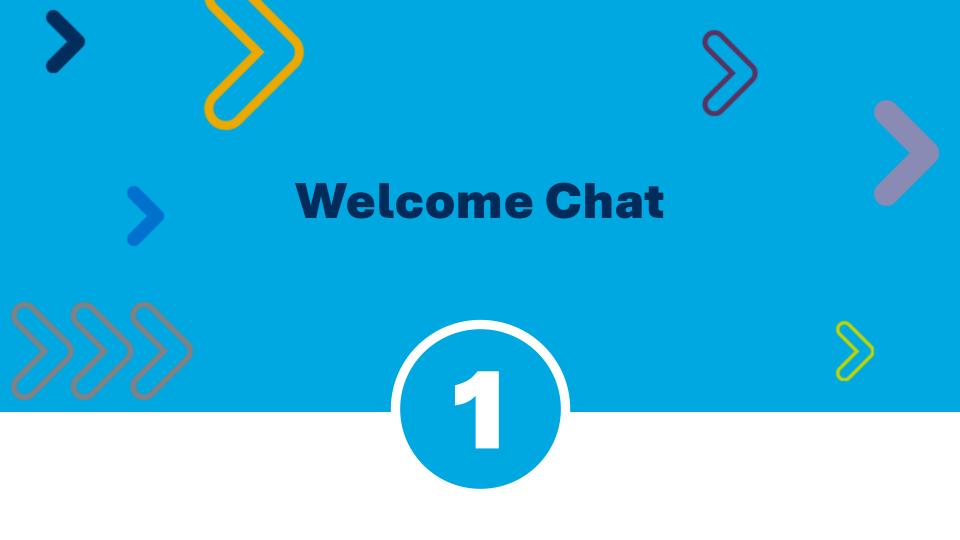


# **Recruitment for Rookies**

Shelley Moss—Client Solutions Consultant, RNL Dr. Andrew Watson—Senior Undergraduate Consultant, RNL

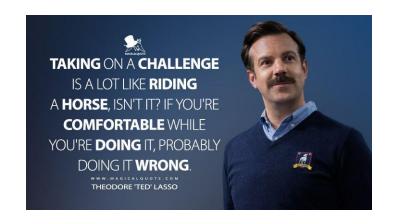
# **Agenda**

- 1. Introductions/Getting Started
- 2. Student Populations Who Are We Recruiting?
- 3. Funnel Development through Relationship Management
- 4. Data and Reporting
- 5. RNL Resources



# **Getting Started**

- Who's in the room?
- What do you hope to get out of this session?
- What do you hope to get out of your attendance at this conference?
- Why does all this stuff matter?





# **Defining students**

#### **Varying categories**



#### **First-time Freshmen**

- •Full-time
- Part-time



#### **Additional Admit Types**

- Non-degree seeking
- •Dual Enrollment
- •Re-admit



#### **Transfer**

- •Full-time
- Part-time



#### **Admissions Status**

- •Full Admit
- Conditional
- Probationary

## The recruitment funnel

**Student decision-making process** 

The recruitment process includes intricate layers that require development of a wide variety of knowledge and skills.

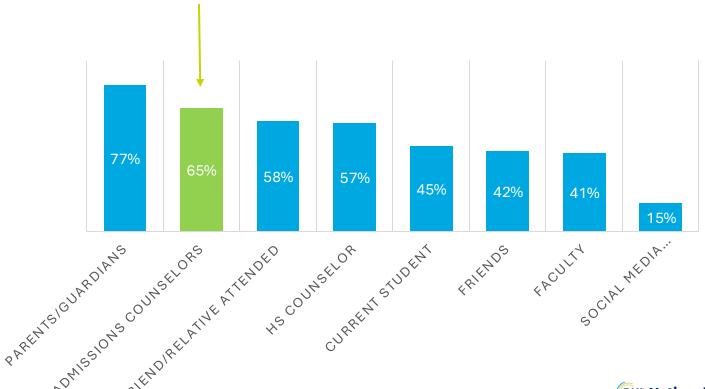
Initial College Awareness Set: Information-seeking and receiving **Expanded College Awareness Set:** Specific college inquiries College Consideration Set: **Application** College Choice Set: College choice, registration, continuation, alumni loyalty



# It's all about building relationships



# Who influences the enrollment decisions of students?



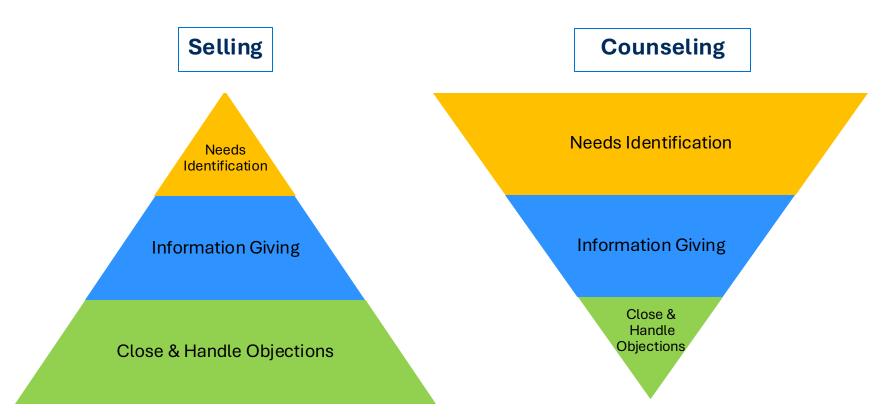
# The role of the admissions professional

#### **Counseling and managing**

- To assist prospective students to make the college choice best suited to achieving their educational and career goals.
- To be **knowledgeable** about and **believe** in your institution.
- To manage the relationship between your college or university and your prospects from point of inquiry through final college decision and enrollment.
- To enthusiastically and persuasively **recruit** students who are well matched to your institution.
- To participating in the planning and implementation of recruitment strategies both overall and for your area of responsibility and monitoring of progress.



# **Counseling Selling Model**



# **Goals of the Counseling Model**

Establish rapport and trust: get to know the student and his/her needs Share benefits: how can my institution meet his/her needs









Identify barriers

Move student to the next step in the admissions process

# Many campuses focus on information sharing, rather than influence



- All too often, campuses feel the need to share "information" with the student.
- The better approach is to consider *why* the information is important and how can our activities/contacts with students influence them to move through the funnel.

#### **Features vs. benefits**

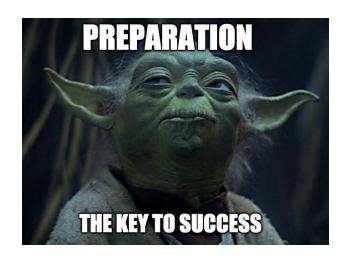
**Features** 

Our average class size is 20 students.

Because our average size is 20, you have more opportunities to work closely with professors.

**Benefits** 

# Needs identification: Preparation is key!



- Previous contacts the student has had with your institution.
- Academic and co-curricular interests/achievements.
- Date of admission/award letter.
- Financial aid/scholarship package.
- Campus visit status (first or second visit).
- Academic profile information.
- Content of telecounseling or other previous conversations.
- Competition, if known.
- High school information (including previous students from his/her school).

# Your opportunity to learn about students



Identify the student's needs.



Use discovery and open-ended questions before making presentation.



Create a unique presentation that meets the needs of the individual student.



Encourage the student to lead the conversation.

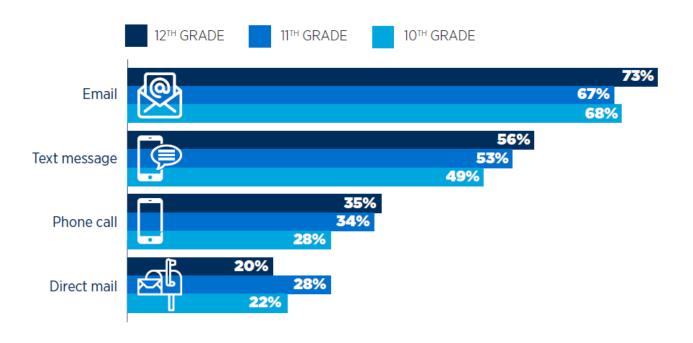
#### **Creating meaningful interactions**

- Virtually everything done in an admissions office is designed to set up a personal interaction with a prospective student (e.g., phone calls, letters, electronic correspondence).
- The best opportunity to change student behavior exists when an admissions counselor has a face-to-face contact with a prospective student or parent.
- Many admissions representatives squander this important opportunity. Take notes after meeting a student; what stood out? What note can you make to help you remember details for next time?



## **Student preferences**

#### For receiving communications after inquiry





## **Understand your numbers**

Becoming a strong territory manager takes time and dedication



- Which high schools do the majority of the students in your territory come from? How often are you visiting?
- Who are your most influential high school guidance counselors? How often are you in touch with them?
- Decipher your admissions report, especially one specific to your territory to track trends, especially year over year.

#### **Reporting and metrics**

#### **Tracking performance**

- Funnel reporting: become familiar with your weekly admissions report
- Conversion rates
  - Inquiry-Application
  - Application-Admit
  - Yield (Admit-Enrolled)



#### **Territory management**

#### **Owning your numbers**

#### First Source Analysis

Measuring ROI on initial source

#### **Contact Analysis**

Measuring ROI on any recruitment activity

#### **Engagement Stream Analysis**

Behavior/conversion by source





#### **RNL Resources**

#### RNL.com – Events & Resources – Papers & Reports

- 2025 E-Expectations Trend Report
- 2025 Marketing and Recruitment Practices for Undergraduate Students
- The AI Divide in College Planning
- 2024 High School Students' Perceptions of College Financing
- 2024 Prospective Family Engagement Report
- How to Diversify Student Audiences and Plan for the Future
- College Planning and Student Emotions

# "The only source of knowledge is experience." Albert Einstein

# **Thank you!**



**Shelley Moss** 

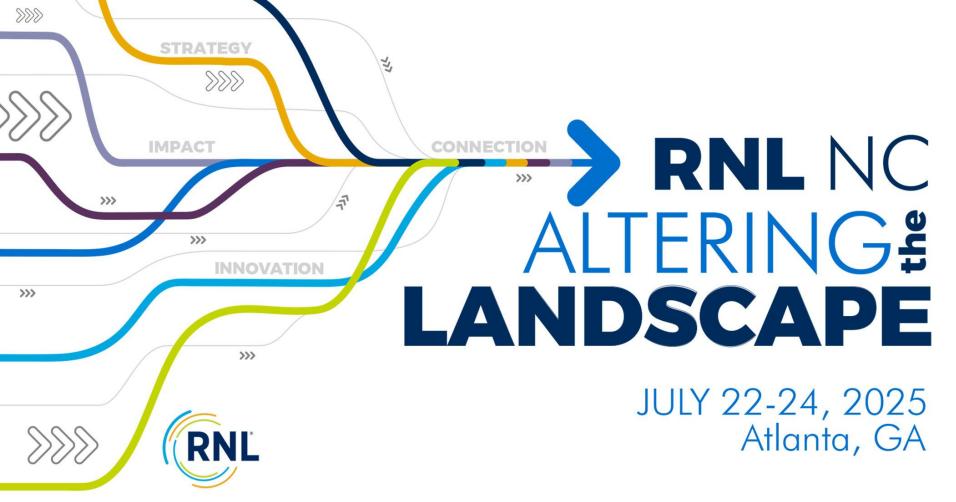
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