

Trading Places: Building Collaboration Across Admissions & Financial Aid

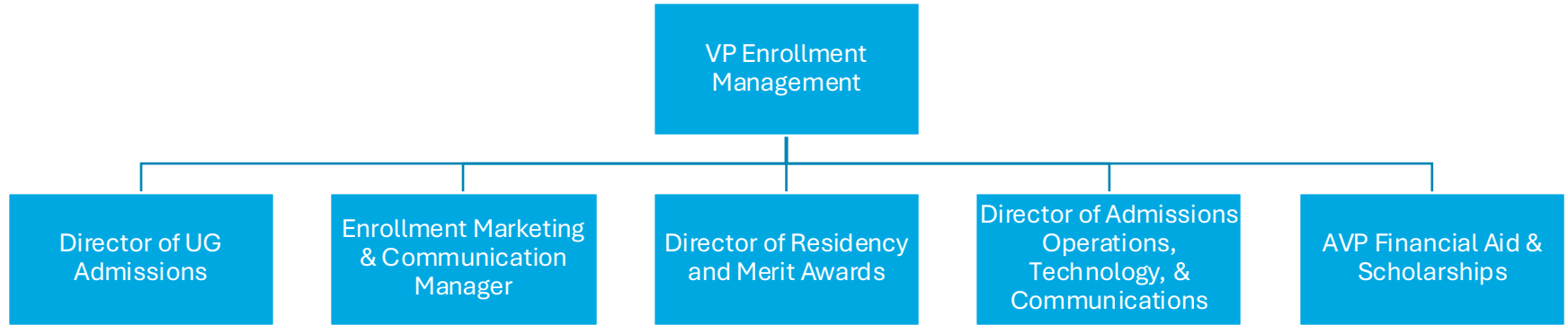
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Session Overview

1. Introductions
2. The Experiment
3. Lessons Learned
4. Discussion/Q&A

Introductions & Structure

Coastal Carolina University Enrollment Management



Introductions & Structure

Coastal Carolina University Undergraduate Admissions

- Leadership Team of 4
 - Director of Undergraduate Admissions
 - Senior Associate Director of Admissions and Recruitment
 - Associate Director of Admissions
 - Associate Director of Admissions Events and Campus Visits
- Recruitment – File Review, All Front Facing, Road Warriors
- Events Team – Same as Recruitment with the Added Layer of Event Planning and Execution
- Audit/Credit Unit – Oversees All Special Applicant Types, Handles All Internal Audits, Manages All New Student Credit Evaluation

Introductions & Structure

Coastal Carolina University Financial Aid & Scholarships

- Leadership Team of 5
 - AVP
 - Director of FINAID Operations
 - SAD Operations
 - Snr AD Scholarships
 - Client Services Manager
- Customer Service Unit – High Volume, Events, No Processing
- Operations & Scholarships Unit – High Volume Processing, Few Events, Little Customer Service

The Experiment

Trading Places

- One-week role switch: logistics and planning
- Daily responsibilities overview
- Initial expectations and concerns

The Experiment

Key Observations

- Surprises and insights from each role
- Misconceptions uncovered
- Moments of clarity and connection

The Experiment

Other Observations

- How the switch improved understanding
- Examples of improved workflows
- Shared goals and student-centered thinking
- Communication breakthroughs

The Experiment

Leadership & Morale

- Staff reactions and engagement
- Leadership lessons learned
- Boosting morale through empathy and visibility

The Experiment

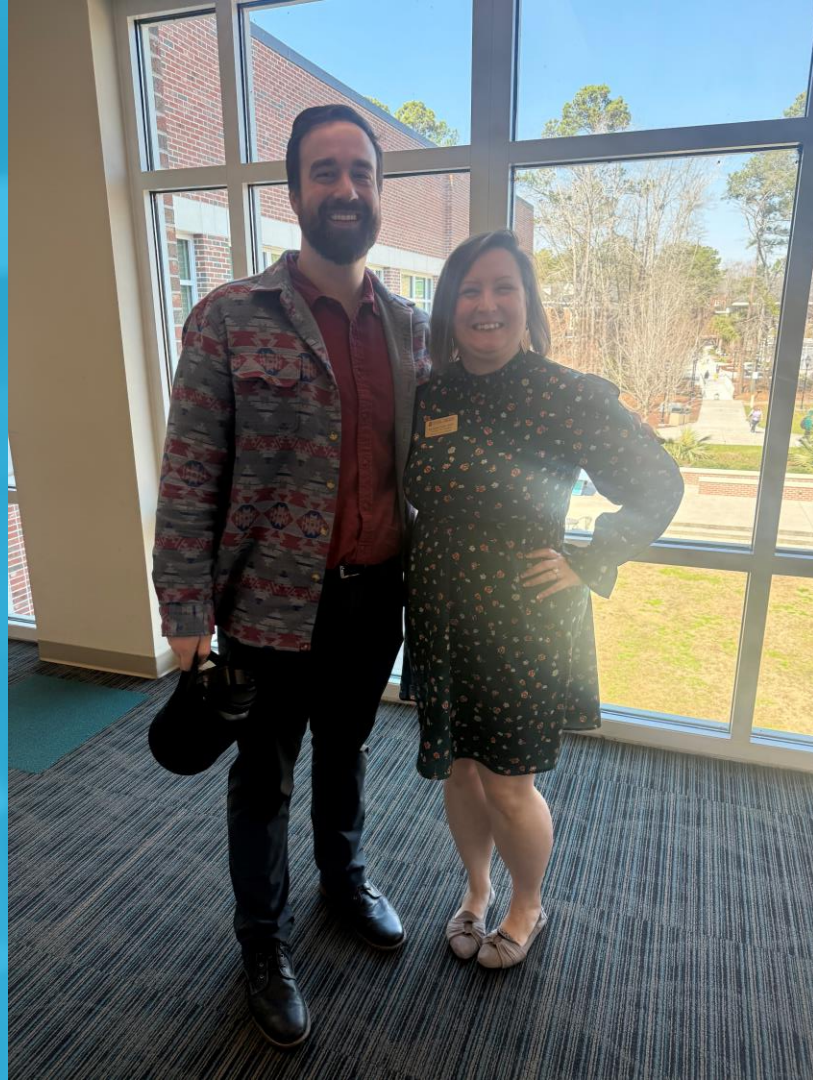
Lessons Learned

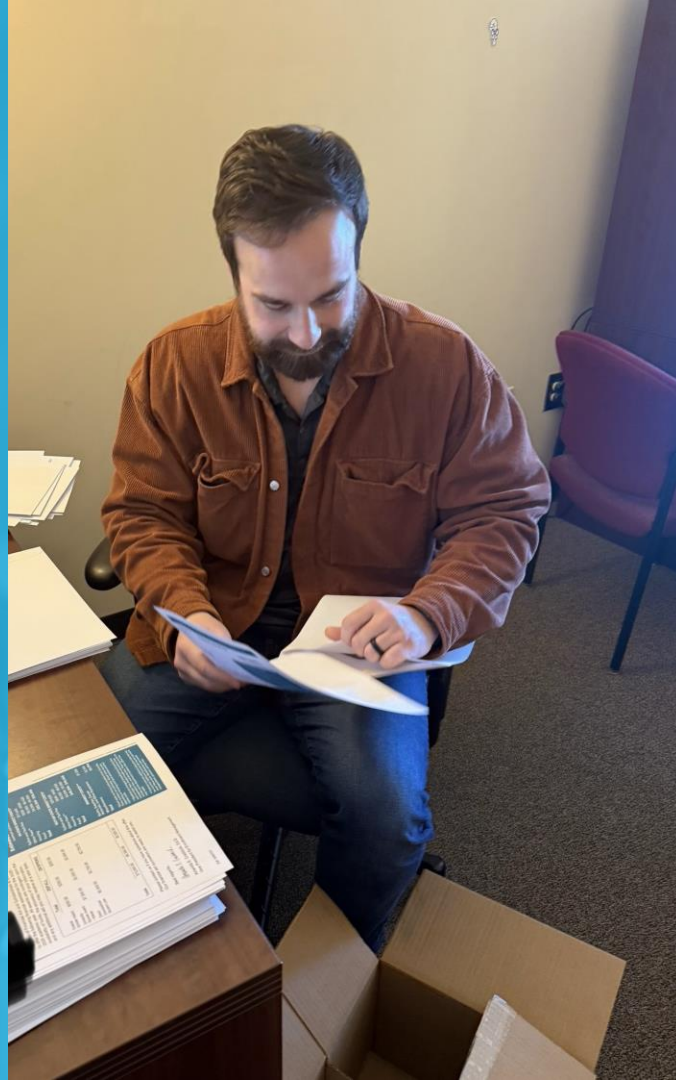
- What worked well
- What could be improved
- Unexpected outcomes

The Experiment: Strategies for Implementation

How Can You Replicate or Adapt the Idea

- Cross-Training
- Shadowing
- Culture of Collaboration
- Enrollment success through partnership
- Holistic student/staff experience
- Long-term benefits for institutional culture











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Jacket
PRIDE




COASTAL CAROLINA
UNIVERSITY
Office of Admissions
and Merit Awards
Conway, SC





Thank You!



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