



High school visits: Communicating with colleges

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From the High School Perspective

- ▶ Why should college reps visit your school?
 - ▶ Promote your school and your students
 - ▶ Introduce high school profile to colleges
 - ▶ Introduce specific students to admission professionals
 - ▶ Learn about changes and updates from universities
 - ▶ Increase your knowledge of degree options and industry trends so you may better serve your students
 - ▶ Hear updates about alumni from your school and their successes in college
 - ▶ Get invited to counselor visit days/fly-ins
 - ▶ Diversify the types of colleges your students attend

How you get colleges to visit

- ▶ Invite them
- ▶ Double-check your high school schedule to avoid scheduling conflicts
- ▶ Ask the college rep what types of students are admissible
- ▶ Make it worthwhile for the college representative
- ▶ Promote the visit/create buy-in
- ▶ Encourage specific students to attend
- ▶ Ask students to sign up
- ▶ Teach your students to engage (how to ask questions)
- ▶ Communicate parking and entry instructions
- ▶ Ask for rep's cell phone number

The visit

- ▶ Know which students have signed up
- ▶ As a courtesy, notify the rep beforehand if no students have signed up
- ▶ Remind students
- ▶ Send passes to class
- ▶ Inform the front desk/security
- ▶ Please introduce yourself
- ▶ If possible, be prepared to spend time with the rep
- ▶ Provide a quick overview of the high school
- ▶ If possible, provide water, etc.

From the College Perspective

- ▶ Why do college reps want to visit your school?
 - ▶ To meet and recruit new students
 - ▶ To interview or meet current applicants
 - ▶ To form a relationship with you and your high school
 - ▶ To provide materials and updates
 - ▶ To better understand your high school's culture and community
 - ▶ To be a resource to you

Tips & Tools



- ▶ High School Profile
- ▶ Software
 - ▶ RepVisits
 - ▶ SCOIR
 - ▶ SLATE
 - ▶ Naviance



- ▶ Presentation Ideas
 - ▶ Writing an essay
 - ▶ FAFSA workshops
 - ▶ Admission Interviews
 - ▶ AP/IB
 - ▶ Specific majors/industries
 - ▶ Honors Programs
 - ▶ Job Growth
 - ▶ Resume building



- ▶ Stand out

- ▶ Refreshments
- ▶ Friendships
- ▶ Applicants
- ▶ Resume Building/References

- ▶ Engage professionally in the process

- ▶ Consortiums
- ▶ Workshops
- ▶ Attend College Fairs
- ▶ Know local and regional circuits/work with other high schools
- ▶ Ask reps for patterns of travel