

2024 } STUDENT RECRUITMENT WORKSHOP

**Two Days on
Your Campus**
Training to help
your admissions team
meet your current
recruiting challenges

Hitting your enrollment goals requires a trained, adaptive, and motivated admissions team.

The same approach as last year will not work.

- Your team needs to engage with students differently in this highly competitive environment
- Students are shopping more colleges than ever before
- You need to manage every opportunity — yield is what counts

Building a case for the value of your college's degree is expected.

- More applications are not enough. More acceptances are not enough. How can your team get more to complete the app and commit?
- Parents are asking you to prove and articulate your value proposition
- Students and parents are marketing savvy

Enrollment health is viewed as the primary responsibility of admissions.

- Leadership is seeking evidence of your productivity and effectiveness
- Growth expectations puts big demands on admissions teams

Communications and marketing are complicated.

- Connecting with prospects takes place across many channels over time
- Building prospect relationships is a differentiator — this takes time and talent

Paskill's Student Recruitment Workshop will help your admissions team:

- Understand how to build relationships with prospects and influencers
- Manage prospect pools and territories
- Overcome objections
- Handle obstacles and master time management
- Increase yields and recruit more top students in a competitive environment
- Focus on relationship selling
- Become more self-motivated and organized
- Build your value proposition
- Prioritize staff time and outreach

The Power of One-On-One Recruiting

In the end, regardless of social media, CRMs, common applications and marketing, students and families make individual decisions. The workshop emphasizes the power of one-on-one recruiting to give your team new and proven ways to:

- Make every student contact more meaningful and productive
- Help more students achieve their goals
- Build a productive team
- Make the most out of video conferencing, phone calls, and voice mails

2024 STUDENT RECRUITMENT WORKSHOP } Workshop Outline

STUDENT RECRUITMENT WORKSHOP OFFERS:

Academic Marketing

- Know your institution in relationship to the competition
- Tell your institution's story better
- Relationship between marketing activities and recruiting
- Build and promote your brand

Prospect Management

- Organize the recruiting and the recruiter
- Track and follow-up with prospects
- Define, filter, and manage prospect segments and identify top leads
- Prioritize staff time to boost productivity
- The students' goals and needs are foremost

Social Media

- Understand roles for centralized or decentralized participation
- Communicate with prospects: how and when

Academic Sales

- Motivate students to apply, complete, visit, and enroll
- Leverage assistance from influencers
- Understand the important distinction between passive and active recruiting
- Recruit students to graduate, not just to enroll
- Segment your audience for optimal results

Managing Objections

- Overcoming price-cost-value concerns
- Clarify and manage the real objection
- Utilize campus resources to build the case

Relationship Marketing

- Identify the incentives and motivators
- Understand and work through barriers
- Differentiate yourself from other recruiters and institutions
- Engage with students to understand goals and barriers
- Know your prospect
- Focus on the student
- Transfer the relationship - it's not about you

Helping Students Achieve Their Goals

- Understand "buying" behavior to learn how people make decisions
- Harness multi-tasking students' attention to generate interest, involvement, and knowledge about your college

Co-purchase: Working with Parents and Families

- Clarify the role of parents in the process
- Identify the priorities within the family
- Build trust with the family and learn about concerns for their student
- Strengthen the value equation

Cultivating Influencers

- Cultivate relationships with counselors, teachers, advisors, clergy, opinion leaders, and alumni
- Build networks

Recruiting Toolbox

- How to mix text, talk, and email
- Develop relationships versus making transactions
- Tell a relevant story with Features – Benefits – Proofs
- Making the campus visit work
- AI and recruiter communications

Understanding Yield

- Be hyper-aware of factors that hamper yield
- Nurture admitted students
- Implement an action plan for improvement

Closing Skills

- Gain commitment
- Recognize danger signs and offer options
- Know when to let go

A SESSION WITH LEADERSHIP

We close the workshop with a one-hour debriefing session with leadership. This session addresses our observations about how to continue the momentum and improve your enrollment efforts.

After the workshop, the consultant will schedule three phone calls with you to provide ongoing support for staff development.

Your Recruitment Experts

Our team of recruitment professionals represents decades of enrollment marketing experience. One expert will work with you and your team for this Student Recruitment Workshop.



David W. Black

Vice President, Market Research and Consulting

Dave's background in enrollment marketing is informed by over 35 years in the industry – working with hundreds of colleges and universities. He brings this wealth of knowledge to every workshop and interaction with recruiting teams. Dave approaches workshops by encouraging teams to get better at meeting prospects' needs and expectations. He challenges colleges and universities to continuously improve on and integrate new and different initiatives. Following a workshop led by Dave, recruiters are empowered and excited to try new tactics and techniques to move the needle on their enrollment.

Dave is a graduate of St. Bonaventure University and holds an M.B.A. from Western New England University.



Dana Evans Amberge

Senior Consultant, Enrollment Management and Marketing

Dana is a seasoned professional with a wealth of experience. With over 30 years in higher education, she brings insights and expertise from work with a wide range of clients and institutions. She is passionate about helping teams connect and engage with prospective students and parents in meaningful ways to better meet their needs. Dana understands that to get different results, teams need to try new things and explore tactics and techniques outside their comfort zones. As a workshop leader, she enjoys making this fun – not intimidating.

Prior to Paskill, Dana had an extensive career at various colleges, including serving as Dean of Admissions and Financial Aid. She is graduate of Furman University.

Who Should Attend?

That's really up to you and we can help you decide. Each seminar is customized so we can integrate those issues and areas that can help meet your needs and goals. We've previously trained groups of recruiters that have included:

- Admissions Counselors
- Assistant Director of Admissions
- Associate Director of Admissions
- Director of Admissions
- Vice President for Enrollment Management
- Director of Marketing
- Admissions Support Staff
- Adult Learning Staff
- Graduate Admissions Staff
- Coaches
- Faculty

Cost for Training

The cost for the two-day workshop is \$6,000 – \$6,750, plus travel expenses.

**Call us at 413-563-0657
or send Dave an email at
dblack@paskill.agency.**

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Training to help your admissions team meet your current recruiting challenges

How to Schedule Your Workshop

1. **Start by giving us a call at 413-563-0657, or send Dave an email at dblack@paskill.agency.**
 - A brief discussion of your goals for the training.
 - When and how to hold the training: We'll come to your campus for the two-day workshop and tailor it to your needs.
 - Any questions you may have about the training program.
2. Once the date and location is set, we will schedule a time for an in-depth discussion so we can customize the training for your needs and make sure your staff gets the most from the training. We will review your recruiting plan, application and admit data, website and admissions publications.

"The workshop was right on point and just what was needed—excellent session. The staff enjoyed it very much and felt it was valuable information to help enrollment and yield, even the veterans. The meeting/workshop couldn't have gone better!"

DIANE RAYBUCK

Director of Admissions
PennWest University

"The workshop provided my team with some new perspective and techniques to improve engagement with prospective students and their families. Not only did Dana bring knowledge and concrete techniques to improve interactions, she was able to read the personalities of the staff very quickly. The day after the training, each of my staff selected three new techniques they were going to work on. They loved having solid ideas to implement.

The content, manner of presentation, and the real-world applications are excellent. We are ready for the enrollment challenges ahead!"

SALLY RUBACK

Enrollment Comm & Recruitment Manager
Moraine Park Technical College

"I am grateful for your insight and leadership with my team. Your feedback was valuable and is giving rise to new purpose within our work."

ROBYNNE ROYSTER-LOFTON

Associate Vice President for Enrollment and Student Financial Services
Mills College

2024 PROFESSIONAL DEVELOPMENT SERIES

STUDENT RECRUITMENT WORKSHOP

YIELD BOOT CAMP

STUDENT-FIRST CULTURE

LIVING THE BRAND



Paskill has been improving higher education outcomes since 1986. Established experts in staff development and training, our services also include:

- Enrollment Consulting
- Scalable Website Solutions
- Results-based Digital Strategies
- Customized Video Solutions
- Brand Strategy Capabilities
- Live and Virtual Experience Events