Four High School Visits and a Cloud of Dust:
Is the traditional high school visit still worth the time and effort?

Session C7: Friday, May 3, 2019
10:30am - 11:45 am
<table>
<thead>
<tr>
<th>Presenters</th>
<th>Contact us at</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Adams</td>
<td><a href="mailto:djadams@widener.edu">djadams@widener.edu</a></td>
</tr>
<tr>
<td>Widener University, Pennsylvania</td>
<td></td>
</tr>
<tr>
<td>Elizabeth Frosini</td>
<td><a href="mailto:efrosini@wyomingseminary.org">efrosini@wyomingseminary.org</a></td>
</tr>
<tr>
<td>Wyoming Seminary, Pennsylvania</td>
<td></td>
</tr>
<tr>
<td>Jeremy Miller</td>
<td><a href="mailto:irmiller@ship.edu">irmiller@ship.edu</a></td>
</tr>
<tr>
<td>Shippensburg University, Pennsylvania</td>
<td></td>
</tr>
<tr>
<td>Stacy Soricelli</td>
<td><a href="mailto:ssoricel@hatboro-horsham.org">ssoricel@hatboro-horsham.org</a></td>
</tr>
<tr>
<td>Hatboro-Horsham High School</td>
<td></td>
</tr>
</tbody>
</table>
Agenda & Topics for Discussion

- Introductions & Goals
- High School Visit: Then & Now
- The College Perspective
- The Secondary School Perspective
- Call to Action
- Discussion & Questions
WIDENER UNIVERSITY

- Private University, Founded in 1821
- 14 Miles South of Philadelphia
- 3,800 Undergraduate Students
- Five Academic Schools/Colleges
  - Arts and Sciences
  - Business
  - Engineering
  - Human Service Professions
  - Nursing
- Two Law School Campuses
  - Widener, Delaware School of Law
  - Widener, Commonwealth School of Law
SHIPPENSBURG UNIVERSITY

- Public University PASSHE
- Shippensburg, PA - 40 Miles Southwest of Harrisburg, PA
- 6,500 Undergraduate Students
- Over 100 Academic Programs In Three Academic Schools/Colleges
  - Arts and Sciences
    - School of Engineering and Computer Science
  - Education and Human Services
  - John L. Grove College of Business
WYOMING SEMINARY

- Kingston, PA: 2 hours from both NYC and Philadelphia
- Independent college preparatory private and boarding school
- Toddler - Postgraduate programs on two campuses: 820 students
- Upper School: 485 students, 36% boarding, 22% international
- 5 counselors
- 21 AP courses, 8 Honors courses, STEM Program
- Class of 2019
  - 139 graduates
  - 1,306 applications to 336 colleges/universities
  - 25% plan to pursue collegiate sports
  - Matriculation to approximately 80 colleges/universities
HATBORO-HORSHAM HIGH SCHOOL

- Horsham, PA Suburban Philadelphia
- Comprehensive Public High School
- Grades 9-12; Approx 1530 students with 6 counselors
- 17 AP Courses, 21 Honors and Accelerated Courses
- Class of 2019
  - 395 Graduates
  - 1795 Applications to 306 colleges/universities
  - 6% plan to pursue DI-III sports
  - Matriculation to -- schools in -- states and - country
EXPECTATIONS & GOALS

Our hope today is that you leave with:

- a nuanced view of the efficacy of the high school visit
- an understanding of how it's viewed by both sides of the desk
- why it is still a useful recruitment tool, but with new expectations and outcomes
- some ideas on how to make the high school visit a new and refreshing part of your recruitment plan
HOW DO YOU DEFINE A HIGH SCHOOL VISIT?
THE HIGH SCHOOL VISIT: THEN & NOW

- Generator of new student interest
- Generator of new applications
- Creator of enrollment
- Very little data and planning involved
- Often the first contact between a school and a student
- Networking opportunity for counselors and college reps

- Occasional source of new student interest
- Rarely a first source of applicants
- Low source of interaction
- Data and research is a large part of recruitment travel planning, or it should be
- Almost never the first point of contact between a school and a student
- Time and staffing constraints prohibit networking
## WIDENER Recruitment Visit Data

<table>
<thead>
<tr>
<th>Year</th>
<th>High School Visit</th>
<th>0</th>
<th>1 - 2</th>
<th>3 - 5</th>
<th>5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>185</td>
<td>117 (63.2%)</td>
<td>37 (20%)</td>
<td>15 (17.6%)</td>
<td>16 (8.6%)</td>
</tr>
<tr>
<td>2018</td>
<td>178</td>
<td>109 (61.2%)</td>
<td>33 (18.5%)</td>
<td>22 (12.3%)</td>
<td>14 (7.9%)</td>
</tr>
<tr>
<td>2019 (Spring)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Year</td>
<td>College Fair/Mini Fair/ Transfer Fair</td>
<td>0 - 5</td>
<td>6 - 10</td>
<td>11 - 20</td>
<td>21+</td>
</tr>
<tr>
<td>2017</td>
<td>49</td>
<td>38 (77.5%)</td>
<td>6 (12.2%)</td>
<td>4 (8.1%)</td>
<td>1 (2.0%)</td>
</tr>
<tr>
<td>2018</td>
<td>55</td>
<td>42 (76.3%)</td>
<td>9 (16.3%)</td>
<td>1 (1.8%)</td>
<td>2 (3.6%)</td>
</tr>
<tr>
<td>2019 (Spring)</td>
<td>33</td>
<td>25 (75.7%)</td>
<td>4 (12.1%)</td>
<td>1 (3.0%)</td>
<td>1 (3.0%)</td>
</tr>
<tr>
<td>Year</td>
<td>Application Workshop/Instant Decision</td>
<td>0-5</td>
<td>5+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2018</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2019 (Spring)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Year</td>
<td>High School Visit</td>
<td>0</td>
<td>1.-2.</td>
<td>3.-5.</td>
<td>5+</td>
</tr>
<tr>
<td>------</td>
<td>------------------</td>
<td>----</td>
<td>------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>2016</td>
<td>539</td>
<td>202</td>
<td>187</td>
<td>101</td>
<td>49</td>
</tr>
<tr>
<td>2017</td>
<td>596</td>
<td>219</td>
<td>165</td>
<td>120</td>
<td>195</td>
</tr>
<tr>
<td>2018</td>
<td>661</td>
<td>206</td>
<td>159</td>
<td>128</td>
<td>168</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>College Fair/Mini Fair/ Transfer Fair</th>
<th>0-5</th>
<th>10+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>250</td>
<td>69</td>
<td>181</td>
</tr>
<tr>
<td>2017</td>
<td>286</td>
<td>73</td>
<td>213</td>
</tr>
<tr>
<td>2018</td>
<td>311</td>
<td>73</td>
<td>238</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Application Workshop/Instant Decision</th>
<th>0-5</th>
<th>5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>24</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>2017</td>
<td>38</td>
<td>10</td>
<td>28</td>
</tr>
<tr>
<td>2018</td>
<td>41</td>
<td>11</td>
<td>30</td>
</tr>
</tbody>
</table>
THE COLLEGE PERSPECTIVE

- There is a diminishing return on high schools visits as a reliable source of new inquiries, applicants and enrollees.

- In a rob Peter to pay Paul environment, physical recruitment travel is a drain on the admission office operational budget.

- The recruitment season is no longer aligned with the college search process.

- Half or more of high school visits result in interaction with an administrative assistant, parent, or volunteer rather than a school counselor and/or students.
SECONDARY SCHOOL DATA

Hatboro-Horsham High School

2017-18 College Visits: 100
2017 Fall College Fair: 103
2018 Spring College Fair: 115
College Panels & Financial Aid Nights: 3

Total Applications: 1495
# of colleges: 280
Students matriculating: 322
# of colleges where students matriculate: 82

Wyoming Seminary

2017-18 College Visits: 116 (9 in Spring)
Partner with PACAC Northeast College Fair
Case Studies & Financial Aid Nights

Total Applications: 1021
# of colleges: 311
Students matriculating: 114
# of colleges where students matriculate: 81
THE SECONDARY SCHOOL PERSPECTIVE

- School culture and expectations
- Parent involvement
- Student time and school day schedule
- Counselor workload
- Scheduling demands
- Geographic location
ALTERNATIVES

- Application bootcamps
- Counselor breakfasts or lunches
- Recruitment partnerships
- Instant decision days
- Mini college fairs
- Coffee appointments
- Speaking with college prep classes
- CBO partnerships
- Fly-in/Drive-in Programs
### Hatboro-Horsham High School

Of the 82 colleges –

- # of colleges neither visited nor attended fair: 30
- # of colleges only attended fall/planned to attend spring fair: 24
- # of colleges only visited: 6
- # of colleges participated in Instant Decision Day: 9
- # of students participated in Instant Decision Day: 19
- # of deposits from Instant Decision Day interviews: 14

### Wyoming Seminary

Of the 81 colleges –

- # of colleges visited: 29
- # of colleges participated in Instant Decision Day: 1
- # of students participated in Instant Decision Day: 9
- # of deposits from Instant Decision Day interviews: 5
CALL TO ACTION

• Begin to shift expectations.
  ○ High school visits are no longer generators of new student contacts.
  ○ Marketing and exposure are the goal.

• Shift where you visit.
  ○ Bulk of high school visitations, especially in out-of-state/out-of-region markets, are to high performing public high schools and to private independent schools where there are dedicated college counseling staff.

• Explore new ways to reach students.
  ○ Partner with other institutions on a consortium of regional information sessions.
    ■ High schools coordinate in support of college fairs and college reps.
  ○ More targeted and strategic outreach to specific students or specific schools.
  ○ Meet students and their families outside of school.

• Research and Educate
  ○ Training employees to be prepared for high school visits.
QUESTIONS?
THANK YOU for attending this session!

We’d love to hear from you!

Please submit a session evaluation via the conference mobile app or from www.pcacacac.org.