



LEARNING OUTCOME

After participating...

...you will be able to take a more strategic approach to incorporating faculty in student recruitment activities.

AGENDA

- Introduction
- Establishing a framework for faculty participation
- Ideas for deploying faculty in the recruitment process
- Selecting & incentivizing faculty partners
- Growing and expanding the collaboration: What does faculty need from Admissions?
- Checklist for next steps



KENT BARNDS AUGUSTANA COLLEGE



Vice President of Enrollment, Communication and Planning

- Oversees offices of admissions, financial assistance, and marketing
- Serves on comprehensive retention committee
- Served as acting president in 2012 while current president was on sabbatical



TODD ROBERSON INDIANA UNIVERSITY AT IUPUI



Senior Lecturer of Finance

Indiana University Kelley School of Business

- Teaches Corporate Finance, International Finance, Strategic Business Analysis & Accounting
- Chairs Kelley Indianapolis Assessment Committee
- Directs High Ability Student Recruitment
- Director of International Distance Learning Programs
- Frequent On-Screen & Media Spokesperson for Kelley & IUPUI



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THE CASE FOR FACULTY INVOLVEMENT IN RECRUITMENT



WHY FACULTY MATTER



"One thing—when my former students come back for Alumni Weekend, they may not recognize the campus, but they know me!"

WHY STUDENTS CHOOSE A COLLEGE



Number one reason students choose a college is for the following reason:

- Perceived "overall value" (whatever that is)

OVERALL VALUE



- A. How well students are prepared for the workforce
- B. Core areas of academic strength
- C. Scholarship and financial aid programs

(Source: Eduventures)

WHAT'S AT THE CENTER OF THE VALUE?



- The Academic Program
- Curriculum
- Advising
- Excellent teaching
- The faculty

FOUR TRUTHS

1. Faculty have always been involved in recruitment of new students
2. Faculty are the best representatives of the academic program
3. Faculty are the primary symbol of academic quality and career preparation
4. Faculty interaction during recruitment is a primary example of personal attention and value-added aspect of experience



WHY MIGHT FACULTY GET INVOLVED?



- Service to the college
- Concern about college enrollment
- Concern about enrollment in department
- Concern about enrollment in individual courses
- Desire to enroll different students
- Self-interest



WHY MIGHT FACULTY GET INVOLVED?

- There is a special bond between students and the faculty and that faculty can play an absolutely critical role in recruiting and retaining good students. (Carter, A., Lehman, J. & Tremblay, 2008)
- No matter how many technological gizmos are introduced in the field of admissions and no matter how electronic every transaction becomes, one of the most important interactions is between student and professor. (Carter, A., Lehman, J. & Tremblay, 2008)

Carter, A., Lehman, J. & Tremblay, C. Engaging Faculty in Undergraduate Recruitment: Perspectives, Suggestions and Tips. SEM Source. Retrieved on February 8, 2016 from <http://www4.asacmo.org/semsource/sem/index236b.html?fa=view&id=3798>



BOTTOM-LINE?

We really can't do our job without active partnering

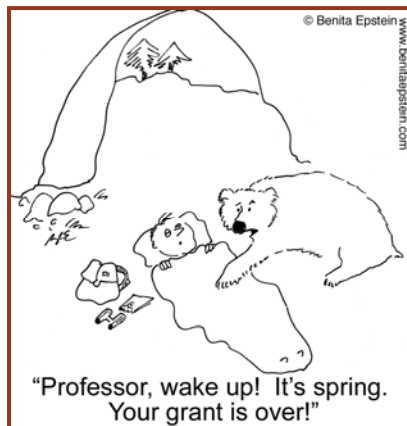


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ESTABLISHING A FRAMEWORK FOR FACULTY PARTICIPATION



YOUR EXPERIENCE?



- Maybe you're talking to the **wrong people**.
- Maybe you're using the **wrong incentives**.
- Perhaps you're putting **round pegs into square holes**?



One of the P's of Marketing

The best thing faculty can do
for recruitment is to be
outstanding teachers.

*Chris Foley
Former Director of Admissions
Indiana University-Purdue University Indianapolis*



CHAT

What do faculty do best?

What are they good at?

What are they not so good at?

our motto

Let faculty do (FOR YOU)
what faculty do best

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our motto

Let faculty do (FOR YOU) what
faculty do best

YES!	Keynote address at state academic finals
NO?	College fair information table

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our motto

Let faculty do (FOR YOU) what faculty do best

YES!	Host
NO?	Advisor

on a related note ...

YES!	Advice
NO?	Advisor

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our motto

Let faculty do (FOR YOU) what faculty do best

YES!	High school guest lecture
NO?	High school presentation

on a related note ...

YES!	Teacher liaison
NO?	Guidance counselor liaison

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our motto

Let faculty do (FOR YOU) what faculty do best

YES!	Lunch with parents & prospect
NO?	Phone call to parents & prospect

on a related note ...

YES!	Coffee with prospects
NO?	Coffee with prospect

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our motto

Let faculty do (FOR YOU) what faculty do best

YES!	Handwritten congratulations
NO?	Awards and benefit letters

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our motto
Let faculty do (FOR YOU) what faculty do best

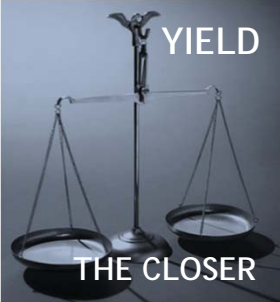
YES!	Orientation speaker
NO??	<i>Orientation speaker</i>

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 TAKEAWAYS

1 our motto
Let faculty do (FOR YOU) what faculty do best

2 RECRUITMENT

THE BRAND BUILDER

3 YIELD

THE CLOSER

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QUESTIONS

What about individual prospect meetings?

What about class visits?

What about input into marketing material?


What about your questions?



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GETTING FACULTY INVOLVED







Faculty interest & suitability likely depends upon the target audience

"I'm a college professor, Jason. You need to ask someone else if you want advice about the real world."

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YOU HAVE TO START SOMEWHERE




your contacts

brand builders & closers

toe in the water

off the starting block





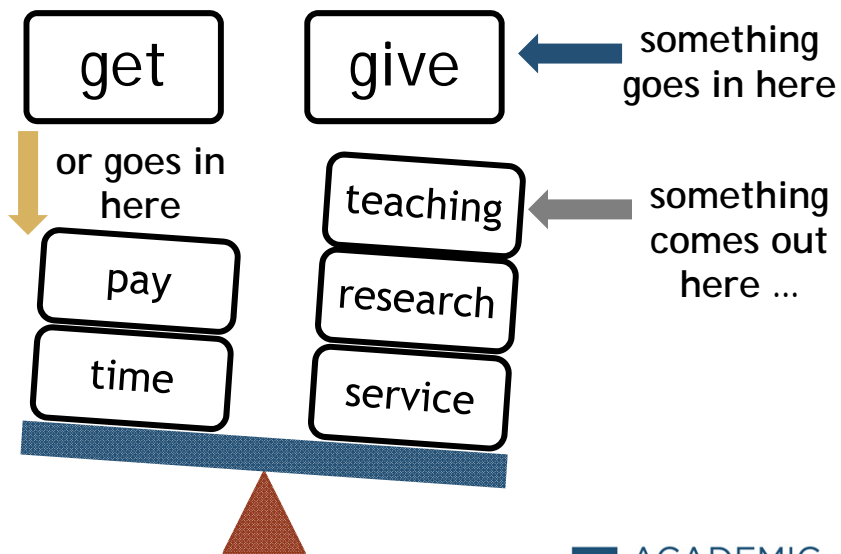



TAKEAWAYS

TRY THIS ...

“one way to teach the students you want to teach is to help recruit them!”

WHERE DOES RECRUITMENT FIT?



 **TAKEAWAYS**

If you want *high quality* faculty collaboration you must ...


make it a condition of hire

OR

grant additional pay

OR


provide release time

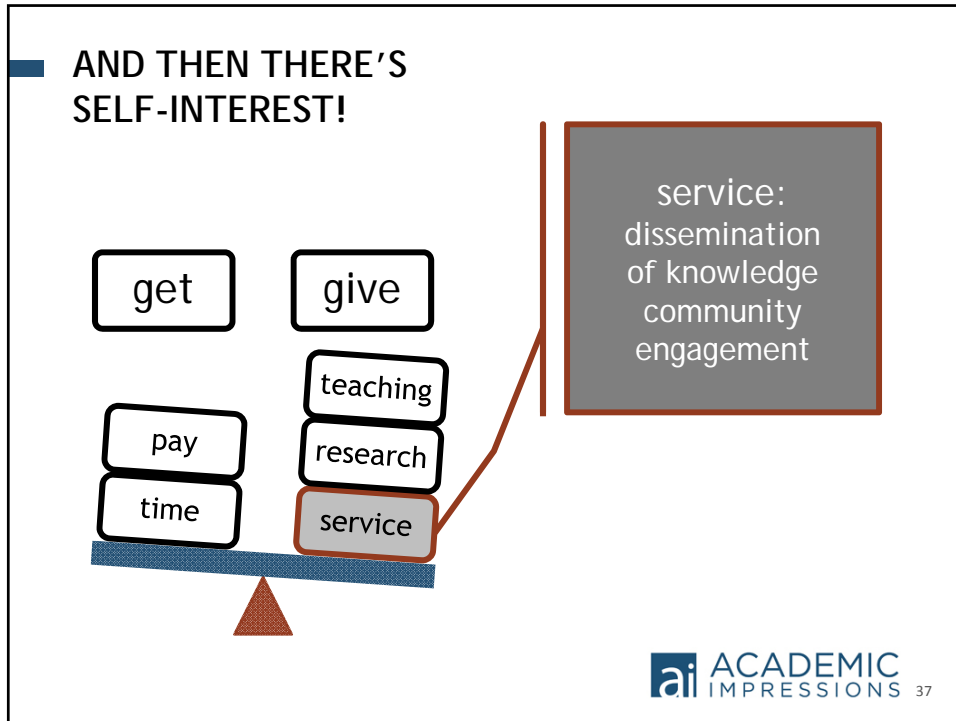


RELEASE TIME: MAKING THE CASE TO ADMINISTRATION

the cost of a replacement

the benefit of a full-pay, highly qualified admit







TAKEAWAYS

TRY THIS ...

“being a good recruiter is
good for your faculty career...
especially if you’re
non-tenure track!”

ONE LAST THING...



POINT ME TO THE MICROPHONE.




I'll take care of this

You take care of the rest... deal?



WHAT DO YOU WANT ME TO SAY?




Coordination: The call to action

ADMISSIONS

APPLY NOW!

VISIT ME ON CAMPUS!

FACULTY



YOU KNOW WHEN TO REACH ME

Free faculty?



Consult the schedule!

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Growing and Expanding the Collaboration:
WHAT DOES FACULTY NEED FROM ADMISSIONS?

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WHAT DO THE FACULTY NEED?

(Part 1)

- A compelling reason to participate
- A solid understanding of how and when they can provide the most value
- Guidance, not training
- Information and updates
- Timely requests and advanced notice
- Timely follow-up and positive feedback
- Respect the flow of the school year
- A variety of ways to participate



COMPELLING REASONS TO PARTICIPATE

Good: “We really could use your help with this student.”

Better: “This student requested an appointment with a faculty member in your department.”

Best: “This student is very impressive and knowing what I know about you and your teaching style, I’d really like this student to meet you.”



TIMELINES

What is timely?

- Advanced notice
- Working with a knowledge of class and office hours times before making a request
- Keeping meetings brief

What is not?

- Last minute or drop-by visits
- Summer breaks
- Last and first week of classes
- Other breaks
- Finals week



WHAT DO THE FACULTY NEED?

(Part 2)

- A challenge to “wow”
- Good and consistent communication and understanding of the communication flow.
- Help identifying “sharp edges” or clear distinctions
- Help improving departmental/major webpages

(Source: Jennifer Wick)



EXAMPLES OF “WOW!”

Use the old volcanic explosion as the standard!!!



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OTHER EXAMPLES OF “WOW”

- A physicist bring objects to visit days to catch the attention of participants and bring physics to life.
- Communication Science and Disorders faculty inviting prospective students to observe a clinical session.
- Classics faculty members displaying contemporary movies, plays and books with a classical background.
- Environmental Studies faculty taking prospective students on the Mississippi River in one of our two research vessels.

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FIVE THINGS YOU CAN DO RIGHT NOW



#1 RECEPTION



Host a reception or luncheon to thank faculty and others for their past involvement in admissions-related events (and share next year's goals)



#2 QUESTIONNAIRE

Formstack

Formstack Submission for form Faculty outreach

Submitted at 03/10/16 8:34 AM

Name:	first = Jason last = Koontz
Department:	Biology
Are you interested in making phone calls to prospective students?:	Yes
Are you interested in writing personal notes to prospective students?:	Yes
Do you have a preference regarding students you'd like to contact?:	Yes
What are your preferences?:	Students interested in biology (not health-related) and/or students interested in dentistry and physician assistant careers
What information from a student's record would you find most useful to guide your outreach?:	(I can't attend Sunday March 20); the examples you listed here sound good. I'm not really sure what else would be helpful.

Develop a questionnaire to determine who would like to be involved (and how) in recruitment events and activities.

#3 FOCUS GROUPS



Conduct a focus group with faculty who have or recently had children going through the college search process.

#4

DEPARTMENTAL FOCUS



Go for a tour of a facility; host a departmental meeting; ask a department chair to answer five questions about majors programs in the department. Or, appoint an departmental liaison to become an “expert” on each department.

#5

BROWN BAG LUNCH



Host a brown-bag lunch on the recruitment environment your college faces and individually invite key faculty members.

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CHECKLIST FOR NEXT STEPS



1. START SMALL



- Recruit one member from each department to participate in recruitment events
- Recruit one member from each department to speak/meet/email prospective students
- Ask each faculty member to agree to make no more than 5 to 10 contacts (phone or email) with prospects annually



2. DO SOMETHING NOW!



- Conduct a “focus group” on admissions and recruitment with faculty who have children going through the college search process
- Prepare faculty to discuss recent graduates’ success
- Invite faculty to take a campus tour with an admissions ambassador

3. MAKE PARTICIPATION MEANINGFUL



- Provide guidance, not direction
- Let faculty choose how they will be involved
- Make their involvement meaningful
- Respect their time
- Close the loop
- Prepare students to interact with faculty
- Be realistic about what faculty can and can't do

(Source: Barnds)

OVERALL KEYS TO SUCCESS

- Clear communication and transparency (example)
- Manageable and reasonable expectations (don't ask faculty to do stuff you hate doing, too) (example)
- A "coalition of the willing"
- A clear way to close the loop (example)
- Leadership support and encouragement
- A "we" orientation



Augustana College

Rock Island, Illinois

Recruitment Update

March 1, 2016

First-year recruitment funnel five-year comparison

	Applications	Accepted	Tuition Deposits
Fall 2016	6,277	3,012	175
Fall 2015	6,346	2,820	128
Fall 2014	6,201	2,889	152
Fall 2013	5,861	3,012	136
Fall 2012	4,058	2,491	169

(as of 3-1 each year)

Observations:

- We continue to track ahead of fall 2014 in acceptances and tuition deposits.
- As anticipated, application submissions have slowed after the Early Decision and Early Action deadline passed.
- Academic quality is a little weaker at this point in the year as compared to last year with an average ACT for enrolled students of 25.28 compared to 26.05. Average class rank is 25.90% compared to 22.10%.
- Our early indicators continue to be strong, but there is much more to do to meet with success enrolling the class for the fall of 2016.

Upcoming events focused on the Class of 2020:

It Begins with A (yield event)	Overnight Visits	Off-Campus Ion1 Financial Aid appointments
Saturday, April 16	Sunday, April 3 Tuesday, April 5 Sunday, April 10 Friday, April 15 (out of state students) Sunday, April 24	March 19 Lombard Office March 22 Lombard Office March 23 Schaumburg March 30 Naperville March 31 Algonquin April 9 Lombard Office April 12 Orland Park April 13 Schaumburg

We will also be hosting Spring Preview Days for juniors on the following dates: March 24, 31 and April 1.

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Incorporating Faculty in Student Recruitment

Dear colleagues,

Communication from faculty members is increasingly important to admitted students as they choose the college where they will spend the next four years. As we approach a very important time in the recruitment cycle, we'd like to invite your participation in reaching out to admitted students, many of whom are likely to make a final college choice over this month's Easter holiday weekend.

The two quotes below summarize why we'd like to arrange for this special effort.

There is a special bond between students and the faculty and that faculty can play an absolutely critical role in recruiting and retaining good students. (Carter, A., Lehman, J. & Tremblay, 2008)

No matter how many technological gizmos are introduced in the field of admissions and no matter how electronic every transaction becomes, one of the most important interactions is between student and professor. (Carter, A., Lehman, J. & Tremblay, 2008)

During the following days and times, a member of the admissions staff will have a station in Old Main, Hanson, [Evald](#), Olin and [Denkman](#) to work with interested faculty. Admissions will provide stationary for personal notes and a customized script for faculty members interested in making phone calls or leaving messages for admitted students.

Sunday, March 20, 3 – 5 p.m.
 Monday, March 21, 6:30 – 8 p.m.
 Tuesday, March 22, 6:30 – 8 p.m.

We are focusing on these three days to be more coordinated and timely. We want to make this experience as manageable and impactful as possible. If you are willing to participate, [please complete this form](#) so we can identify 6–10 students for your outreach.

Please let me know if you have any questions, and we look forward to working with you later in the month.

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Dear Tom,

Attached to this note is a review of the status of students with whom you met during the most recent recn Datatel and may not be a complete list.

I share this information as a way to "close the loop" on these one-on-one meetings and to provide you wit students.

Please let me once again thank you for your continued willingness to meet with interested students.

If you have any questions about this information, please let me know.

Best regards,

Kent

DEFINITION OF CODES

ST = Student who has paid a deposit for fall of 2015
 AC or AE = Accepted
 AP = Applied, but did not complete the application process
 DC = Declined our offer of admission after being admitted
 AW = Application withdrawn before action could be taken
 RF = Denied admission to the college
 IW = Initiated removal from our mailing list
 SERI = Serious prospect who never applied

APPL_APPLICANT	FIRST_NAME2	LAST_NAME3	CURRENT_APPL_STATUS	visit_dt
0521267	Rachel	Cheval	ST	Jan 19 2015
0483428	Stephanie	Eby	DC	Feb 17 2014
0449652	Emily	Johnson	ST	Mar 21 2014
0520023	Jeanie	Kasper	DC	Mar 26 2015
0494876	Courtney	Merkel	ST	Oct 24 2014
0494876	Courtnev	Merkel	ST	Dec 2 2014

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AUGUSTANA FAST FACTS

664 majors & areas of study
3,000 students

95% student to faculty ratio

22 average class size

85% of students study abroad

92% of first-year students continue to sophomore year

92% of traditional students graduate in four years

87% of 2014 graduates were employed, in a professional internship or continuing an advanced degree within a year of graduation

92% of those pursuing advanced degrees were accepted to their first or second choice of grad school

100% student groups

95% of students interview

42 average tuition, 18 room & 18 services

20% and included in grants/loans

22% on-campus employment, 10% non-campus

22+ service, religious and social awareness groups

Third place ranking among top national liberal arts colleges in the country for operating efficiency

The 2014 national liberal arts college and top 10 international liberal arts college ranking in the U.S.

One of top 25 most beautiful college campuses in America according to TripAdvisor

ADMISSIONS INFORMATION

Location: The Great Plains State, situated in a prime area offering lots of opportunities with a rich cultural and scenic environment

Apply Online: provides each student \$500 to pursue research, an internship or study abroad

4000+ sq. ft. of space, laboratories, research, experiential learning and resources focused on high-impact learning experiences, career path planning, community and social awareness

Expanded Schedule: The new schedule provides comprehensive courses for students in the community, with expanded and expanded offerings and expanded on-campus and off-campus opportunities for students and faculty

ADMISSIONS VISIT DATES 2015-16

Fall Walk Days: Saturday, September 26, 2015 Saturday, October 24, 2015	Legacy Event: Friday and Saturday June 26-27, 2016
Columbus Day Walk: Monday, October 19, 2015	Visitors Interviews: Friday, January 16, 2016 Monday, January 18, 2016
Parents @ Augustana: Friday, November 4, 15, 20, 2015	Friday, March 13, 2016 Monday, March 15, 2016 Friday, April 10, 2016
Winter's Day Walk: Wednesday, November 11, 2015	Monday, April 19, 2016
Academic All America Dinner & Out of State Visitor Overnight: Friday, January 15, 2016	Spring Walk: Sunday, December 6, 2015 Friday, January 15, 2016 (Out of State visit)
Departmental Open House & Scholarship Competition: Saturday, January 16, 2016	Sunday, February 7, 2016 Sunday, March 13, 2016 Sunday, March 20, 2016
Board of Trustees: Saturday, February 6, 2016	Saturday, April 2, 2016 Sunday, April 3, 2016 Friday, April 15, 2016 (Out of State visit)
Spring Parents Days: Thursday, March 26, 2016 Friday, March 27, 2016 Friday, April 1, 2016	Spring Walk: Friday, April 23, 2016
Spring 2016 "A": Saturday, April 18, 2016	Out of State Visitation: Saturday, April 23, 2016 Sunday, February 28th, 2016 Wednesday, March 10th, 2016 Thursday, March 11th, 2016
Transfer Fridays: Friday, April 1, 8, 15, 22, 29, 2016	
Summer Academy: Saturday - Friday June 19 - 24, 2016	

ADMISSIONS CONTACTS


Admissions Office, 200 North 22nd St., South Dakota 57057
 Phone: 605.438.5000
 Email: admissions@augustana.edu

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QUESTIONS

What questions do YOU have?





EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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