

# Breaking into New Territory: Building Relationships that Matter

Rachel Butler  
Tiffani Hoot  
Stevi Schuknecht  
Amber Stephens

# Agenda

Presenter Profiles

High School Counselor Survey Results

Territory Constituents

Individual Recruitment Strategies

University Supported Recruitment Strategies

Diversity Recruitment, Access, and Equity

Panel and Q&As



# Presenter Profiles

## **Tiffani Hoot**

Ten Years of Experience in Admissions

2008-2016-

The University of Texas at San Antonio

Admissions Officer I

Admissions Officer II

Assistant Director of Admissions-

Supervised 7 Regionals

2016-Current-

The University of Alabama at Birmingham

Texas Regional Admissions Counselor

TACAC Active Member- 2008-Current

Current Chair of TACAC Webinars

Former Chair of TACAC Middle Managers Institute

Conference Planning Committee

Former Chair of TACAC El Paso Counselor Drive-Ins

HARN (Houston Area Regionals Network)- 2016-Present

HARN Leadership Team- 2016- Present

HARN School District Coordinator (Humble ISD and South

Houston Private Schools)

NACAC Houston STEM Fair Co-Chair 2018-Current

## **Rachel Butler**

Seven Years of Experience in Admissions

2018-Current-

Drake University

Senior Assistant Director of Admissions

Currently supervises 2 Regionals

2014-2018-

Missouri University of Science & Technology

Texas Regional Senior Admissions Counselor

2013-2014-

Texas State University

Dallas Regional Admissions Counselor

2012-2013-

Tarleton State University

Transfer Admissions Counselor

TACAC Active Member- 2013-Present

Executive Board | Advancement Co-Chair | 2019- Current

Executive Board | Transfer Co-Chair | 2018 – 2019

Conference Planning Committee | 2016, 2017, & 2018

DARN (Dallas/Fort Worth Regional Network)- 2013-Present

Outreach Coordinator | 2015 - 2016

Counselor Update Committee | 2016

Outreach Committee | 2014 & 2017

Chairperson | 2017 - Present

NACAC Colorado STEM Fair Co-Chair 2017-2018

# Presenter Profiles

## Amber Stephens

Six years of experience in college advising  
Thirteen years in education

Cypress Creek High School College & Career Specialist  
Initiate, develop, and facilitate new campus and district programming  
Work closely with HARN to identify presenters for the events

Counselor advisory board member:  
UT Austin and Lyon College

TACAC and NACAC member

NACAC STEM Fair Co-Chair 2018-Current

## Stevi Schuknecht

Twelve Years Experience in Counseling/Education

2011-present- Veritas Academy  
Director of Academic and College Advising  
Oversee all academic, college, and career counseling, and standardized testing


Special Education Teacher in Title 1 High Schools, 2004-2008

TACAC-Active Member since 2012  
Admissions Practices Committee, 2016-Present  
Conference Planning Committee, 2018, 2019  
Mentorship Committee (current Chair), 2017-current


NACAC-Active Member since 2012  
NACAC Regional Fair Volunteer, past 5 years

Texas ACT Council Member, Current

# Veritas Academy

- 554 students (pre-k-12), 170 in upper school
  - Independent day school, Classical, Christian, not church affiliated
  - 2 counselors
    - 1 director
    - 1 advisor
  - 29 average ACT
  - 1295 average SAT
  - 93% AP participation
  - 94% directly to four-year college, class of 2019
  - 3% first gen, 15% receiving financial aid,
  - 84% Caucasian, 10% Hispanic, 2% African American, 2% Other
  - Strong focus on rhetoric and writing; all students complete a senior thesis and defend it publicly
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# Cypress Creek High School

- 3,353 students
    - 35% Hispanic, 26% Caucasian, 23% African American
    - 46.5% Economically Disadvantaged
  - 8 alpha counselors
    - 1 lead counselor
    - 1 college & career specialist
  - 19 average ACT (compulsory)
  - 1099 average SAT (optional)
  - 25% AP participation
  - Large Dual Credit program
  - New associates degree program for upcoming 2019-2020 freshman and beyond
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# High School Counselor Survey Feedback

Methodology of the Data

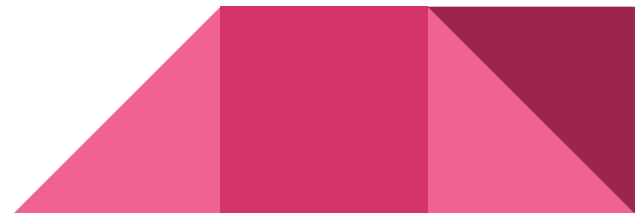
We Asked Four Questions:

Characteristic of a Great Admissions Counselor

Good Examples

Bad Examples

Advice to Break into a New Market







# Good Examples of Admissions Counselors

Takes the Time to Connect a Little Extra for Students

Worked and Battled for Student in Admissions and Financial Aid Process

They Feel Like a Partner in the Process

They CARE

They are Real and Honest

Personal and Accessible

Make Students Feel Less Vulnerable



# Bad Examples of Admissions Counselors

Does Not Return Calls or Emails

An Elitist Attitude

Rushed and Rude During Counselor Calls

Not Taking Time to Understand the Student Culture/Audience

Talked down to the Counselor and the Student

Not Training New Admissions Counselors Properly

Lack of Concern over Personal Appearance

Stayed on Cell Phone during Visit or College Fair



# Counselors Advice on Breaking into a New Market

Work with Counselors to Matriculate, not just Apply

Join and Volunteer in your Region's ACAC

Take the Time to Learn the High School's Culture and Populations

Play to Your Market and Sell to the State

Talk and Chat with the Counselor and Listen to Their Feedback about the Area

Find What Makes Your College Unique, and Sell It

Include Outcome Driven Language



# Why Regionals?

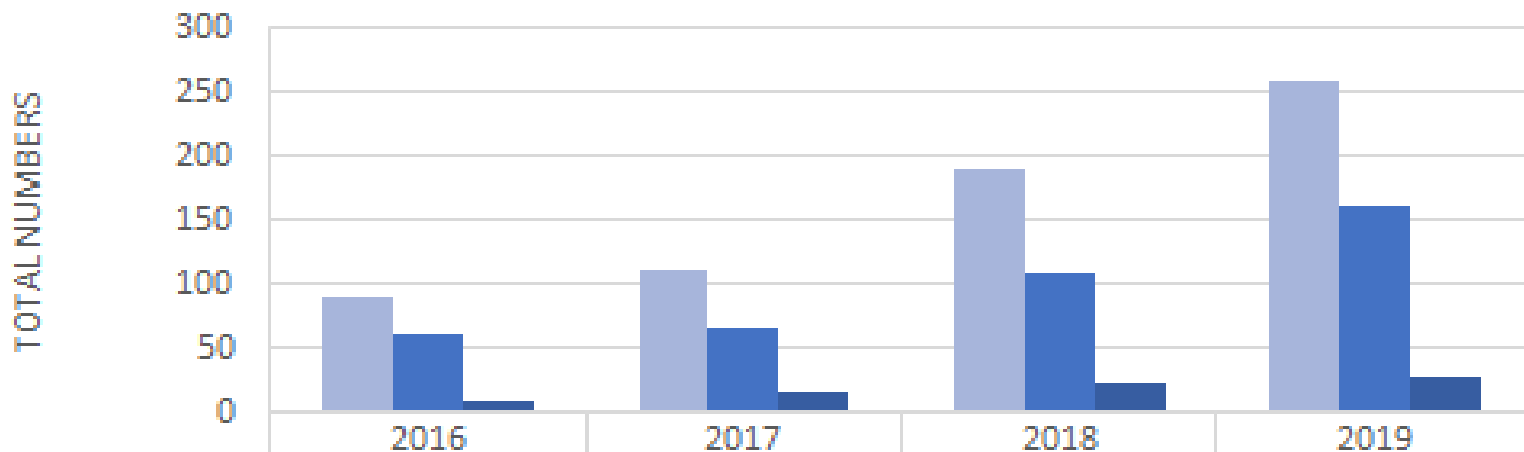
The Growth of Regionals and Counselor Partnerships

Regional Culture and How it Changes On-Campus Dynamics

Regional Recruitment at Drake University and The University of Alabama at Birmingham within the State of Texas



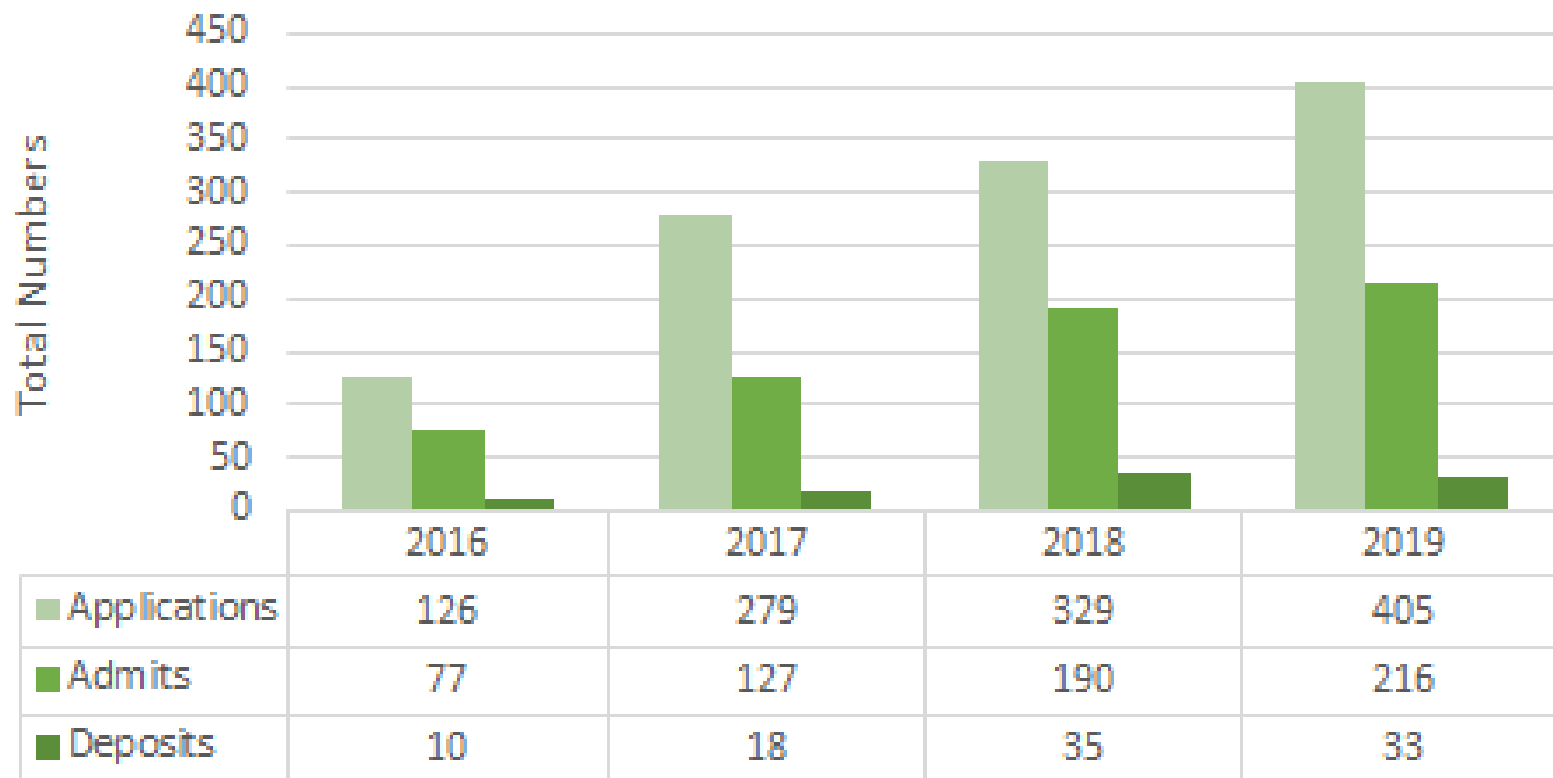
# DRAKE UNIVERSITY APPLICATIONS, ADMITS, AND TUITION DEPOSITS



■ Applications	90	112	189	260
■ Admits	61	66	109	162
■ Deposits	9	16	23	29

# The University of Alabama at Birmingham

## Applications, Admits, and Deposits



# Can I Build a New Territory Without Regionals?

Key Characteristics of Successful Recruiters in New Markets



# What a Good Admissions Counselor Can Do in a New Market

## A Tale from Veritas Academy

The Power of A Great Admissions Counselor  
from Samford University

Evolution of Samford Applications, Admits, and  
Enrolled:

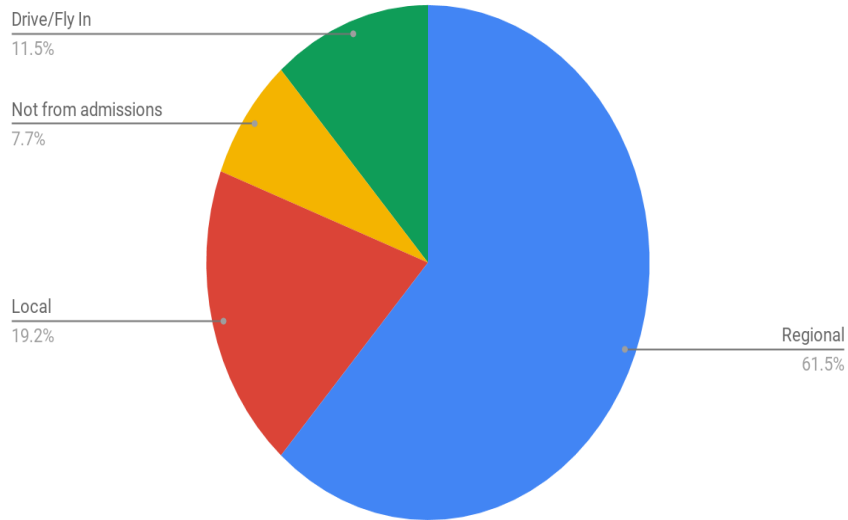
	Apps	Admit	Enroll
2012	0	0	0
2013	1	1	1
2014	1	1	1
2015	1	1	0
2016	0	0	0
2017	1	0	0
2018	10	10	4
2019	5	5	4



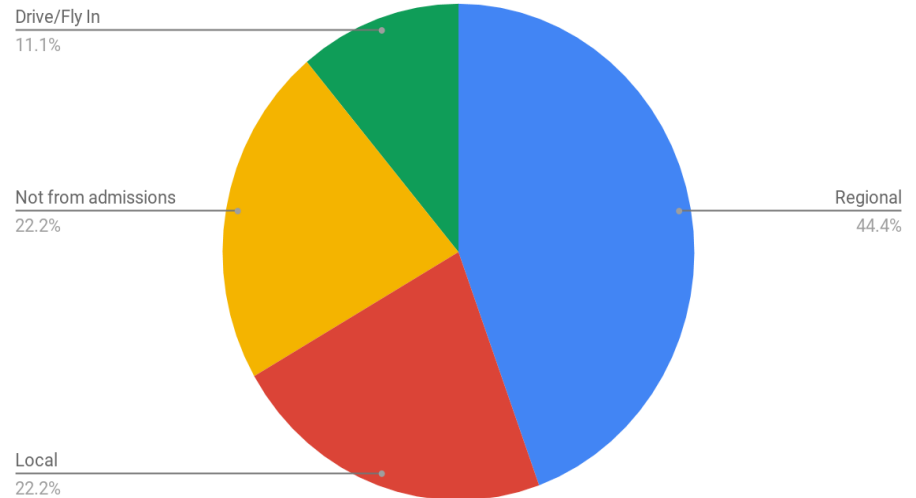
# What a Good Admissions Counselor Can Do in a New Market

## A Tale from Cy-Fair ISD and Cypress Creek High School

Presenters for CFISD Special Topics 18-19



Cy Creek/Cy Ridge Joint College Application Workshop, August 2019



# Who are the Key Constituents in a New Market?

Regional Networks

High School Counselors

District Coordinators of Counseling

High School Personnel

High School Teachers/Administration

Community Based Organizations

Students and Families

Alumni

Independent Counselors

# Knowing the State's Demographics and Culture

State Regulations for Graduation

State Financial Aid and Scholarship Programs

State High School Reports

Culture of the State and Individual Markets

Know the Economic Drive of the City/State

Know the Relevant City/State Comparisons for Your Institution



# To Grow is to Think Differently

First Year, Focus on Building Relationships

Attend and Volunteer with the State Affiliate ACAC Conferences

Partnerships to Bring Creative and Dynamic College Counseling Programming

Non-University-Centric Presentations



# Large-Scale University Programming

The Power of Fly-Ins and Advisory Boards

Special Events and Programming

Mixers/Happy Hours for Counselors/CBOs/Independent Counselors

Don't be Afraid to Partner with Other Institutions



# A Tale from Fort Worth Country Day

## Application History

Class	Apply	Admit	Enroll
<a href="#">2019</a>	22	19	3
<a href="#">2018</a>	9	5	0
<a href="#">2017</a>	2	2	0
<a href="#">2016</a>	5	4	0
<a href="#">2015</a>	5	4	0

From former Associate Director of College Counseling, Charlie Runyon:

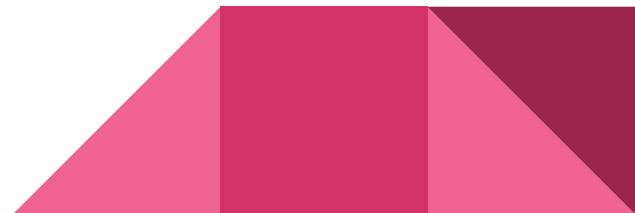
As you can see, there has been a HUGE increase in not only interest but also matriculations in the last three years. U of South Carolina has done everything I think a college can do, like:

- Created a counselor advisory board that my director sits on. When selecting who would be on it, they looked at folks from schools that have strong application and admit numbers, but ones where their kids didn't matriculate.
- Our regional got me on the Palmetto's Finest College Counselor Tour, which tours five universities in SC. After, she followed up with me, and I told her I didn't really get a good sense of U of SC because we only spent a few hours on campus. She then got me back on campus for the counselor fly-in.
- Admissions Representative has been visible in our community with college fairs, but she has also volunteered her time to come and help with an essay writing workshop for seniors.

# Diversity Recruitment, Access, and Equity

What does it mean to Recruit Low Income, Under-represented, and/or Minority Students in the Current Higher Education Environment?

What can we do if we believe in Access and the Power of Education for all yet have Institutional Priorities and Realities that we must adhere to?



# Presentation Panel and Q&As





# Contact Information

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Amber Stephens- [amber.stephens@cfisd.net](mailto:amber.stephens@cfisd.net)

