Real Students, Real Conversations: Utilizing a Student Team for Targeted Recruitment

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Overview

History of our Texas Student Recruiters

- **Learning Outcome:** Establishing a Student Recruitment Team. The good, the bad, and the yikes.

First Year Challenges

- **Learning Outcome:** Working through turnover, understanding purpose, and figuring out next steps.

Second Year Redesign

- **Learning Outcome:** Providing the right tools for student recruiters

Future Enhancements

- **Learning Outcome:** Assessing, utilizing data, and pathways to full-time employment
TSR Voices
Established in late Fall 2017 with a fast turn around
A group of 15 undergraduate students focused on recruitment of historically underrepresented students.
Activities include call projects, event participation, campus lunches, admissions feedback.
Work is T-TH 5:30-8:30 pm, plus events
Establishing a Student Recruitment Team

1. Establish proposal with purpose and goals
2. Secure funding and budget
3. Create detailed framework for hiring, training, daily/monthly schedule, and assessment
4. Implement...and be flexible!
5. Request feedback and reassess

Remember: A successful program/initiative should take time to build!
First Year Challenges

- Lack of long term plan
- Minimal training
- Staff turnover
TSR Voices
Working through Challenges

Supervising Student Team

Ensuring there is not just one person who works with student recruitment team.

Where will the student recruitment live?

Planning is Key

Always have a living proposal document. Goals sometimes change!

Document feedback from student team other staff members.

Assess and Redirect

Utilize feedback to improve and enhance team.

Enhancements/readjustments do not need to wait until the next cycle.
A few words from Paul
Second Year Redesign

- Training Retreat
- Student Recruiter Manual
- Enhanced Event Participation
- Professional Development Opportunities
- Transparency and Trust
Providing the right tools

- A clear mission and job description.
- Access to systems needed to best serve students.
- Proper training and setting expectations is key. Follow ups are necessary.
- Have them meet admissions staff as much as possible.
TSR Voices

Do you want to be.

Tell me:

TSR?
Impact of TSRs

**For 2018-2019:**
Total Call Project Initiated Contacts: 6,527

**For 2017-2018:**
Total TSR Call Project Initiated Contacts: 4,194

**2018-2019 Emails/Texts Resolved through Slate TSR Inbox**
Total: 653

**2017-2018 Emails/Texts Resolved through Slate TSR Inbox**
Total: 166

**Highlighted Call Project**
*Fall 2018 African American/Black Incomplete Applications*
261 initiated contacts
71% of called students completed applications

**2018-2019 Event Participation**
26 different events in Austin, San Antonio, Dallas, Houston, Rio Grande Valley, and Corpus Christi
Looking towards the future

- Doubling TSRs to 30 students
- Official Work Emails and Microsoft Teams Groups
- More presence on Admissions website and social media
- Event planning committee
- Additional professional development
- Pathway to Admissions Fellow
Final Thoughts

• Building a solid team takes time!
• Collaboration with campus partners is essential in finding great student recruiters.
• Not all student recruiters need to be extroverts or heavily involved on campus. Remember, we are recruiting students of all personalities and the student recruitment team should reflect that.
• Prepare them for possible negative interactions, but also try to shield them when possible.
• Remember, they are students first and foremost.
• Don’t be afraid of real talk. Scripts are not always effective.
• Listen to your student recruiters. They can provide invaluable information to enhance your recruitment plan.
THANK YOU AND HOOK ‘EM!