

STUDENTS RECRUITING STUDENTS



Environment at the U of S

- Strategic Directions
- Integrated Planning Process
- Enrolment Plan
- Branding Initiative
- Reorganization



I think it's great that students at the U of S take the time and efforts to let other students share the same experience that they have. Grade 12 Student



Shift in Priorities

- Enhancing our outreach activities
 - Sustaining our SK recruitment
 - Increasing international recruitment (6 target markets)
 - Initiating national recruitment (BC, AB, MB, ON)
 - Partnering to develop Aboriginal recruitment outreach
- Changing our current practices
 - Personalization
 - E-recruitment



'The tours, were great, the volunteers were very helpful!' 'I am definitely psyched to apply to the U of S!'--- Grade 12 Student



Who Are Our Students?

- 19,000+ students (21,000 in 2010)
- 45% from City of Saskatoon
- 11.6% Aboriginal students (14% in 2010)
- 4% international students (8% in 2010)
- 8% of Canadians are from provinces other than Saskatchewan (15% in 2010)



Talking to the U of S volunteers. The guides tended to be very friendly and gave me a bit of an insight into university.--- Grade 12 Student



Students in Recruitment: A Brief History

- 3 staff in recruitment
- 0 student employees
- 300+ student volunteers for events
- Limited student testimonials
- No video clips
- Started with one 'tour guide'
- Ad hoc tours
- Ad hoc student help



I liked the friendliness and welcoming attitude of the student volunteers and staff. --- Grade 12 Student



Most Helpful Recruiting Initiatives

- Visiting college campus
- Information about your major
- The College's website

Stamats' 2004 *TeensTalk* Study



The volunteers were great, in my first session there was this guy, I think our guide, and he was just awesome.--- Grade 12 Student



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What is the importance of the following recruitment activities in affecting your decision to attend a particular university?

- A 'spend-a-day' event, such as Experience US! – 96.4%
- Receipt of the university's promotional material – 96.4%
- A presentation at your high school by a university recruitment representative – 92.4%
- A personalized tour of campus – 89.8%

How Saskatchewan High School Students Make Decisions to Attend University (2000)



Everything was amazing! There were so many friendly faces, and it wasn't as nerve-wrecking as I had intended it to be!---Grade 12 Student



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What is the importance of the following recruitment activities in affecting your decision to attend a particular university?

- Other items were 76.5% or lower including:
 - A presentation at your high school by a university student
 - Visiting the university website
 - E-mail from a university recruitment representative
 - E-mail from a faculty member
 - A call from a faculty member
 - A call from a university recruitment representative
 - E-mail from a current university student
 - A call from a current university student
 - Seeing a TV commercial about the university
 - Hearing a radio advertisement about the university
 - Seeing a newspaper advertisement about the university

How Saskatchewan High School Students Make Decisions to Attend University (2000)

I loved the energy and all the volunteers, it made me feel very welcome and comfortable.---Grade 12 Student



Why use students?

- 'real' stories
- Speak the student's language
- Peer-to-peer communication networks
- Recruitment staff are 'outdated'
- They want to sell their institution
- They want to get involved
- Students who are more involved are more likely to succeed



I think it's great that students at the U of S take the time and efforts to let other students share the same experience that they have. Grade 12 Student



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Don't Take Our Word for it...



I liked that everyone was friendly and they were only there because they wanted to be.---Grade 12 Student



Gibson's Rules for Deciding on a University

Rule 1: Listen to Others

- Question current students about why they chose their university and what they like or dislike about it.

Gibson's Student Guide to Western Canadian Universities



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Gibson's Rules for Deciding on a University

Rule 7: Visit, visit, visit before deciding

- Talk to students. Students will answer the questions that university representatives dread; they are pleased to tell you what you want to know and are the best recruiters a university can have if they are satisfied customers.

Gibson's Student Guide to Western Canadian Universities



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Top 10 Things to include on your website

- something personal (e.g. blogs or quotes) that show the flavour of the campus

Presentation: 100 College Websites – Year 4:
Have Institutional Brands Made it to the Web?
Genovese Coustenis Foster
AMA Symposium 2003



I really liked how I was able to talk with the students and get their opinions about the different schools.



Where Are We Now?

- Built a culture on campus – volunteering is ‘cool’
- 1000+ student volunteers for events and more
- 35 student employees
- 3 full-time summer student employees
- 200+ student and alumni testimonials
- 50+ video clips



I really liked how I was able to talk with the students and get their opinions about the different schools.--- Grade 12 Student



What's A Volunteer? What's A Student Ambassador?



How Do We Use Them?

Volunteers

- Recruitment Events
- Testimonials
- Video Clips
- Photo Shoots
- Feedback
- Online Chats

Student Ambassadors

- Career Fairs
- Mailing
- Phoning
- Data Entry
- E-mail Filing
- Campus Tours
- Feedback



I enjoyed talking to the U of S volunteers. The guides tended to be very friendly and gave me a bit of an insight into university.---Grade 12 Student



How Do We Recruit Them?

Volunteers

- E-mails to past volunteer groups
- Portal – Announcements
- E-mails to all student on campus
- Student Ambassadors
- Student Societies
- Interest forms at Orientation, Campus Career Expo and residence
- Word of Mouth
- Posters on campus
- Volunteer Job Posting
- Chalk boards

Student Ambassadors

- Job Posting
- Word of Mouth
- Approaching volunteers that stand out at events
- Targeted groups



I enjoyed meeting the real students and them sharing their personal experiences. ---Grade 12 Student



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Becoming A...

Volunteer

- Volunteers sign up to volunteer for each event/activity separately
- Select availability
- Not Paid in \$\$ paid with:
 - Gift Certificates
 - Pizza & Pop
 - Appreciation Events

Student Ambassador

- Casual work
- Apply with Resume and Interviewed
- All interviewed applicants must have volunteered at our events
 - give a campus tour as part of interview
- Paid Employees



The tours were great and the volunteers were very helpful! I am definitely psyched to apply to the U of S!---Grade 12 Student



Training

Volunteers

- Trained for each event separately
- Large events – 3 hr training, training manual, job descriptions and pizza!
- Utilize Student Ambassadors to train volunteers

Student Ambassador

- Campus Tour Specific Training
- On going training

...Details Details Details

The people were so much fun!! There's so much school spirit!!---Grade 12 Student



Is It Really That Easy...?

Challenges

- Giving the right information
- No Shows
- Student Politics
- Communication
- Performance
- Finding the right people



I liked that it was a friendly and lively atmosphere. The volunteer staff was really energetic and enthusiastic, which made everyone feel welcomed and at home at the U of S. Thanks!---Grade 12 Student



Can you spot the Yellow Scarf?



A student perspective of the everyday life was very important, as well they had some very good points on issues at school that they felt were very important.---Parent of Grade 12 Student



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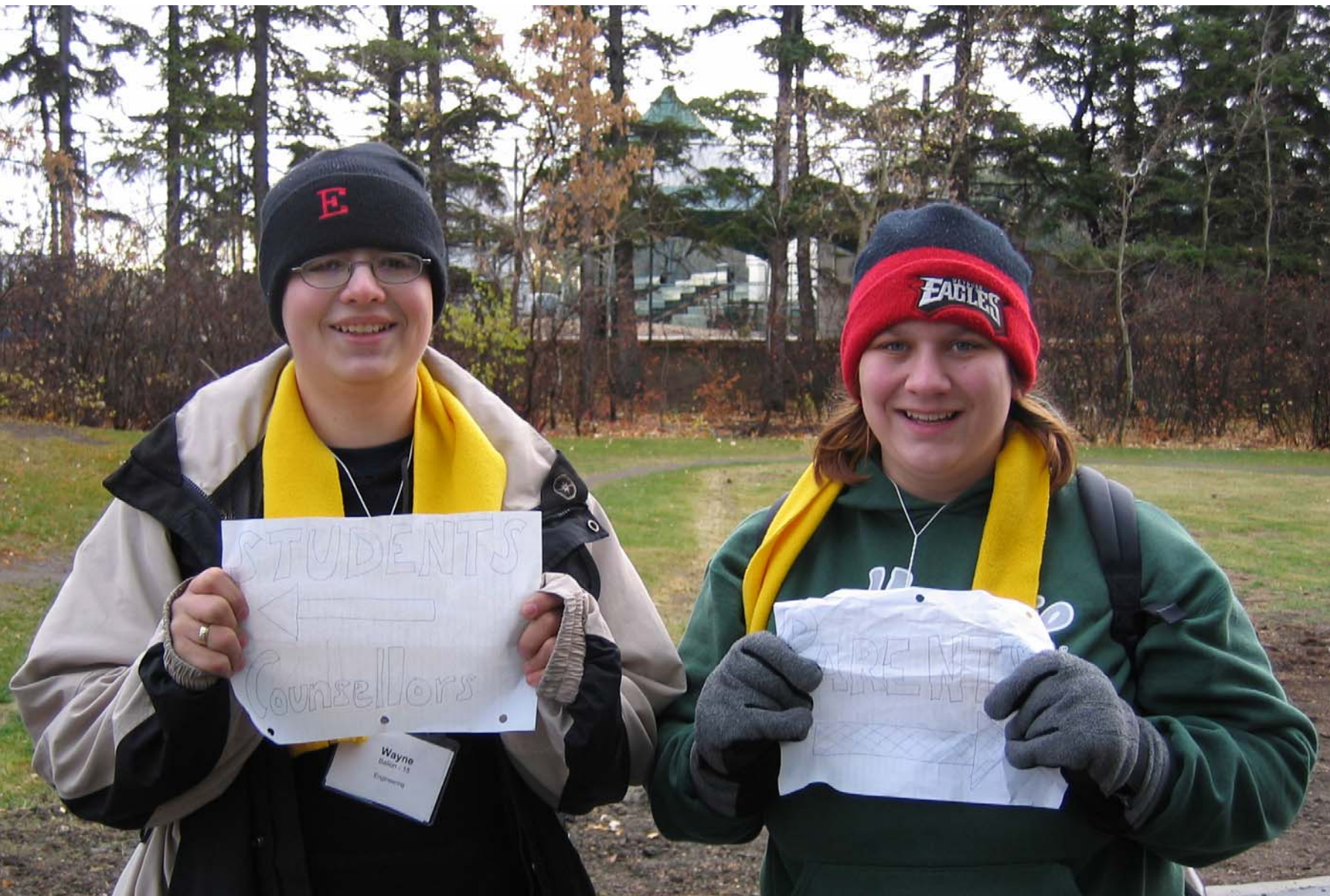
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What to take home

- Get everyone involved...
 - Get campus on board
 - Get students involved



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What to take home

- Careful selection
- Training
 - Direction & Guidance
 - Split students into Groups
 - Big Groups –General information
 - Small Groups – Specific instructions
- Monitoring
- Reward & feedback
 - Celebrate success – Pizza & Pop Parties



Kids were honest, and gave a good account from their perspective on genuine University Life. Answered a lot of major questions. They were very mature, and showed how much they value their Education as well.---
Parent of Grade 12 Student



Where are we going from here?

- Volunteer selection process
- Hire Aboriginal Student Ambassadors
- Off-campus students
- Student Ambassador program changes
- Student blogs
- Sharing of students
- Alumni recruiting students



The students all provided heartfelt tips from their own perspectives.
Excellent information for the 'out of touch' parents that may have attended
university 20 years ago!---Parent of Grade 12 Student



Get Alumni Involved

- The keys to a successful alumni recruiting program involve careful selection of alumni, training, monitoring and reward/feedback.
- Alumni who participate in recruiting programs are more likely to support the institution financially.

STAMATS: White Paper

Charting a Course

Dr. Robert A. Sevier

Vice President for Research & Marketing



I liked that everywhere you went there was someone there to help you, and everyone was so friendly and you guys gave me tons of information on what programs you took. I loved it! I'm glad I came. --Grade 12 Student



Questions & Resources

- www.usask.ca/sesd/warucc
 - Powerpoint
 - Job description
 - Tour Manual



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