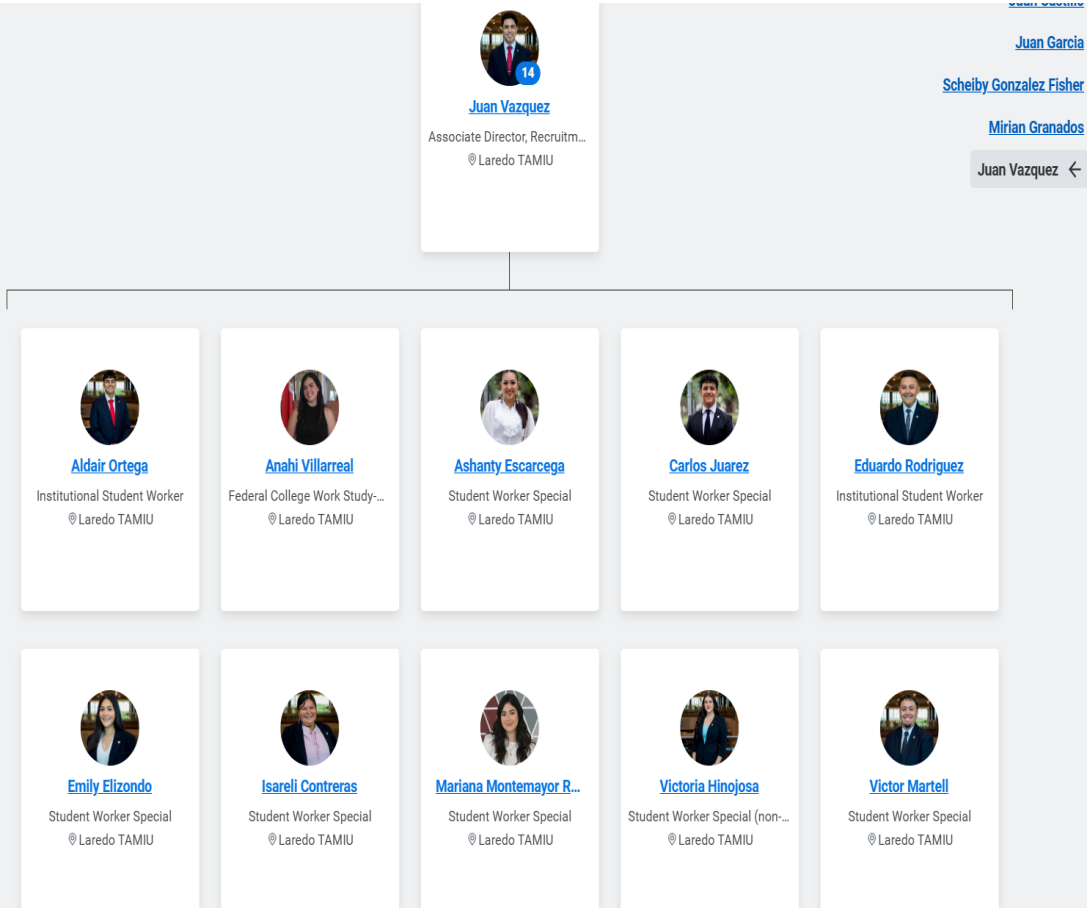


Affordable.  
Accessible.  
Exceptional.



# Meet the ORSR Team!

## Student Success Mentors!



# Climbing the latter!

Fun Fact: All of our Student Mentors started as Federal Work-Studies.

- Assist with High School Recruitment at local High Schools
- Peer-to-Peer Mentoring

# Why This Matters

## The case for Student Development



55% of enrollment offices report staff shortages (*AACRAO, 2023 State of the Profession Report*)



1 in 3 higher-ed professionals (one-third) say they plan to leave the field within the next 5 years. (*CUPA – HR Higher Ed Workforce Survey, 2023*)



37% of student employees have access to formal mentorship as student employees. (*NACE, 2022 Internship & Co-op Survey*)

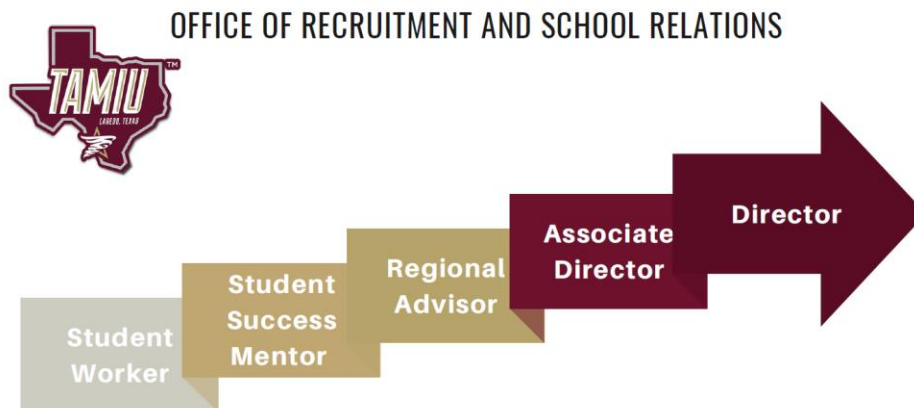


Students engaging in strategic and leadership tasks are twice as likely to pursue a career within high education. (*NASPA, 2021 Student Affairs Professional Pipeline report.*)

# Why This Matters (cont.)

## The case for Student Development

- *Enhance Student Engagement and Retention*
- *Build Professional Readiness*
- *Align with institutional strategic goals*
- *Creates a talent pipeline for future staff roles*



# Practical Steps for Development.

Create a sense of belonging!



Clear roles that tie  
into office goals.



Onboarding with  
context



Projects with  
Outcomes



Provide feedback  
and opportunities

# Mentorship Matters!

- Create mentorship groups
  - Work-studies + Mentors
  - Mentors + Full-Time Staff
  - Fulltime + Administrators.
- Mentorship Guide
  - Career Planning
  - Personal Goals
  - Office culture/goals understanding.



## *Navigating Campus Jobs*

Building Productive Relationships Across  
Communities and Institutions

Professional Development  
Social Skills  
Networking  
Leadership  
Multitasking  
Time Management

# Mentorship



# Building Skills = Enrollment Success



**Peer to Peer Recruitment & Training**



**Communication & Customer Service**



**CRM Communication**

Emails

Texts

AO

Aldair Ortega

Today 11:15 AM ✓ aldaire.ortega@tamiu.edu

Good morning Bianca,

We hope you're doing well. We're reaching out to see if you're still interested in attending TAMIU, as we noticed there are still some pending items on your application.

If you are still planning to attend, please let us know. If you've decided to go elsewhere, we'd appreciate it if you could share your plans so we can update our records accordingly.

If you have any questions or need assistance, feel free to give us a call at (956) 326-2270.

Thank you,

EE

You

June 12, 2025 11:16 AM ✓ emily.elizondo@tamiu.edu

🎉 Hey there! TAMIU here 🙌 We noticed you were awarded a scholarship and wanted to check in with you! Are you planning to join us this fall and register for classes? There's still time, and we're here to help every step of the way. 💻 You can schedule an appointment at [explore.tamiu.edu](https://explore.tamiu.edu) or give us a call at 956-326-2270. Let's get you ready to become a proud Dustdevil! 🧢 🧢  
#FutureDustdevil

EE

You

Friday 8:34 AM ✓ emily.elizondo@tamiu.edu

**Hey** Just a quick heads-up — it looks like you don't have a FAFSA application on file yet. This is super important because it helps you qualify for financial aid like grants, scholarships, and more at TAMIU.

If you're not sure how to start or just have questions, don't stress — we're here to help you through it. You can apply at [studentaid.gov](https://studentaid.gov), or let us know if you want some help getting it done.

Let's make sure you don't miss out on anything!

# From Student to Enrollment Manager



Juan M. Vazquez

SSM > Regional Advisor > Associate Director



Mirian Granados

SSM > Regional Advisor > Associate Director > Director



Jose Alvarez

SSM > Regional Advisor



Natalia Jimenez

SSM > Regional Advisor

# What can you do?

- **Assess the roles your student employees play in your office.**
  - **Assigning Tasks beyond clerical work**
  - **Include in staff meetings**
    - **Exposure to enrollment strategies**
- **Create a Culture of Growth**
  - **Celebrate initiative and student contributions**
  - **Reflect on what they have learned and how it applies long-term**
- **Encourage Professional Development**
  - **Support attendance in webinars and conferences.**



# Questions

# Thank You!

**“Alone we can do so little; together we can do so much -  
Helen Keller**

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