

IUPUI Recruiter Workshop

January 17, 2007



Introductions

- Why are we here?
- Tell us about yourselves, including:
 - What are your units doing for recruiting?
 - What is your recruiting budget?
 - How much did you spend on recruiting?
- What conclusions can we draw from this?

One Slide of Enrollment Services Recruiting Activities!

- Campus Visits/Jag Days/Office Drop-ins
- High School Visits/College Nights
- PTO meetings
- State Fair
- Black Expo
- Middle School Outreach
- Community Outreach
- E-mail—several different accounts
- Callbacks/phone room
- Phone-a-thons
- Mail outreach (PSAT, Tests, etc.)

Enrollment Management Committee

If you want a more complete list of campus
recruiting activities, visit:

<http://registrar.iupui.edu/emc/>



Perception of IUPUI

- Focus Groups with Students
- Focus Group with Parents
- Resulting Perception Management Issues



Focus Groups – Students (post-choice phase)

- Very focused on their program of study
- Location
- Cost
- Influenced by peers, parents
- Communication – email, postal, phone
- Visits – formal v. informal
- Websites – when they work well!
 - List of majors
 - Cost/financial aid info
 - Admissions information and applications
 - Housing, including photos
 - Contact information

Focus Groups – Parents

- Intended Major
- Location and appearance
- Size of School
- Strong role of influence but student decides; don't like peer influence
- Campus tour – attending a class, residential life, separate meetings
- Communications – more likely to read student's postal mail
- Surprisingly, not costs

Focus Groups – Parents

- Parent information is not IUPUI specific
 - Parents knew more about grad programs
 - Less clear, and less positive, about extracurricular and residential life
- Commuter School
- School of “last resort”
- Too close to home
- Academic caliber is strong

Perception Management Issues

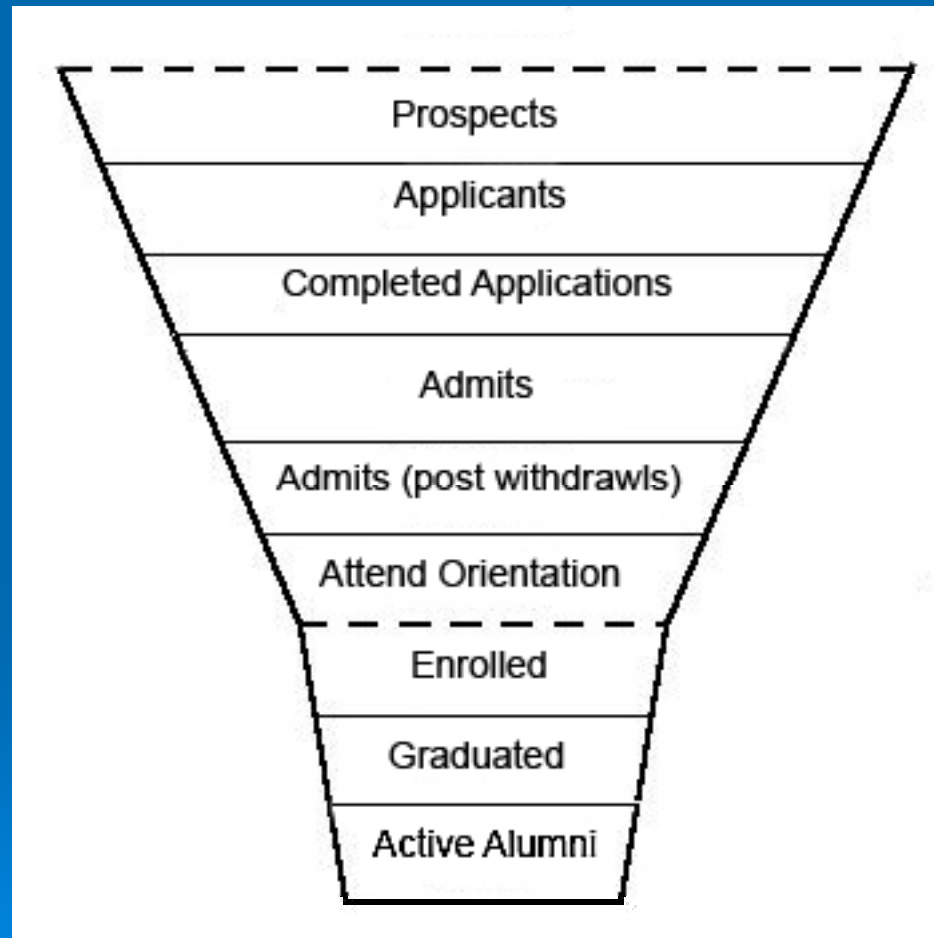
- Academics – students get it; parents sometimes do
- Location – advantage for some, not for others who are desirous of change
- Phone calls work; some mailings do. But email?
- The “safety school” or the “school of choice”
- Problems with websites
- To students and parents, we are all IUPUI

BREAK TIME!

See you in 10 minutes!



Admissions Funnel



Credibility Moments in College Choice

– Hossler and Stage, 1992

➤ Three Stages in Selection Process

- **Predisposition:** student's aspirations, and eventual decision, to continue their formal education after high school
- **Search:** the process of considering to which post-secondary educational institutions they will apply
- **Choice:** the (final?) selection of an institution to attend

Stage 1 - Predisposition

- Very early stage when a student decides if they are going to pursue education after high school
 - Influencers include parents, siblings, peers, teachers, and guidance counselors
 - Other factors:
 - socioeconomic status
 - student ability and aspirations
 - education level of parents
 - parent/peer expectations and encouragement
 - involvement in high school and quality of education
 - demographics - gender, ethnicity, age, and home location

Stage 2: Search

- Search is global, for a university as a whole.
- Old School – print; New School – online (and still print).
- They remember early outreach!
- Top needs:
 - Quality of education
 - Marketability of degree
 - Large number of programs
 - Costs – Scholarships and Financial Aid
 - Quality of Life, Campus, which they will visit

Stage 3: Choice

- Happens after admission to any number of schools
- Decision points narrow to more specifics
 - Comparison with other schools, programs, services, campuses, computer facilities, dorms, etc. ad nauseum!
- EC/Admissions “role” is no longer as pertinent.
 - We’re familiar to them but often don’t have enough specifics!
 - Students crave (demand?) academic department contact at this stage.
 - Other Enrollment Services offices such as Campus Visits, Scholarships, and Financial Aid, as well as Bursar, University College, Schools, Orientation are still VERY important at this stage.

Best Practices for Outreach

Review Guidelines



Tools and Tasks



Tools and Tasks

- IUPUI Fact Sheet/Brag Sheet
- College Nights
- Subject matter expert in classrooms and in community
- Develop Speakers' Bureau
- Contribute to the High School Link Newsletter
- Subject matter expert/recruiter for EC/Admissions Office
 - designated point of contact for students with specific program questions.

Tools and Tasks, cont.

- Provide the EC/Admissions Office with up-to-date, interesting, and pertinent “selling points”
 - What’s “hot”?
 - Why should a student choose your major?
- Keep EC/Admissions Office apprised of programs:
 - that target high school students, teachers, or the community
 - including those BIG events that your unit sponsors—conferences, programs, contests etc.
- IUIE
- Accept responsibility for sharing this information and training appropriate staff or students

Wrap-up

- What is your “walk away”?
- On-going collaborations

