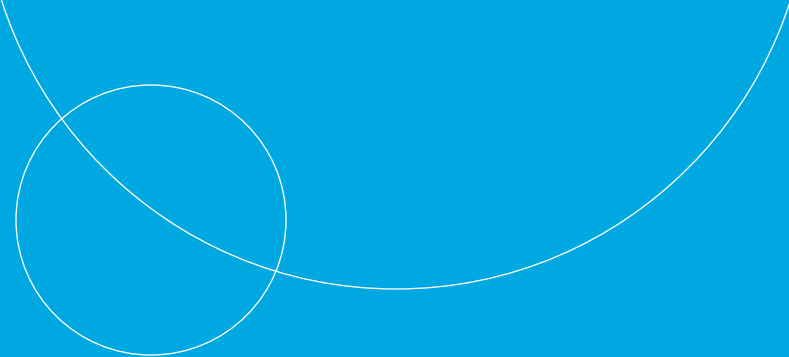




rnl national conference
leading ai innovation
empowering higher education



It Takes a Village: Recruit the Family, Recruit the Student

Tony De La Cruz
Senior Undergraduate Admissions Counselor
The University of Texas at San Antonio

At a Glance

Best Practices

Identifying the Needs

Build Rapport

Dispelling Rumors

Clear Information

Being Transparent

3A's of Higher Education

Be Consistent

Best Practices

- On-campus resources (safety, organizations/clubs, etc.)
- Videos and pictures of campus
- Personal experiences (tools and strategies)
- Individual meeting (one-on-one, point of contact)

Identifying The Needs

Students and Parents

- Verbal and Non-verbal cues of interests and expand on that more
- Focus on the benefits depending on importance of student and parent
- “Features tell but benefits sell” Rufallo Noel Levitz

Build Rapport

- Conversations with parents vs. students
- Parents: financial aid, safety, transportation, costs, student support services
- Students: admissions process/next steps, program information, getting involved

Dispelling Rumors

Being a source of information and clarification

- College is too expensive
- Student loan debt
- No jobs for degrees
- College is not necessary
- Boundaries to enter

Clear Information

- Programs Offered
- Admissions Process
- University Information (facts, stats, etc.)
- Paying for College (scholarships and financial aid)
- Students: admissions process/next steps, program information, getting involved

Being Transparent

Offering Suggestions or Alternatives

- It is okay to say no

“We don’t have that... but we do have”

- Talk real to me

“Here’s what you can expect”

3A's of Higher Education

- Accessibility – How easy is it to get to you or to get answers to questions?
- Affordability – How easy it is for them to be able to go to your school?
- Accountability- Can you back up what you said?

Data from Ruffalo Noel Levitz

“In 2020, 86 percent of high school seniors surveyed said their parents were involved in their college planning process” RNL, 2020 Perceptions of Financial Aid Report.

Correlations to be drawn in the follow:

High Parent engagement → High likelihood of student enrollment

Low parent engagement → Low likelihood of student enrollment

RNL Data from 2017

FACTORS COUNSELORS RATE AS IMPORTANT TO RECOMMEND A COLLEGE OR UNIVERSITY

Counselors fully understand the importance of academic programs and financial aid/cost in the college choice process for their students.

IMPORTANCE OF COLLEGE/UNIVERSITY FEATURES: When Counselors Are Deciding Whether or Not to Recommend a School to Students

School has programs that the student is interested in	99%
Availability of financial aid and scholarships	98%
Cost	97%
Quality of the program that the student is interested in	97%
Overall reputation of the school	91%
Quality of faculty as teachers	84%
Percentage of students who are admitted to college (selectivity)	77%
Quality of athletic programs (if the student is an athlete)	73%
Campus social life	58%

Figure 1: Counselors rating importance of factors when recommending college or university, Retrieved from: <http://learn.ruffalonl.com/rs/395-EOG-977/images/2017%20HS%20Counselor%20Research%20Report.pdf>. Accessed 27, Mar. 2022.

Parental Involvement

HOW PARENTS HELP WITH COLLEGE PLANNING

According to the survey results, counselors see parents involved in the following college planning activities:

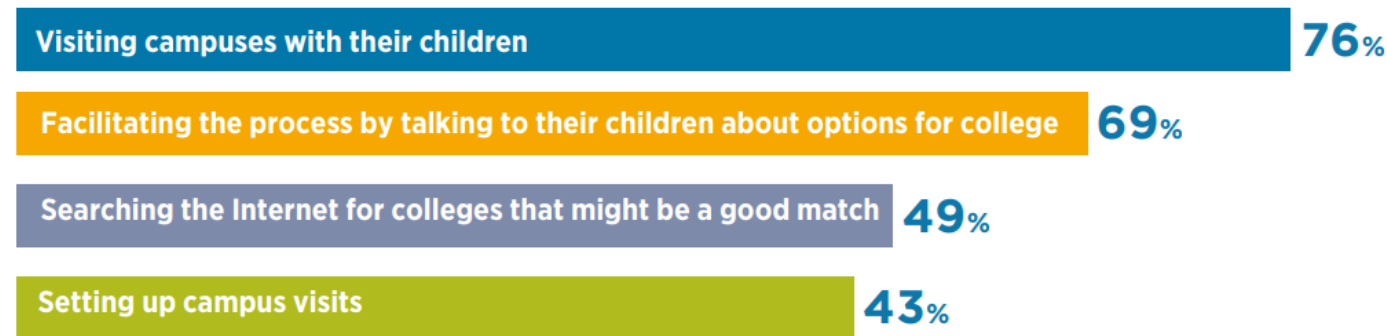


Figure 2: Parents helping with college planning process, Retrieved from <http://learn.ruffalonl.com/rs/395-EOG-977/images/2017%20HS%20Counselor%20Research%20Report.pdf>. Accessed 27, Mar. 2022.

Be Consistent

- Follow-up on students and families
- Follow through on students and families
- Check-ins (financial aid, orientation, housing, advising, next-steps)

Recap

Best Practices

Identifying the Needs

Build Rapport

Dispelling Rumors

Clear Information

Being Transparent

3A's of Higher Education

Be Consistent

Want To Reach Me?

Tony De La Cruz

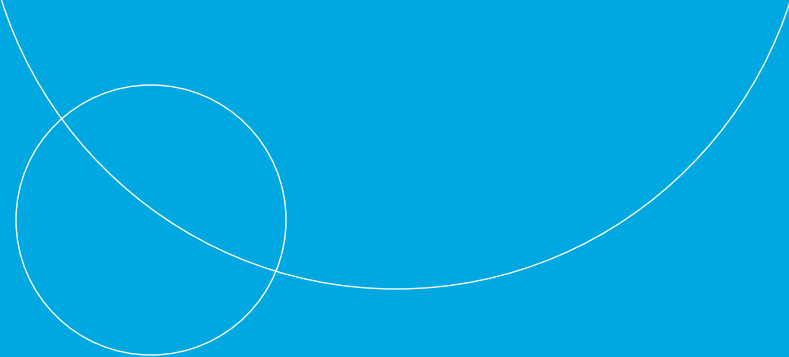
Antonio.delacruz2@utsa.edu

210-468-1138





rnl national conference
leading ai innovation
empowering higher education



It Takes a Village: Recruit the Family, Recruit the Student

Tony De La Cruz
Senior Undergraduate Admissions Counselor
The University of Texas at San Antonio