

Recruiting Outside the Box

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Introductions



Me:

7th year in college admissions

Likes: Drums, vinyl records, spicy food

Dislikes: Country music, unsweet tea

Former student ambassador + campus tour guide voted “Most Likely To Work In Admissions”

You:

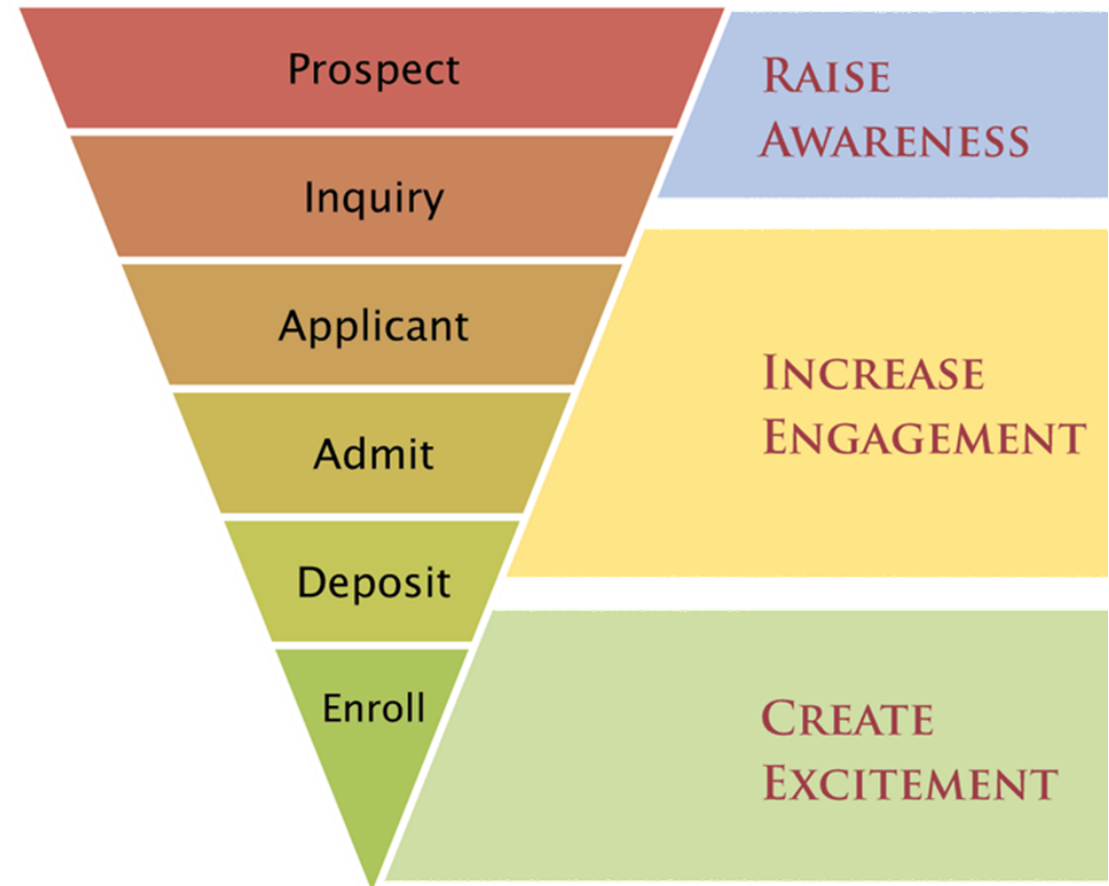
Like pina coladas?

Getting caught in the rain?

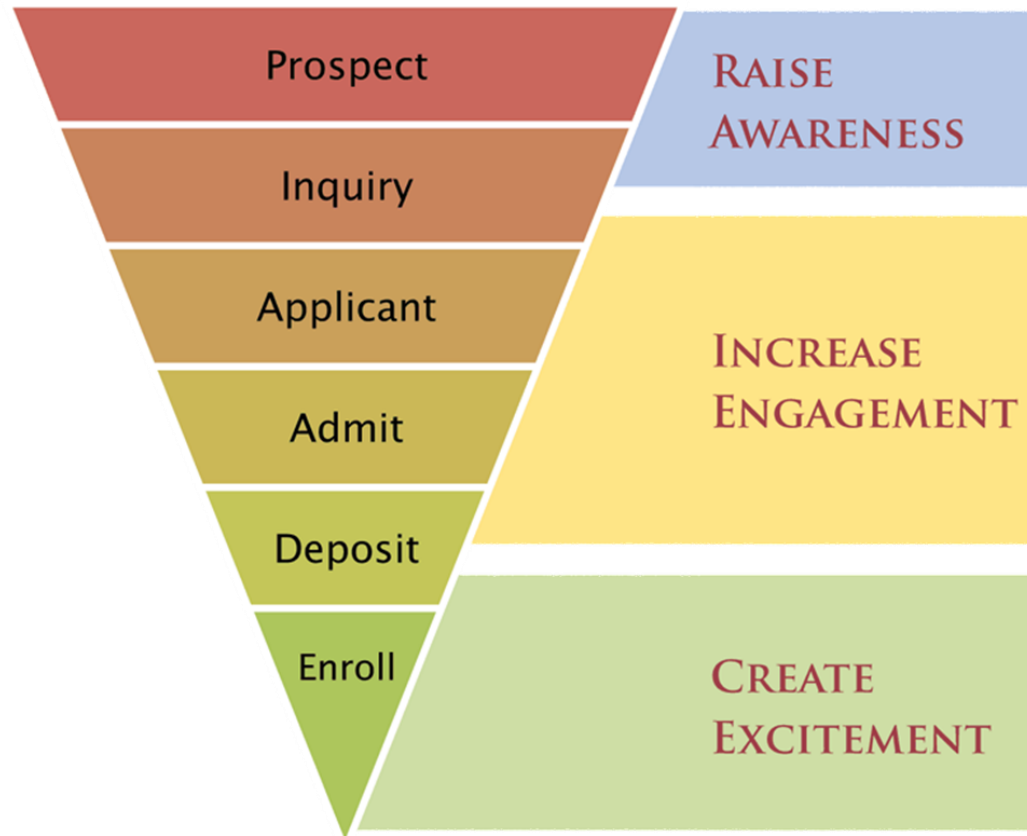
Why recruit outside the box?

What are your goals?

- Boost enrollment
- Increase retention + graduation rates
- Increase academic profile
- Increase campus diversity
- Increase non-athlete pool



Step 1: Have command of your funnel



The traditional funnel is *not* accurate.

How many different funnels can you create?

Creating New Funnels 100-300

100 – Prospects

- Who are you marketing towards?
 - Don't cast too big of a net.

200 – Inquiries

- How many of your inquiries are stealth?
- Track your sources, then rank them based on volume, yield rate, and priority.

300 – Applicants

- How many of your applicants are stealth?
- Track and rank sources, application type, majors, completion %

Creating New Funnels 400-600

400 – Admits

- How many of your completed applicants are not admits?
 - Here is where to be the most aggressive!

500 – Deposits

- Consider other ways for students to confirm
 - Are there incentives to deposit early?

600 – Enrollees

- Don't stop the communication after a deposit
 - Shower them in swag

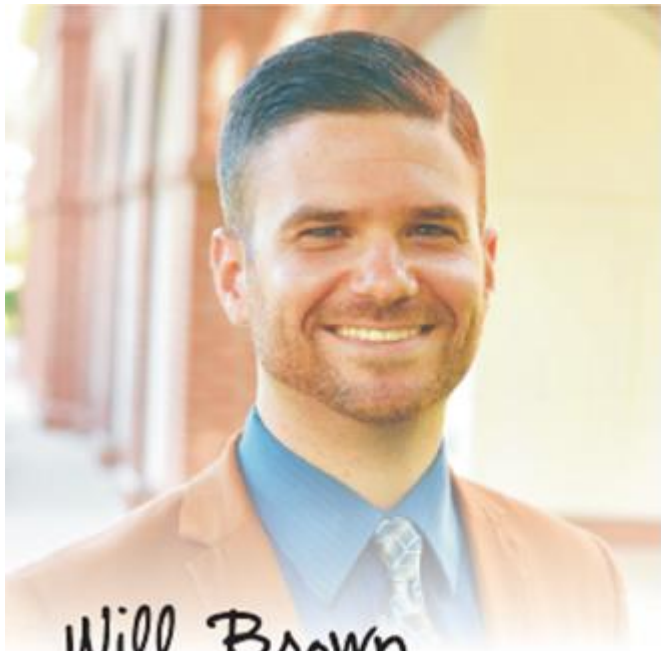
Step 2: Develop your communication plan *before* your next funnel takes shape

No matter how much you plan in advance, your communication plan will change during the year, and that's okay. Be ready!

Involve the campus community from the start, and let them help you prepare for travel season.

Adjust your communications seasonally.

Step 3: Leverage your six relationships



Will Brown

**MOST PLAYED
SONG ON ITUNES**
The Contours'
"Do You
Love Me?"
possibly the
catchiest and
most infectious
song ever!

**3-5 WORDS THAT
DESCRIBE ME**
1) Jeni's
2) Ice
3) Cream

- 1) Admissions
- 2) Current students/parents
- 3) Faculty/Staff
- 4) High school counselors
- 5) Coaches
- 6) Alumni

Engage your funnel from all directions

Develop a communication plan to keep each of your outside parties involved and updated on your recruitment efforts

Step 4: Goals

Set goals, break goals, do it all over again

Develop your territory managers

Instill a friendly competitiveness among your recruiters

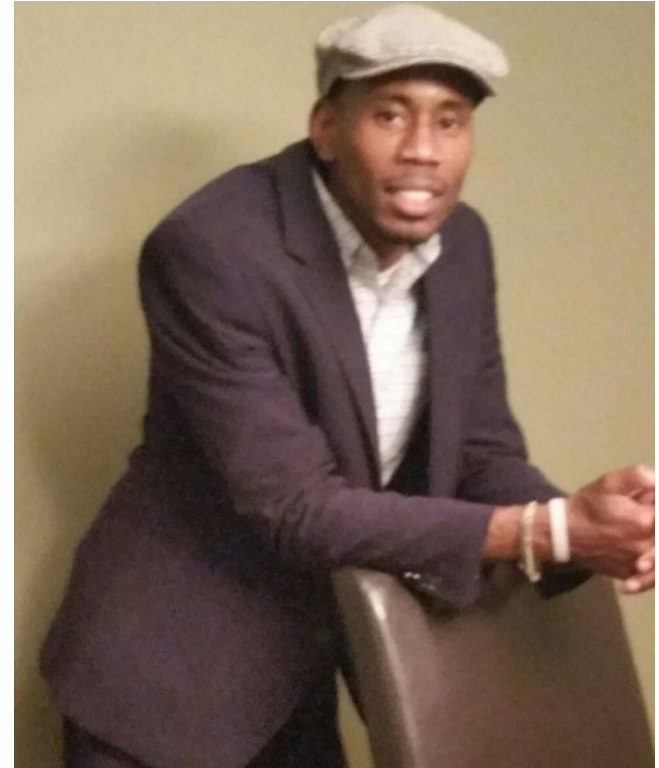
Invest in your team!



Introductions

Kenneth Rozier

“Recruit by any means
necessary”



Session Description

It is not uncommon for institutions to seek new methods of recruiting. It is not irrational for colleges to spend thousands of dollars to bring in consulting companies to find better ways to improve recruiting methods. But have you thought at times or maybe suggested, “Let’s hold off on the new methods, or we could save that money and utilize it towards our budget.” Or you’ve suggested, “Give me a raise.”

Many times we miss the boat thinking the most popular idea or methods is the most conducive. This presentation will equip you with recruiting tools and ideas that will be productive, but innovative and constructive to help your institution maximize their resources and yield great results.

Student Types

- MOWR
- Traditional
- Nontraditional/Adults
- Military
- Retention

Note: Institutions are not limited to these types, but these are some of the most popular student types we serve within our institutions.

Move On When Ready (MOWR)

Method/Ideas

- Getting Involved with HS's 9th - 11th grade classes and organizations
- MOWR Information Sessions
- Advertisements

Examples

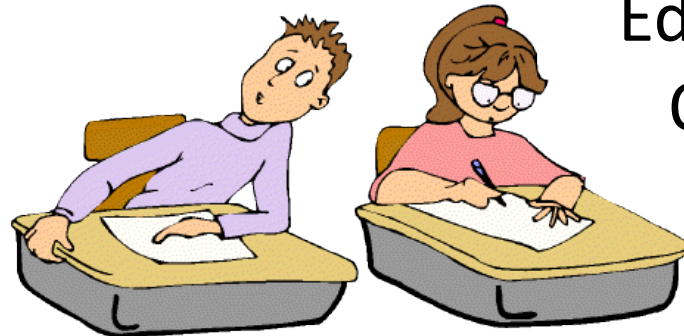
CTAE Boards, School Clubs,
Organizations,
Judging Panels (GaETC)
Junior Nights
Social Media



Traditional

Method/Ideas

- Supporting High School Events
- Information Sessions/Workshops
- Community Presence
- Tours
- Advertisement



Examples

Preview Days (Fri)
Senior Nights
Graduation Practices
Speaking to Upward bound
programs
Educational Talent Search functions
One-on-one counseling sessions
Social Media, local radio

Nontraditional

Method/Ideas

- Businesses
- Adult Information Sessions
- Advertisement
- Hosting events in a mature environment
- Go Back Move Ahead

Examples

GEICO/Businesses
Organizations
Social Gatherings
Day Parties
Sporting Events

Military

Method/Ideas

- Community
- Military Information Sessions
- Advertisement
- Partnerships



Examples

VA Centers
Military Events
Veterans Day
Partnering with your VA Rep

Retention

Method/Ideas

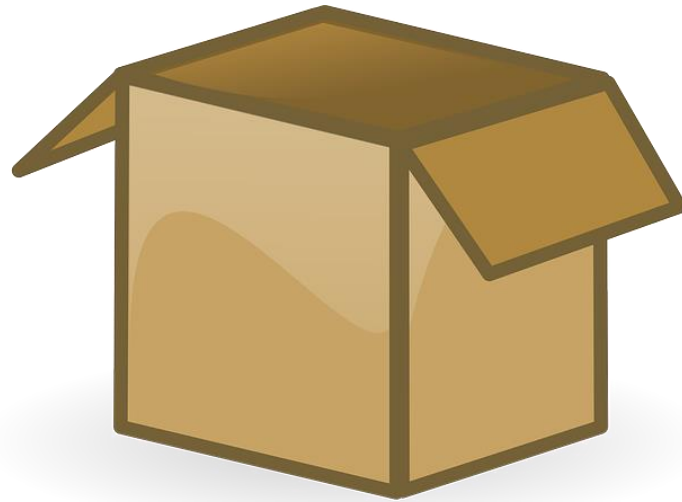
- Following up
- Availability
- Campus Life

Examples

Engaging your Current students
Being Accessible
Catering a campus life to serve
your whole audience



Remember to be innovative and creative. Recruiting is a job, but also it is an art and always think about
“Recruiting Outside the Box”



Thanks for attending!

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