



“No One Cares What You Know”

Humanizing Recruitment and Making a Lasting Impression to Increase Admitted Student Yield in an Age of A.I. and Digital Saturation

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Who Is This Session Intended For?

First year Assistant
Directors /
Recruiters

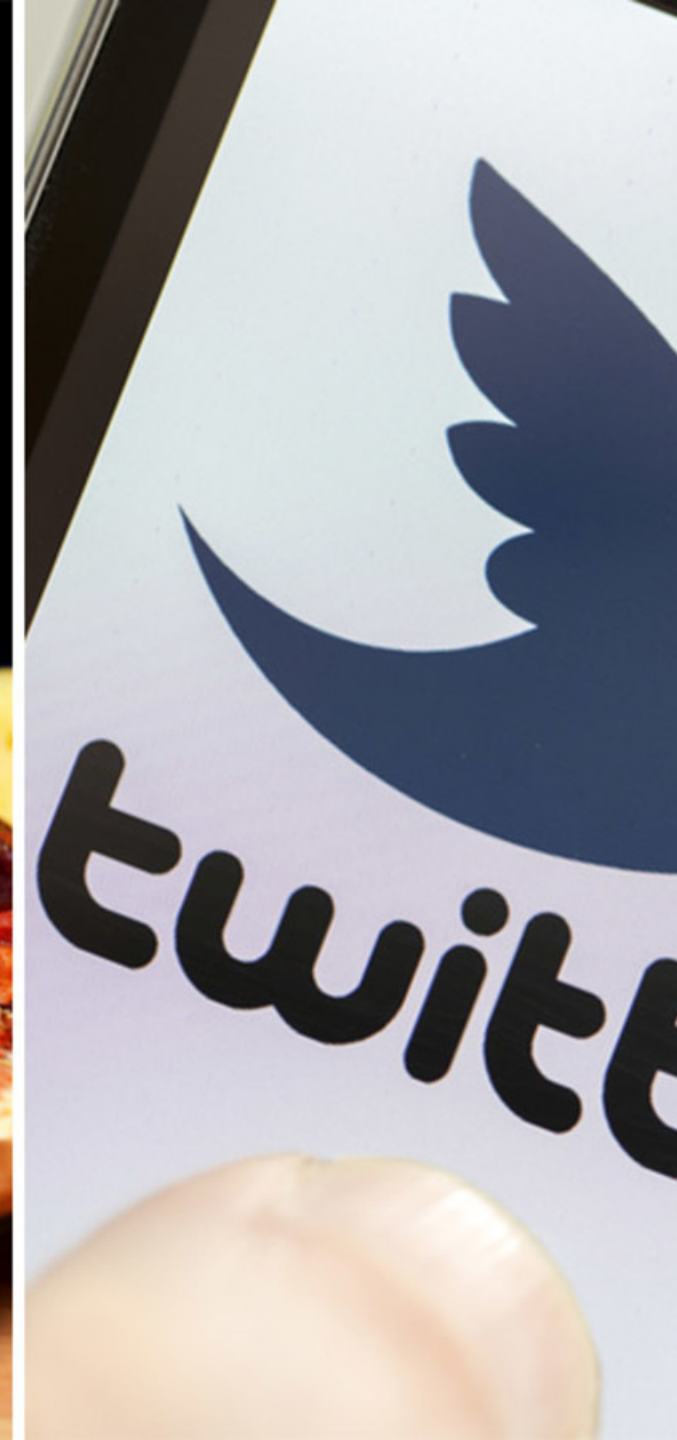
Veteran
Admissions
Professionals

Directors /
Managers

Learning Objectives

- Identify your **competition** (hint: it's not always just other institutions)
- Harness the power of **storytelling** and imagination to speak to what students are REALLY looking for in a graduate school experience
- Develop and strengthen the **inter-personal communication** skills necessary to build rapport, trust, and buy-in
- Learn the powerful art of **listening** and personal affirmation
- Understand the social-psychology of **decision making** and the importance of follow-up to ensure best efforts in 'closing the deal' with prospective students
- Connect more effectively with students and instill a spirit of "**servant leadership**" to make an unforgettable first-impression
- Develop **customer service** in your staff that goes beyond facts and figures

***First (and Lasting)
Impressions***



A man with a beard, wearing a red robe, is seated at a wooden desk. He is leaning forward, writing with a quill pen on a document. The desk is cluttered with various items: an open book on the left, several sheets of paper in the center, and a rolled-up scroll on the right. The background is dark and indistinct. The overall scene suggests a historical or scholarly setting.

Mass Communication

VS

Inter-Personal Communication

Your #1
Competitor



“More than 60 percent of graduate students are likely to enroll at the school that first responds to their RFI submission.

While more than 80 percent of graduate students are willing to receive a non-personalized email, fewer than 10 percent say that it satisfies their expectation of personalized communication.”

(RNL, 25 Aug 2022, <https://www.ruffalonl.com/blog/graduate-online-enrollment/graduate-enrollment-trends-softening/>)

“Admissions is ‘sales’”

-Jeff Kallay

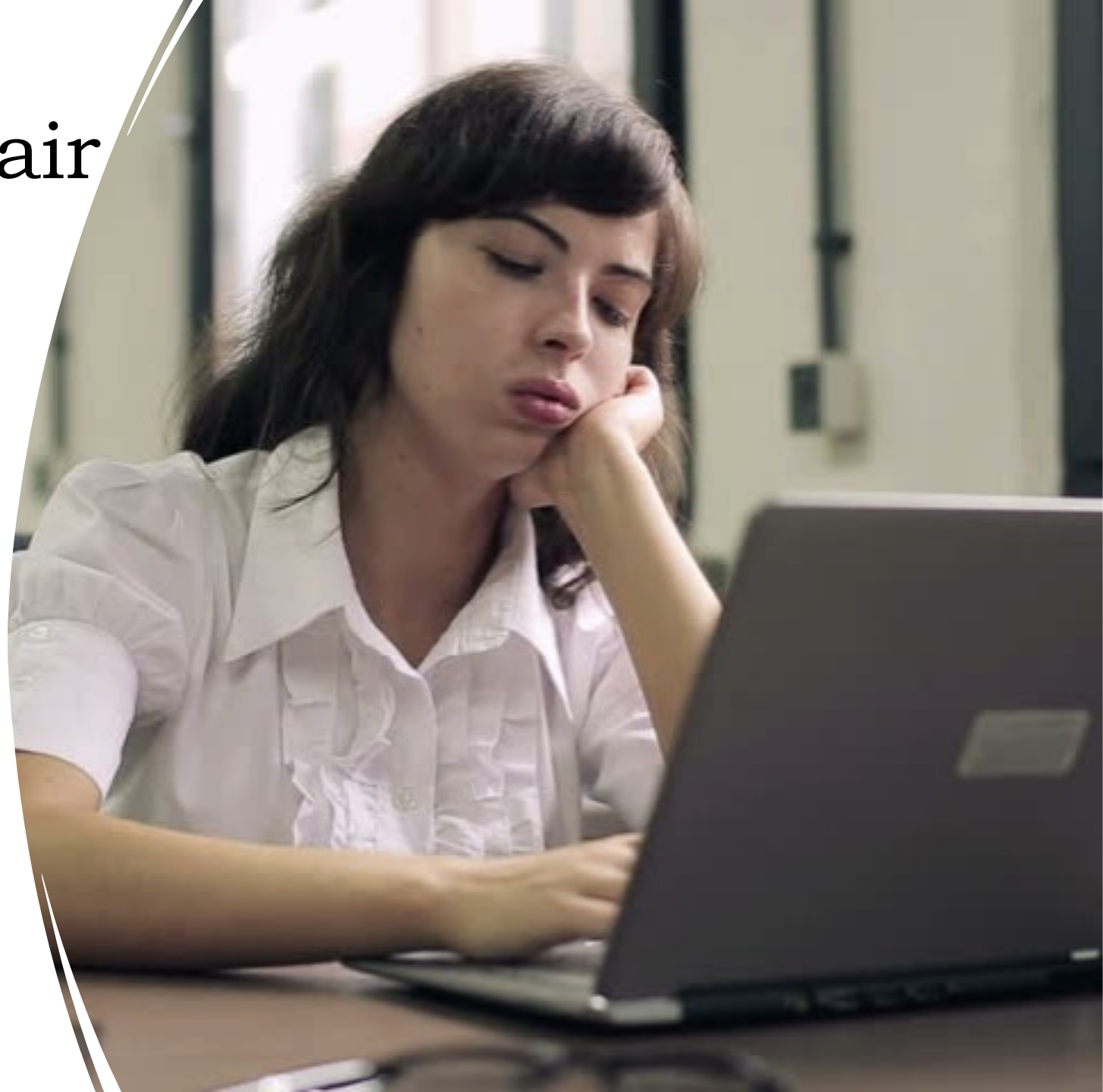
“Apostle of Authenticity”

Your Typical Grad Fair

*"Pay less attention to what people say.
Just watch what they do."*

--Dale Carnegie

How To Win Friends and Influence People



Sound familiar?

“So, what program are you interested in?”

“And what do you want to do with that?”

“Yeah, it’s a great program.”

“Fill out this form for more information.”

“I can connect you with a faculty member.”

“Here’s my card.”



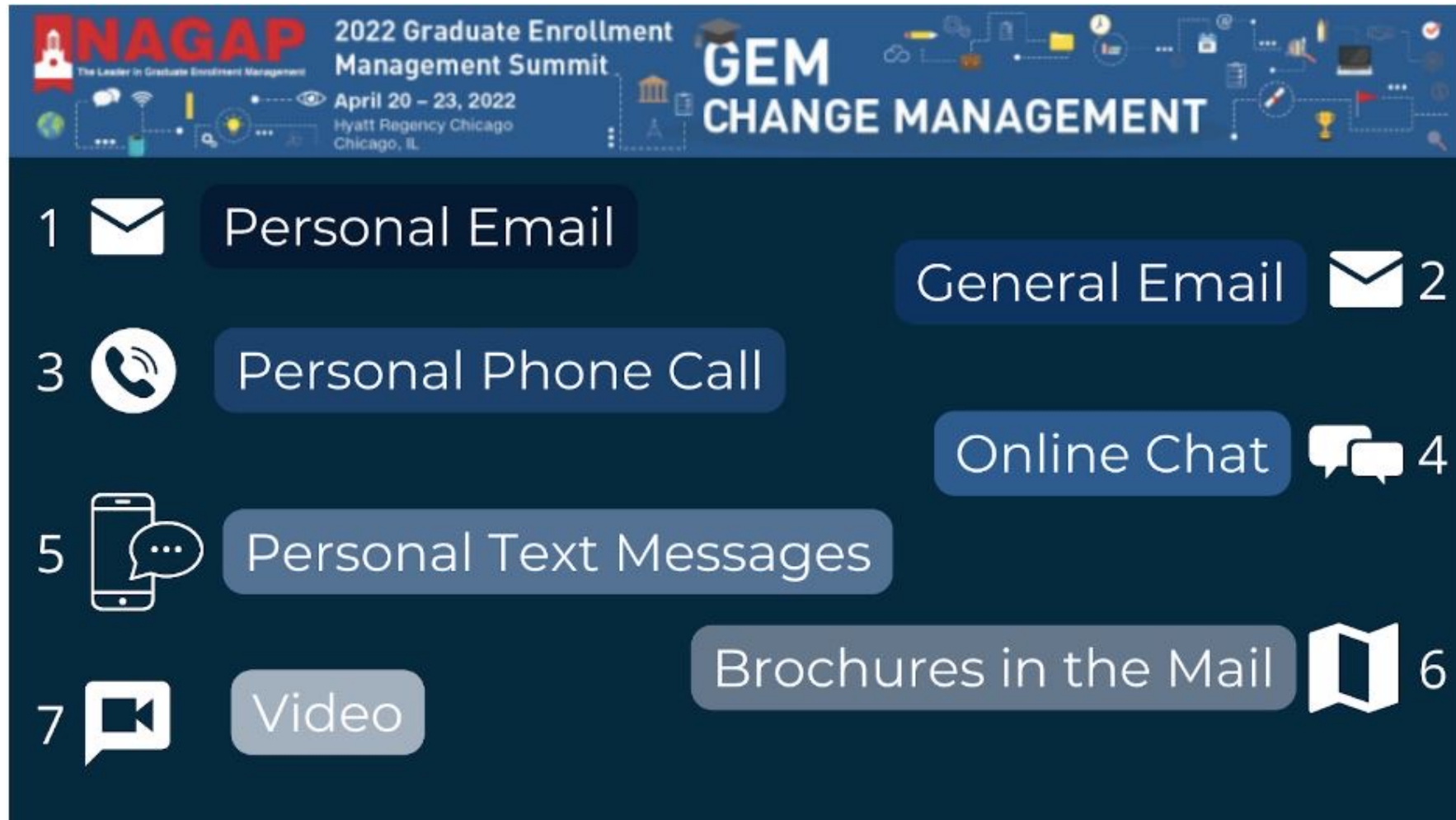
CHATGPT

QUESTION:

What do you as an Admissions professional do that cannot be done by automation or Virtual Assistants?



Most Effective Form of Communication Is...?



The Campus Visit

“You know the saying, ‘I just visited, and it felt right.’ When you say ‘yes’ to a university, you’re making an intimate buying decision—Selecting a college is not about buying a building; it’s about buying a slice of a community.

For a long time, Personalization in our work often meant ‘what is your major?’ and clustering students into preset groups that met existing criteria. I don’t agree with that. I believe Personalizing the campus visit should be persona matched. Every step and interaction is about engaging with the community. Will the prospective student want to be a part of that community? How did they feel there?”

“In the Spotlight: Jeff Kallay on Personalizing
<https://theexplab.com/ignites/in-the-spotlight-jeff-kallay-on-personalizing/>

A woman with dark hair, wearing a dark blazer, is looking down at a notebook she is holding. She has a pen in her hand. In the background, a man is partially visible, looking towards the camera. The setting appears to be an office or a meeting room, with a lamp visible in the background.

Why Do We Make the Decisions We Do?

The Psychology of Decision Making (e.g., the “Mechanics of Choice”)

Heuristics—the brain’s way of reducing complexity.

Representativeness: the tendency to ignore statistics and focus instead on stereotypes.

(Wargo, Eric. "The Mechanics of Choice" 28 Dec, 2011. Association for Psychological Science. <https://www.psychologicalscience.org/observer/the-mechanics-of-choice>)





Reimagining Your Role as an Institutional Ambassador

(and it doesn't cost a thing)

- *Smile!*
- Address people by name
- Ask questions beyond the logistical (get to the 'why' behind the 'what')
- Be genuine, have integrity
- See them as a person
- Follow up (don't leave them hanging)
- Sweeten the pot
- Invite them to imagine
- Connect them with community
- Be timely (time is of the essence)
- Be culturally sensitive
- Don't make assumptions
- Everyone is unique
- Tone matters (even in email!)
- Don't be creepy/pushy
- Ensure value-added propositions
- Go above and beyond in customer service
- Good experiences have power, but so do bad experiences
- Remember: people will remember how you treat them!



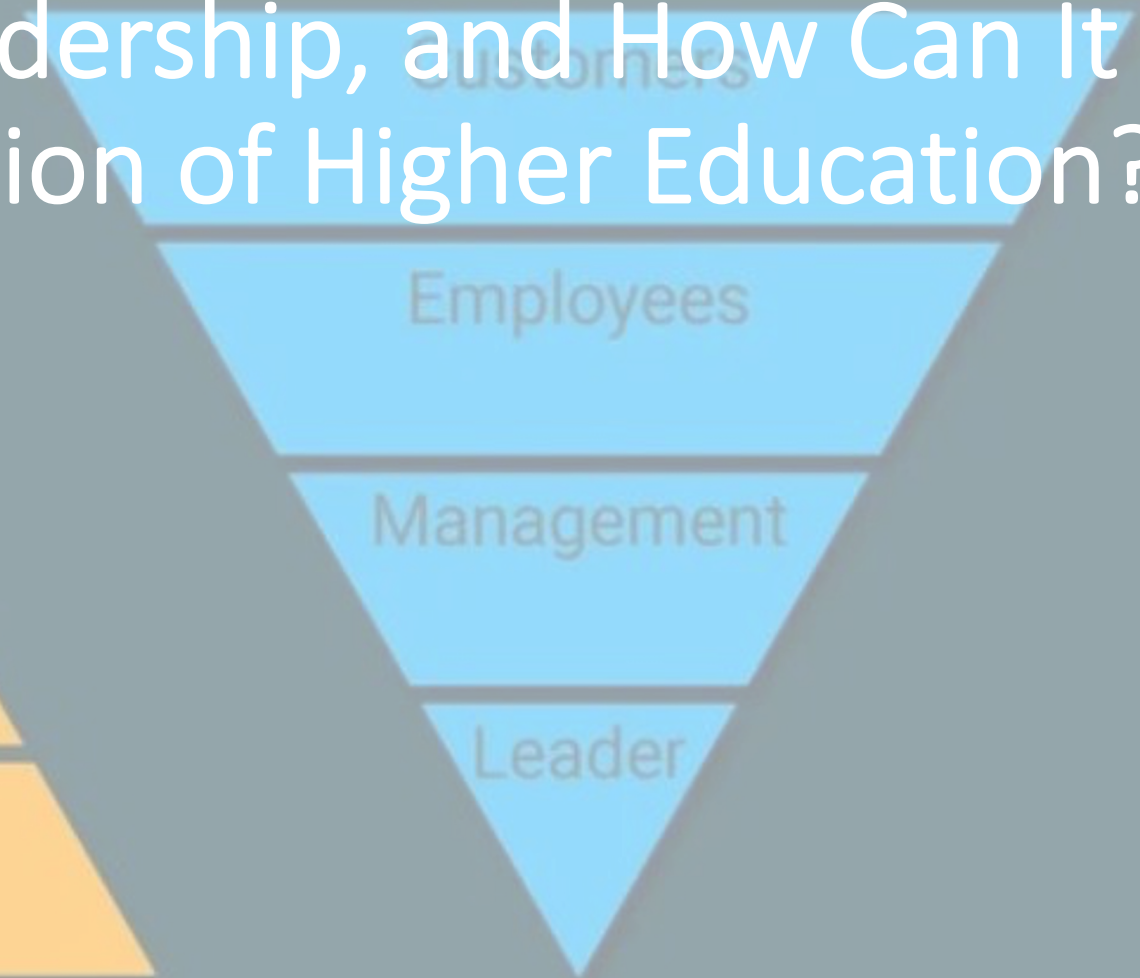
**The Power of One
&
Compounding ROI**

NE PAS DESCENDRE où on veut, quand on veut...
HOP OFF as you please...

What Is Servant Leadership, and How Can It Transform an Institution of Higher Education?



Traditional Leader



Servant Leader

Simply put, Servant Leadership is a non-traditional leadership philosophy, embedded in a set of behaviors and practices that place the primary emphasis on the well-being of those being served.

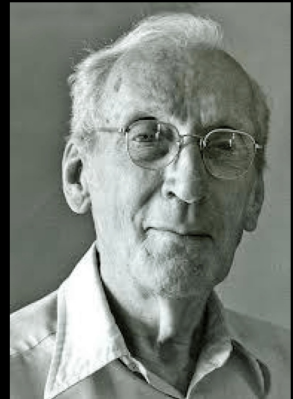
The Institution As Servant

Robert Greenleaf recognized that organizations as well as individuals could be servant-leaders. Indeed, he had great faith that servant-leader organizations could change the world. In his second major essay, *The Institution as Servant*, Greenleaf articulated what is often called the “credo.” There he said:

“This is my thesis: caring for persons, the more able and the less able serving each other, is the rock upon which a good society is built. Whereas, until recently, caring was largely person to person, now most of it is mediated through institutions – often large, complex, powerful, impersonal; not always competent; sometimes corrupt. If a better society is to be built, one that is more just and more loving, one that provides greater creative opportunity for its people, then the most open course is to raise both the capacity to serve and the very performance as servant of existing major institutions by new regenerative forces operating within them.”

<https://www.greenleaf.org/what-is-servant-leadership/>

The Four Principals of Servant Leadership



**“Good leaders must first
become good servants.”**
Robert K. Greenleaf

- **Encourage diversity of thought.**
- **Create a culture of trust.**
- **Have an unselfish mindset.**
- **Foster leadership in others.**



THANK YOU!

QUESTIONS AND IMPRESSIONS?

