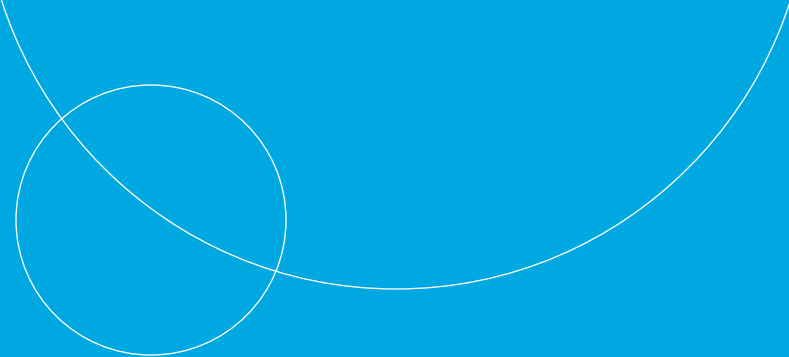




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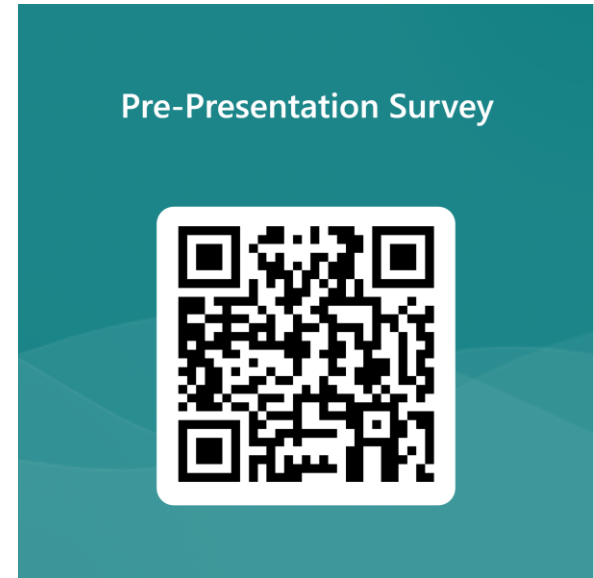
Recruit, Rapport, Retain, Repeat

Dr. John Proctor, Director of Student Recruitment, Southeast Arkansas College

Pre-Presentation Survey

Answer each question 1 – 5 with 1 being not at all and 5 being most definitely.

- I am the best person for my job
- I am exactly where I want to be to reach my next level
- I am passionate about my job
- I have great work and life balance
- I spend quality time with my family
- I enjoy waking up and going to work
- I give my best effort in reaching prospective students
- Am I prepared to give my best this year





First time here?

**When it comes to your
current job title, what is it
and how did you get there?**



Introduction

This session will mainly highlight what we must do as recruiters to maintain our level of peace, as well as give ideas on how to do so. At smaller institution, we may not have to deal with a massive number of students, but “other duties as assigned” will always have us moving in our seats. At the end of the recruitment cycle, we must come to terms on if we would like to continue in this assignment, seek a promotion in order to have delegated powers, change departments, or choose a new career.

Agenda

1. Recruit

- What is your “why”
- Being Consistent
- Passion
- Mental and Physical Health

2. Rapport

- Building a Rapport with students
- Positive Traits to Build a Rapport

3. Retain

- Going the Extra Mile
- Ways to Retain Students

4. Repeat



**Establishing your
“Why”**

What is Your “Why”?

In your interview they asked why do you deserve this job or why they should give you this job, and you obviously answered accordingly. Now that you have the job you must remind yourself why you get up every day to do the things that you do.

Being Consistent Cont.

- Tell Your Story
- What do you know that will spark an interest
- Sometimes you will have to get personal
- Know your audience
- Use alumni, council members, teachers, recent graduates to attract student
- Use students, organizations, athletics, and departments to attract students
- The way prospective student desire to communicate will change so continue using approaches that have not cost (ex. emails, and text)

Being Consistent Cont.

Remain up-to-date with program changes on your campus.

The background features a blue gradient with faint, semi-transparent images of interlocking gears and musical notes. The text is centered in a bold, dark blue font.

Keep Your Passion High

Keeping Your Passion High

- Do you love waking up and going to work? If not, then it will begin to show in your efforts
- Do you enjoy your job
- Are you maximizing your ability
- Go to trainings and professional development to encourage yourself, so you can encourage others

Keeping Your Passion High

If you lose your “why” then you lose your passion and if you lose your passion, you will lose your care and if you lose your care, you will lose your desire to do what is best for the student and the institution. If this happens you will do more harm than good. Some people came here today to network, gain great information, to build a rapport with people, and hear about current statistics, to go back and implement what they learned here. But there may be some people who are here today only a for vacation. Because this is probably the only time that they can dictate when they can answer their phones. But some people are still solving problems and they are miles away.



Balance

Balance Stress

- Running
- Working out
- Drawing
- Painting
- Yoga
- Swimming
- Hiking
- Meditating

Balance Life

In smaller towns, where everyone knows one another, going out to eat could turn into a recruiting moment. This can be good or bad, make sure you use your senses of your spouse (or kids), to gauge their willingness to allow you to work outside of work.

- Any experiences here?

Balance Family Time

- Don't give your all to work and leave nothing for your family
- It does no good to pour everything into everyone else if your family is suffering
- Don't kill yourself, you are replaceable
- (To the newcomers) Work will be there even if you are not

When we are no longer willing to give our best, we should consider relinquishing our duties as a field recruiter.





Mental and Physical Health

Mental and Physical Health

- Mental and Physical Health is important but vitally important when it comes to recruiting
- Your energy, your speech, and your approach can be affected by your health
- Some schools must recruit harder than others. If your school is not as popular, if your school has an image you are attempting to overshadow, etc. So, recruiters must sometimes spend a lot of time highlighting the good things about their institution

Mental and Physical Health Cont.

- It takes a strong mind saying the same thing over and over and that can invisibly get exhausting. So, it is important that recruiters take time from themselves in the mist of working hard
- Eating, sleeping, and exercise is important to your health
- Making friends, on the road, has a benefit and can be encouraging

Taking Breaks

There is only one you. You must not allow your desire to be great cause you to the lose focus of the most important thing we need, our health. Do not work yourself to death because if you do, you will be grieved and replace all at the same time.

Taking Breaks Cont.

Taking breaks between your meetings and appointments are important as well. If you are going to a meeting that is one hour and that meeting goes past the allotted time, and you have another meeting or appointment, you will possibly begin stress, check the time every 5 minutes, and get frustrated, especially if people in the meeting are getting detouring from the agenda. Add time before and after meetings, to give yourself a mental break, because even though we go to meetings, we are still required to do our standard work.



Rapport

Rapport

All of what I mentioned is very important but all of that is geared towards personal health, recruitment, and personal well-being. That can be one of the most challenging things when it comes to our line of work, but just because we recruit students does not mean that our job is over. Sometimes students will only want to speak with us because we were the first one to contact them.

Rapport Cont.

In the business world we usually speak to her about returning to phase one. Phase one is our why. Returning to phase one when it comes to building a rapport with the students could very well be the reason why we continue to do the things that we do.

Rapport Cont.

I was one of the best hurdlers in Dallas Texas, many people enjoyed what I did, but no one gave me the proper guidance that I needed to make the best decision for my life. No one sat me down to prepare for my future, as I needed. The key is, as I needed, because I was a part of male groups, but no one wanted to encourage the class clown that felt like he knew everything. Outside of sports there was no rapport with anyone influential.

Rapport Cont.

- Emails
- Phone calls
- Text
- Video's

Simple? Yes, but I'm talking about personal communications. (ex. Football game, birthday's, ACT/SAT test encouragements, reminders about taking the ACT/SAT.)

Rapport Cont.

There are a lot of institutions doing the same thing. But is what you do that will separate you from everyone else. Your rapport with students is what will have them think about your institution when it comes to deciding where they will go to continue their education. Just like some students decide not to go to institutions because they have not heard from them enough, students may go to institutions because they feel a level of acceptance because of your communication with them.

Rapport Cont.

Building a rapport with students is easier for some than others. Just like in any relationship things do not get better until barriers are broken. Comfort levels do not surface until barriers are taken down and some students have different approaches when it comes to talking to recruiters. Sometime a student already have an idea about what college or institution they would like to go to, and they don't give certain recruiters the same level of attention that they give others. We must understand that our institution might not be the most popular, so we already have a barrier. Another barrier would be that they already have someone giving them information even if it's not accurate information, that is another type of barrier. Not having an ACT/SAT score or having a very high ACT/SAT score can be a barrier.

Rapport Cont.

- Smile
- Learn the students
- Tell them your story
- So many student don't want to listen because they think that you have had everything together your entire life. For some reason, students think their situation cannot be understood by someone that does not show residue of their situation, whatever that may be.

Rapport Cont.

- Respect students, even when they don't respect you. Sometimes they are just being attention grabbers, other times they are trying to deflect because they don't know.
- Always, always, always, encourage students. This goes back to the text and emails. Yes, even the ones that do not responded. Trust me, they see. If not, they have blocked you.

Rapport Cont.

- Talk about what they want to talk about, even if you are not interested.
- Communicate on their level
- Some students are advanced communicators so we can talk to them in different ways than others. Just like it is important for teachers to meet students where they are and bring them up to where they should be, as recruiters we must reach students where they are and bring them up to where they need to be.

Rapport Cont.

- Let students know that we are here to stand in the gap for them, not because we have to but because we care about them.
- Tell students about clubs that you have on campus. Clubs that you are apart of and clubs that would benefit their growth.
- Go to high school events, let them see you. You do not have to say anything, many times they will not say anything to you because they will be with their friends but eventually they will.

Rapport Cont.

- Let them see you outside of recruiting events. Especially, for smaller schools who do not have alumni associations recruiting for them.
- Leave them with something to talk about.
- Be yourself
 - It is important that directors put you in position so you can be your best. You may have a better rapport with a certain demographic of students, that's not always a bad thing. In fact, it is only bad when numbers are down.

Rapport Cont.

- Respect the nonverbal communication for students
- A bad day at home could result to a bad day at school, and an even worse day at a college fair or recruitment event.
- Conversation starters when you know something is wrong with a student
 - I've been there before...
 - I see it on your face but don't allow what you are going through to cause you to miss out on the information you can get here today



Retain

Retain

You may be asking why would retaining students be apart of our duties as recruiters. This is mainly geared towards smaller institutions, but it can apply to recruiters at larger institutions as well. If you build a relationship with a student, there is a high possibility that a student may answer your phone call when they will not answer anyone else's. You could the difference between withdrawing and dropping out. And still, you are showing your level of care. Some institutions have alert systems, where students are flagged, but if students are unfamiliar with emails and phone numbers they may not answer.

Retain Cont.

Maintaining students is a collective approach. Again, this is not referring to larger schools that have the capability to hire a staff member for every 50 students. Some institutions must work harder than others to retain students, but that is why it is important to understand your “why” and why you are at your institution.

Retain Cont.

Does anyone have an example of how they have gone above and beyond to retain a student?



Repeat

Repeat

Once you complete every step to recruit students, answer emails, take phone calls, host on-campus events, attend community events, sacrifice your health, your time, your family, and sometimes your personal goals. One thing that is certain; things will start over. As long as your passion remains high and you are willing to put forth your best efforts, go be great, but if you are not willing to give your best, seek a promotion so you can guide up-and-coming recruiters so that you can travel less. Other options are to change departments or job titles, if you would like to continue to work in high education,. But please do not give a sub-par effort to students that are looking at you for guidance.

Repeat Cont.

When we are tired of the repeating process, it is time for us to start thinking about other things that you can do to be affective to prospective students or current students. That does not mean that we must quit working all together, but maybe not in a particular area of recruiting.

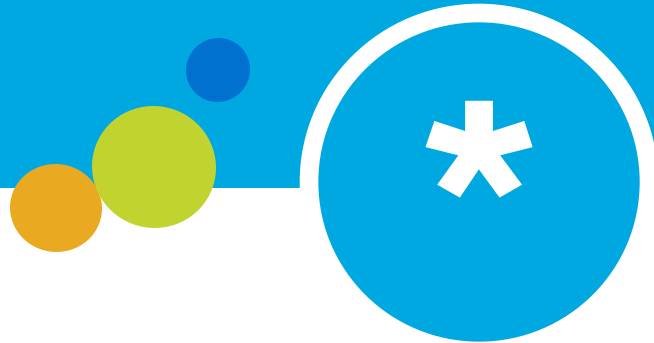
**Who's ready to give
their best effort for
this recruiting cycle?**





Conclusion

**As we prepare to be great in our area,
we must remember that what we do
will either help or hurt the students
that we encounter. Before we help
others we must help ourselves. There
are a lot of people counting on us.**



The background of the image shows a pair of hands holding a globe of the Earth. The hands are positioned at the bottom and sides, with fingers wrapped around the globe. The globe is centered and shows the continents of North and South America. The entire image has a blue color cast and is slightly blurred, giving it a soft, ethereal appearance.

**Our mental and
physical health is
just as important as
getting students.**

**It does no good if we
do not give
prospective students
the best “us”. We are
ambassadors for our
institution.**

Conclusion Cont.

8 Dimensions to Wellness

Physical

Emotional

Social

Occupational

Intellectual

Financial

Environmental

Spiritual

Conclusion Cont.

Self-Care and Wellness Tips

Scheduling regular massages, pedicures, manicures, facials, spa day

Meal planning – are you giving your body what it needs?

Low Stress Hobbies: Gardening, Yoga, Nature, Meditation, Breathing, Reading

Joining online groups to gain friends, dating, or support

Hydrating – daily!

Plan your outfits for a week – prep and iron (yes, this is self care)

Treat yourself out

Hike, Cycle, or something outdoors, that do not require electronics

Treat yourself to gifts

Post Presentation Survey

Answer each question 1 – 5 with 1 being not at all and 5 being most definitely.

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- I am passionate about my job
- I have great work and life balance
- I spend quality time with my family
- I enjoy waking up and going to work
- I give my best effort in reaching prospective students
- Am I prepared to give my best this year



Summary

Recruit

Put forth our best effort to maximize our willingness to be interactive, get inquiries, and try to enroll those students.

Rapport

Building a relationship with the students while recruiting them and after they have enrolled in our institution is important and could be the catalyst for a student remaining in school if they fall on hard times.

Retain

Once a student is enrolled and begin classes, they usually interacts with other departments, but depending on the size of our institution, we still could play a role in retaining the student, and ultimately play a roll in that same student graduating.

Repeat

Whether we hit our marks or not, every year, we must repeat our efforts. Though some things may be added or taken away, our major events will still exist. If we are not willing to put forth our best efforts, we should seek change.

References

<https://www.goodtherapy.org/blog/8-dimensions-of-wellness-where-do-you-fit-in-0527164>

<https://www.wholehealth.org/>

How I Inspire Myself



Survey Results

Tallies from both surveys

Thank You for Attending



Dr. John Proctor

**Director of Student Recruitment
Southeast Arkansas College**

jproctor@seark.edu

870-850-3074 - Office

870-413-1904 - Cell



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