

# The Changing Landscape of the High School Visit

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# Goals of This Presentation

- We will analyze traditional and emerging ways to make the high school visit count.
- You will leave this presentation feeling that you can return to your institution and implement some of these suggestions.

# The Set-Up for the High School Visit

Method  
of  
Contact

Phone

E-mail

High School Initiated

Letter or postcard

# The Set-Up for the High School Visit

How do you make that initial visit request effective?

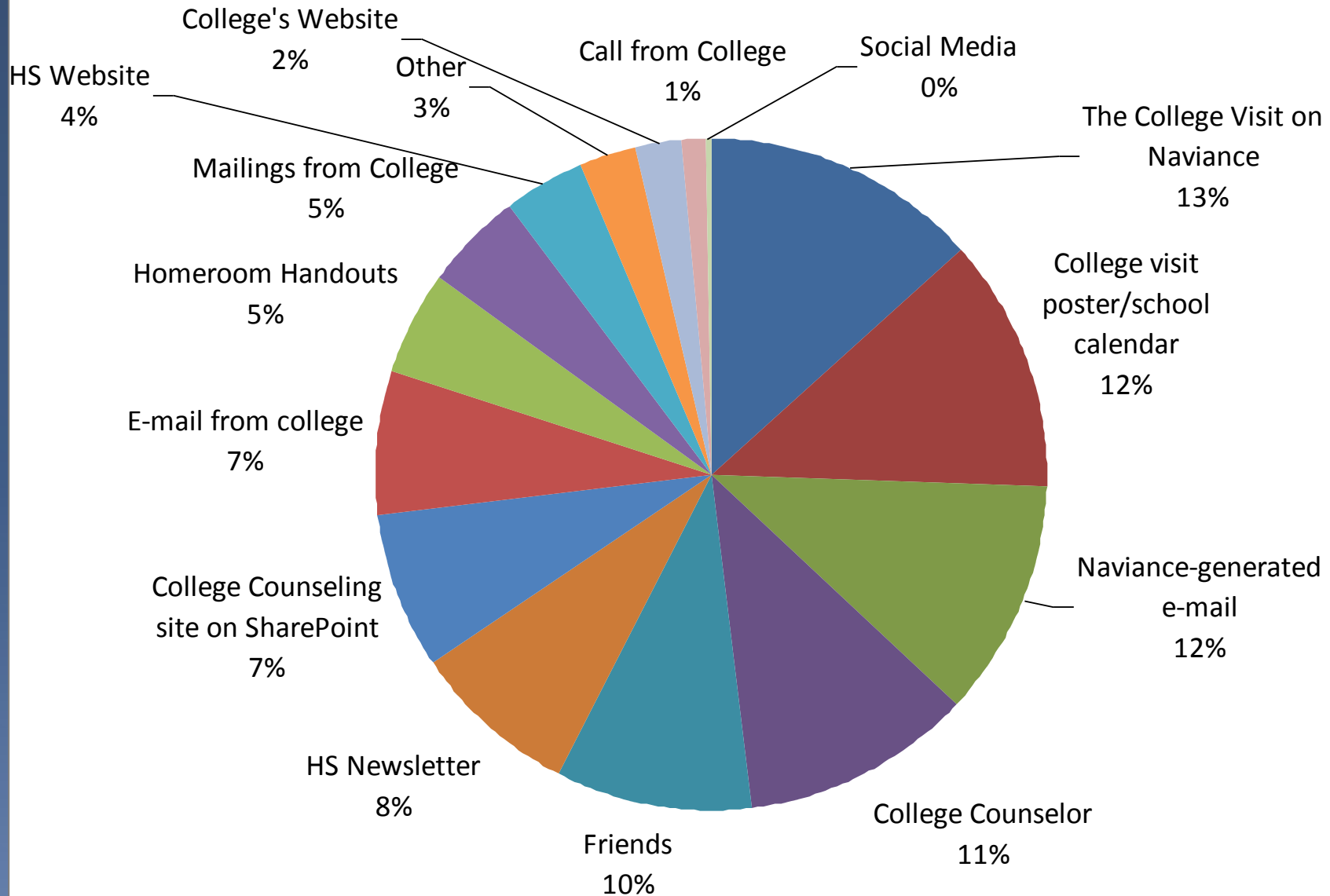
- Confirm the counselor's contact information
- Update your database
  - > Ask the college counselor how they would prefer to be contacted in the future.
- Define the structure of the visit

# Definition of a Traditional High School Visit

A well-rehearsed, one-hour presentation  
to juniors and seniors.

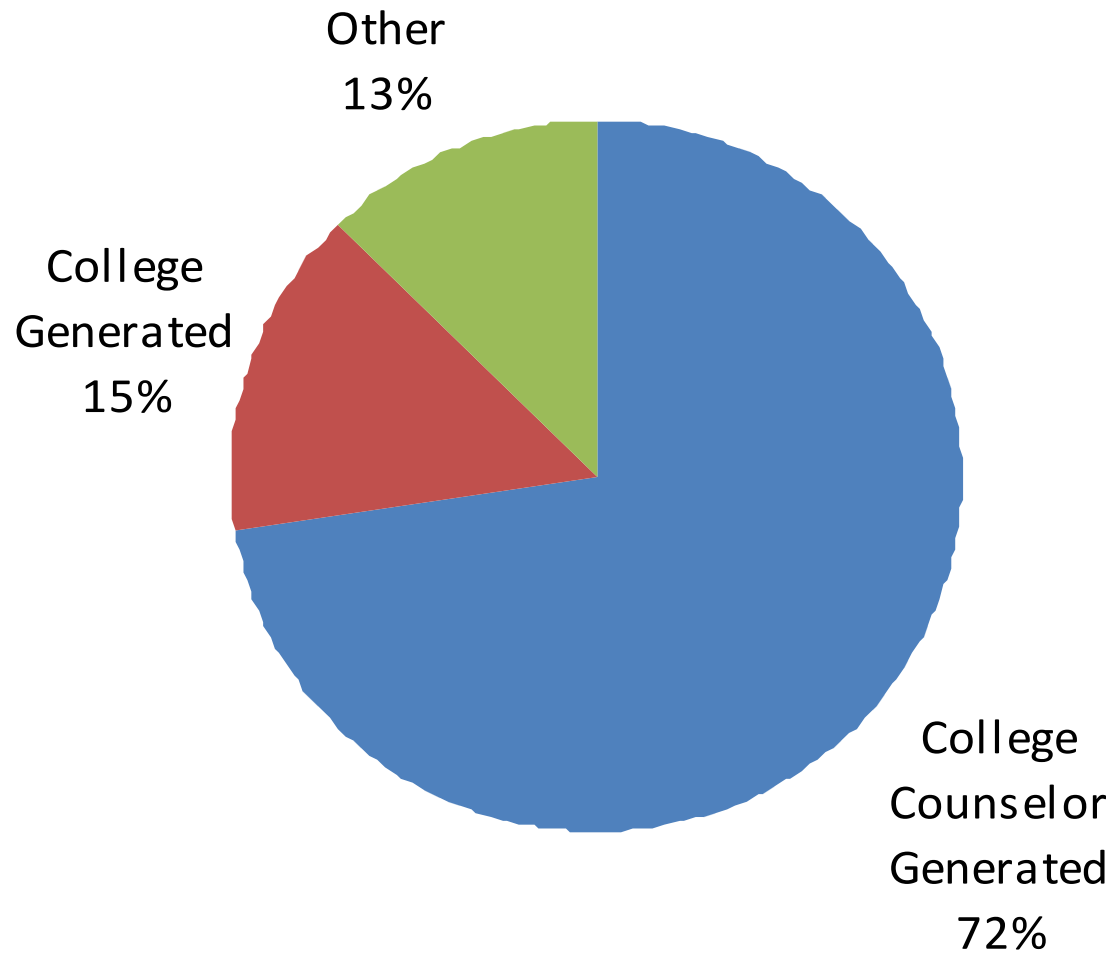
# How Do Students Learn About Visits

HNA 2010: 150 college visits; 600 student responses



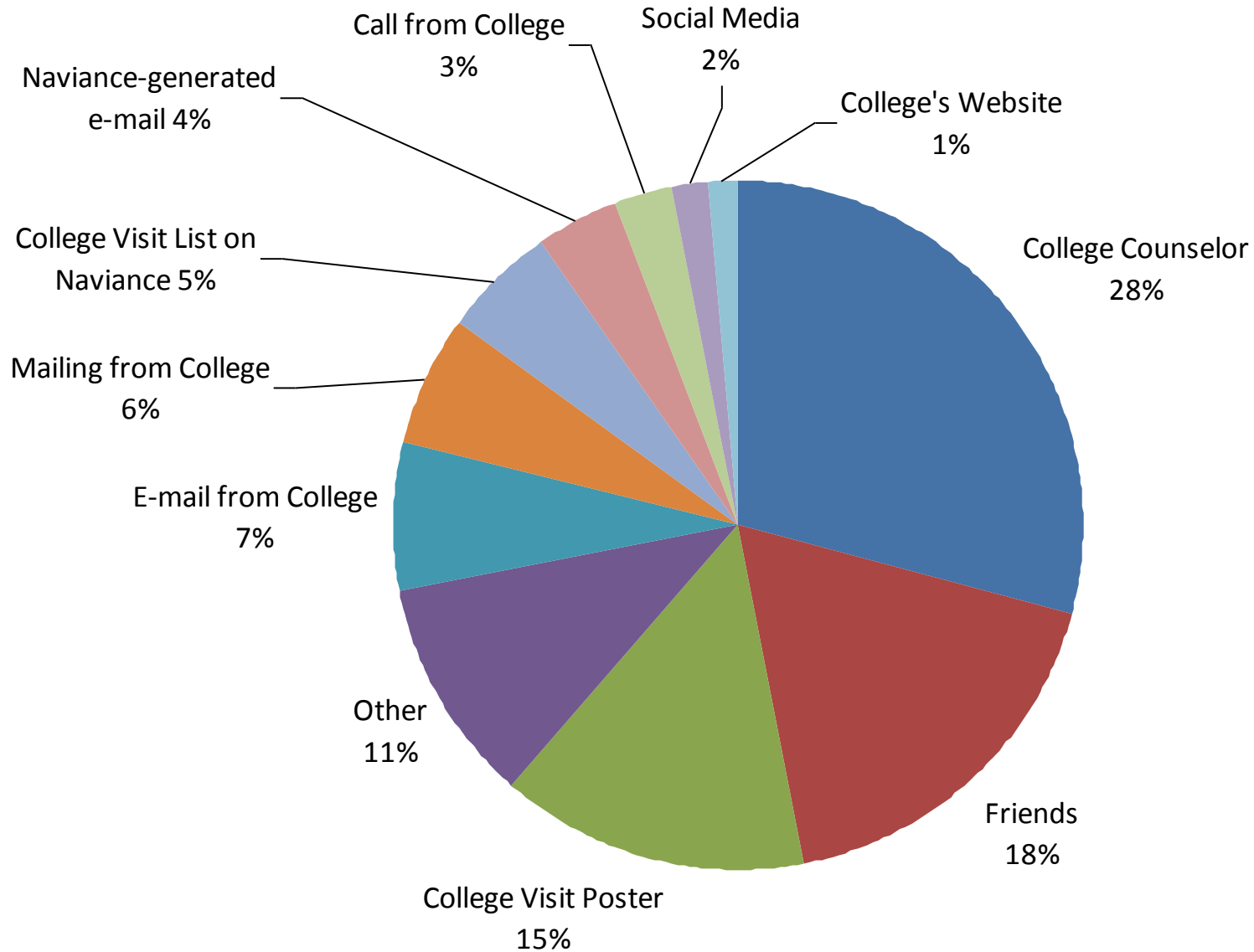
# What Does That Mean?

## How Do Students Learn About Visits?



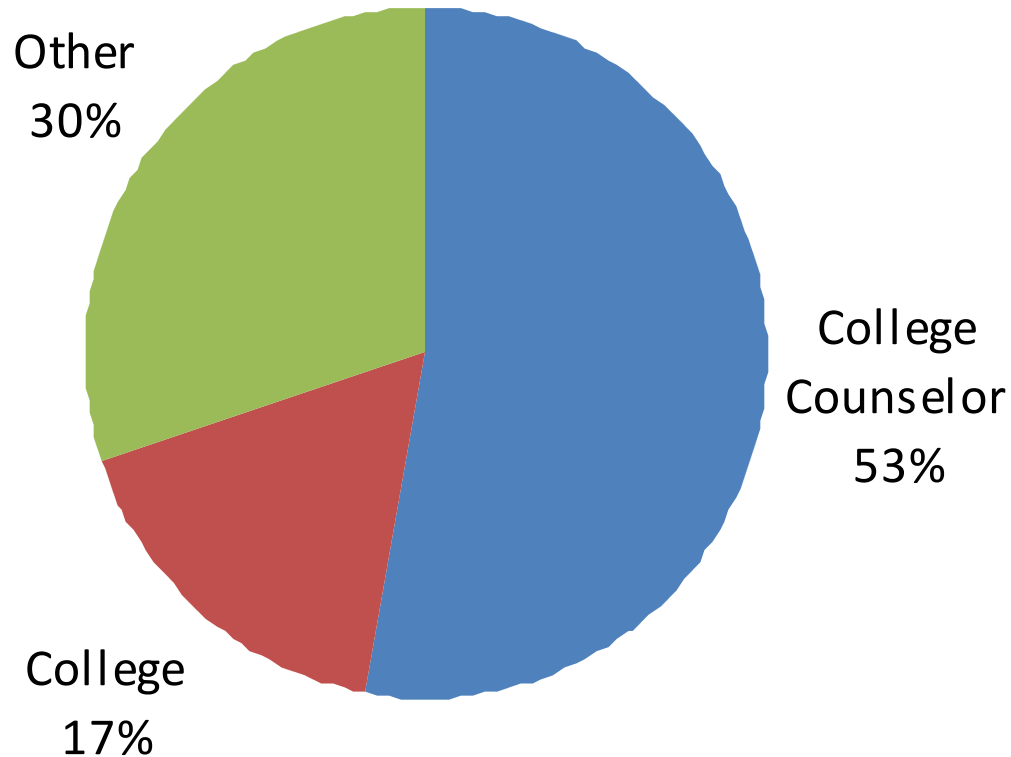
# How Do Students Learn About Visits

Seattle University 2010: 43 HI visits; 719 student responses



# What Does That Mean?

## How Do Students Learn About Visits?



# Lessons Learned

Confirm high school contact



Update your database



Ask about the structure of the visit

Most importantly, develop and maintain relationship with college counselor

# The Presentation

Full class visit: approx. 50 minutes

Conversation: one or two students

“What is college?” presentation

Ten-minute passing period presentation

The lunchroom “table” fair

# Ineffective Strategies for Large Group Presentations

- ⊘ Having the students introduce themselves and their possible major
- ⊘ Spending the first three to five minutes in silence having the students fill out an inquiry card
- ⊘ “I know you already know a lot about my school, so what questions do you have?”

# Effective Strategies

- ✓ Critical information needs to be presented every visit, every time, right up front.
- ✓ What sets you apart from other colleges in your peer group?
- ✓ Real world experiences with professors and students.

# How to be Effective if Students Don't Show Up

Don't monopolize the counselor's time.

Ask what materials the counselor will use before dumping your load.

Present new happenings at the college to counselors who are familiar with your school.

# Suggestions for Enhancing the High School Visit



Regionally specific data points and anecdotes



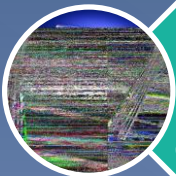
Using an iPad in place of an inquiry card



Using a laptop during a visit to show websites, student artwork/videos, etc.



Bringing young alumni



Real-world examples or applications of the educational opportunities

# Follow Up

Make notes on inquiry cards and *personalized* follow-up with students.

Give kudos to students and counselor after the visit:  
building the relationship



Invite students to follow your college in social media.

# Evaluation

As a Dean/Director, do you have a process to evaluate your admissions counselors' performance on the road?

- Survey Monkey
- Formal or informal calls
- E-mailed survey
- Mailed evaluation

Empower your rookies to call the college counselor

- Call or e-mail after visit
- Can be informal chat
- Conversation after application due date

# Ineffective/Outdated Outreach

Referring  
students to  
the course  
catalog



Instant  
messaging



Chatrooms

CATALOGUE  
OF THE  
OFFICERS AND STUDENTS  
OF  
BOWDOIN COLLEGE,  
AND THE  
MEDICAL SCHOOL OF MAINE:  
Spring Term—1856.

BRUNSWICK:  
JOSEPH GRIFFIN,  
PRINTER AND BOOKSELLER TO THE COLLEGE.  
1856.

# Non-Traditional & Supplemental Outreach

- ◎ The RV tour
- ◎ Independent counselor luncheon
- ◎ Promoting interviews and evening events through the college counselor
- ◎ On-site interviews at the high school
- ◎ Community Based Organizations
- ◎ Workshops
- ◎ Summer college application camps
- ◎ Multicultural student fly-ins

# Is a Traditional High School Visit Effective?

Yes, it can be if your institution embraces emerging ways to enhance the traditional visit and if the following occur:

- ✓ You recognize that the relationship with the counselor is going to drive students to your visit
- ✓ Your road warrior is an effective representative of your institution & region
- ✓ Your road warrior is adaptable & well trained
- ✓ Your follow up is timely and personalized

# Questions?

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