Representing Your Institution at College Fairs and Private Visits

Presented by
Ginger Marr

On The Road Again...

Developing Your Travel Schedule

- Travel assignments
  - Determine trip assignments with travel coordinator/other staff
  - Utilize a weekly calendar for easy viewing
  - Develop a monthly calendar for office use

- Determine what private visits are expected
  - Combine with college fairs
  - Use resources to determine priority visit locations
    - annual visit expectations, EPS, institutional data

- Map out itinerary
  - Consider driving time, distance between schools, time of day
  - Check with travel coordinator for viability of plan

Want to do lunch?...

Scheduling Visits

- Responding to college fair invitations
  - Be prompt with reply
  - Consider professionalism in response

- Scheduling Private Visits
  - Call/email early, check for school district schedules, holidays, etc.
  - Suggest dates/times, but remember you are the guest!
  - Avoid lunch time cafeteria set up, if at all possible

- Get the Details
  - Confirm counselor name, phone, email address, school address
  - Record time and length of visit and any special set up arrangements
  - Obtain directions, parking information
Communication Prior to a Visit

- Obtain lists of active prospects for each school or area you will be visiting (remember to check status)
- Mail postcard or letter or email students to let them know you will be in their school or hometown
- Send confirmation letter to counselor who will be hosting program or private visit
- Never drop in—always make appointments for private visits

Ensuring A Productive Visit

- Obtain lists of enrolled students from the area or school you will visit
- Become familiar with list of prospects from each school or area you will be visiting
- Learn as much as possible about the high schools you visit
  - Use EPS, other directories
  - View profiles of prospects from previous years
- Go prepared—update files/posters

Travel Safety

- Before You Leave
  - Always use business address/phone when making arrangements and on luggage tags
  - Evaluate contents of wallet/purse, record contents, carry only necessities
- Hotel Safety
  - Consider safety when making hotel choices
  - Make group travel arrangements, except from hotel
  - Safe practices for hotel stays
- Car Safety
  - Educate yourself on traffic patterns/problems in a new city
  - Park at a convenience store or restaurant to ask for directions or assistance if you are lost or having car trouble
  - Consider access, security, lighting, etc. when parking in a parking garage
  - Rental car problems
  - Accidents
  - Speeding
  - Free Safety Tips handout for additional information
Make your visit memorable:
- Follow up immediately with any students who requested additional information
- Send postcards, e-cards, e-mails, personal notes to prospects as determined by your recruitment plan
- Repeat call to action
- Thank counselor or program host

Post-Travel Activities:
- Immediately enter prospects into computer system, begin follow-up correspondence plan
- Unpack unused materials
- Complete paperwork (reimbursements, etc.)
- Evaluate the programs/visits
- Contribute great notes, suggestions to travel file for future travelers' reference
- Look forward to future road trips

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Role of the High School Counselor

- College Counseling
- Academic Advising & Course Selection
- Social, Psychological and Personal Counseling
- Administrative Duties
- Test Administrator
Private School Counselors:
Time on Task Per Week

<table>
<thead>
<tr>
<th>Task</th>
<th>Time on Task (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Counseling</td>
<td>10%</td>
</tr>
<tr>
<td>Academic Advising</td>
<td>7%</td>
</tr>
<tr>
<td>Personal Counseling</td>
<td>9%</td>
</tr>
<tr>
<td>Administrative Duties</td>
<td>64%</td>
</tr>
<tr>
<td>Test practice</td>
<td>13%</td>
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</tbody>
</table>

Average Counselor Case Loads

- All Schools (grades 9-12) = 315:1
- Public Schools = 309:1
- Private Non-Parochial = 194:1
- Private Parochial = 241:1

NACAC Recommendation = 100:1

- California = 960:1, Minnesota = 830:1, Arizona = 762:1, Utah = 756:1

How Counselors Impact the Admissions Process

- Provide access to college materials
- Advise prospective students & parents
- Prepare and submit application materials
How We Can Help Counselors Help Students

• Provide Institutional Information
  • Quick facts/profile
  • Admissions process
  • Admissions materials
  • Update on policy or procedure changes

How We Can Help Counselors Help Students

• Provide Applicant/Enrollment Reports
• Develop Counselor Website
  Personalized portal
  Student/Faculty profiles
  FAQ’s
  Request forms
  Applicant status
  Travel schedules
  Important dates
  Contact information
Step Two: Research Schools / Counselors

- Request information from previous territory managers
- Consult Enrollment Planning Service (EPS) data
- Review school profile/websites
Step Three: 
Personalize Introduction
- Introduce yourself as personal contact
- Determine counselor expectations

Private visits
E-mail
On-site admissions
Workshop requests
Enrollment reports

Counselor visits
Access to web portal
Materials needed
Campus Visits
Newsletter

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Counselor Information Card
High School Name: 
Address: 
Phone Number: 
E-mail Address: 

- Counselor visits
- E-mail
- Phone
- Web
- Fax
- Newsletter
- Workshops
- Workshops Request
- Workshop Registration
- Workshop Registration Request
- Workshop Registration Information
- Additional Notes

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Step Four: 
Deliver on Counselor Expectations
- Develop Counselor Database
  - Contact information
  - Counselor expectations
- Develop Tracking Mechanism
  - Include counselor initiatives
  - Enrollment information
Step Five: Evaluate Annually

- Evaluate ALL Counselor Initiatives
- Request Written Evaluation
- Compare Enrollment Report

Comprehensive Counselor Initiatives

- Counselor Website
- Communication Plan
- Counselor Newsletter

Comprehensive Counselor Initiatives

- Counselor Visit Programs
  - Bus Tours
  - Open Houses
  - Individual Visits
  - Local Receptions
- Advisory Boards
- Counselor Gifts
- Counselor Conferences
Transfer Counselors

- Provide transfer equivalency & curriculum information
- Visit regularly
- Be available for pre-transfer advising
- Offer training and workshops for advisors
- Be willing to serve on advisory boards, as requested

Group Discussion

Scenario #1: You receive a call from a “Tier One” counselor who is upset because he did not receive notification of your new admissions deadlines. As a result of this miscommunication, an honor student did not complete the application process in time to be considered for the fall semester.

Questions:
- How do you respond to this counselor?
- How might you avoid future miscommunications?

Group Discussion

Scenario #2: As a part of your fall planning, you are busy scheduling visits to your tier one and two schools. When you contact the number three school on your list, you are instructed to mail materials as they do not allow private visits.

Questions:
- What do you do?
Group Discussion

Scenario #3: You arrive for your scheduled high school visit and check-in with the secretary. Due to an oversight on the counselor’s part, students were not notified of your visit. The secretary suggests you reschedule and return when you will have access to students.

Question:
How do you respond?

Group Discussion

Scenario #4: You are meeting with a prospective student on your campus. During your conversation, the student tells you that his counselor discouraged him from visiting your campus. The counselor advised the student to attend another institution and offered to schedule a visit for him.

Questions:
How do you respond to the student?
How do you address the counselor issue?

Ten Tips for Building Relationships with Counselors

1. Take the time to introduce yourself.
2. Respect their role within the high school and their knowledge of the admissions process.
3. Initiate several contacts throughout the year.
4. Contact counselors when reviewing applicant files.
5. Be honest when discussing applicants and admissions.
6. Get to know the counseling secretary/administrative assistant.
7. Don’t expect too much of their time.
8. Be careful not to oversell your institution.
9. Never assume that the counselor has had positive experiences with the institution you represent.
10. Respond to all counselor requests with the same urgency of prospective student requests.