School Counselor Engagement
Enhancing Partnership Through Innovative Approach


SACRAO
2015 | MOBILE, ALABAMA

Abey T. Dessie
Assistant Director of Admissions

UNC CHARLOTTE
Professional Background

EAST CAROLINA UNIVERSITY
PIRATES

University of North Carolina
WILMINGTON

Working in Undergraduate Admissions Since 2009

School Counselor Project Area Assignment Since 2011
Overview

Understanding Your Role  Building Skillsets

Understanding and Selecting Your Audience

Finding The Right Fit

Technology

Lessons Learned
What is your Role?

- Relationship Builder
- Gateway to Admissions ... Your Institution
- Data Analyst
- Event Planner
- Budget Manager
- Newsletter/Email
Required Skillset

- Interpersonal Skills
- Flexibility
- Time Management/Organization
- Willingness to Ask for Help
- Creativity
Understanding Target Population
Program That Fits!!!

- Counselor Fly-In
- Group Counselor Visit
- Regional Reception
- On-Campus Appreciation Event
- On-Campus Workshop
Counselor Fly-In

- 4 Day, 3 Nights
- Partnership (UNC Wilmington; NC State; UNC Greensboro)
- Lodging, Meal and Transportation Covered

Flight Not Included
Counselor Fly-In
Items To Consider

- Do you partner or do you go it alone?
- When do you host the program?
- How many school counselors do you invite?
- What to highlight and what to leave out?
- How much are you willing/able to spend?
Counselor Fly-In
Sample Agenda

• **Day 1:**
  - Welcome & UNCW Center for Marine Science Tour
  - Hotel Check-In
  - Dinner + Optional Night Activity

• **Day 2:**
  - Breakfast at Wise House
  - Information Session and Campus Tour
  - Lunch at Wagoner House
## Counselor Fly-In Budget

<table>
<thead>
<tr>
<th>Details</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Catering/Food</strong></td>
<td></td>
</tr>
<tr>
<td>Bus Snacks</td>
<td>$19.44</td>
</tr>
<tr>
<td>Oceanic Dinner</td>
<td>$1,870.80</td>
</tr>
<tr>
<td>Breakfast</td>
<td>$179.64</td>
</tr>
<tr>
<td>Waggoner Lunch</td>
<td>$125.63</td>
</tr>
<tr>
<td><strong>Hotel</strong></td>
<td></td>
</tr>
<tr>
<td>6 rooms total - Hilton Garden Inn</td>
<td>$625.00</td>
</tr>
<tr>
<td><strong>Give-A-Ways</strong></td>
<td></td>
</tr>
<tr>
<td>Blankets 25 ordered</td>
<td>$556.54</td>
</tr>
<tr>
<td><strong>Vehicle Fees</strong></td>
<td></td>
</tr>
<tr>
<td>Bus 1/3 cost</td>
<td>$950.00</td>
</tr>
<tr>
<td>Motorfleet Rental</td>
<td>$188.37</td>
</tr>
<tr>
<td>Rental Vehicle</td>
<td>$153.00</td>
</tr>
<tr>
<td>Wise House</td>
<td>$75.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$4,743.42</td>
</tr>
</tbody>
</table>

12 Attended / $395 Per Counselor
Counselor Fly-In
Lessons Learned

Advantage
• Provide an in-depth look at your institution
• Show off the city/town
• Counselors interact with key individual across campus

Disadvantage
• Cost
• Logistic Nightmare
• Liability
• Victim to RSVP List
Group Counselor Visit

• Local, Regional or National Organization
• Visits usually takes place in mid/late summer
• Planning takes place in February/March
• Information Session + Campus Tour

Food is always a BIG plus
<table>
<thead>
<tr>
<th>Program</th>
<th>Attendee</th>
<th>Cost</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>NACAC</td>
<td>60</td>
<td>$600.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>Sweet Tea</td>
<td>30</td>
<td>$350.00</td>
<td>$11.67</td>
</tr>
<tr>
<td>SACAC</td>
<td>45</td>
<td>$478.50</td>
<td>$10.63</td>
</tr>
<tr>
<td>Carolina Advising</td>
<td>30</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>NC State Advising</td>
<td>15</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
## Group Counselor Visit

### Lessons Learned

<table>
<thead>
<tr>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>Time Constraint</td>
</tr>
<tr>
<td>Show off the city/town</td>
<td>Not an in-depth look at your university</td>
</tr>
<tr>
<td>Counselors interact with Admissions Office</td>
<td>Structure of the program</td>
</tr>
<tr>
<td></td>
<td>Get lost in the crowd</td>
</tr>
</tbody>
</table>
Regional Reception

Background Information

- Brainchild of ACT Conference / Climate of Office
- Out-of-State Breakfast Reception
- Co-Host with another university
- Information Session
Regional Reception

Items To Consider

- Who do you partner with?
- When do you host the program?
- How do you choose your location?
- How many and WHICH counselors do you invite?
- How much are you willing/able to spend?
- Who does what?

Agenda
Regional Reception

Attempt #1

- Morristown, New Jersey
- UNC Wilmington & UNC Greensboro
- 100 School Counselors Invited
- 26 Registered / 25 Attended
## Regional Reception Budget

<table>
<thead>
<tr>
<th>Detail</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>$881.02</td>
</tr>
<tr>
<td>Audio/Visual</td>
<td>$652.70</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,533.72</strong></td>
</tr>
<tr>
<td><strong>Cost Per University</strong></td>
<td><strong>$766.86</strong></td>
</tr>
<tr>
<td><strong>Cost Per Counselor</strong></td>
<td><strong>$61.34</strong></td>
</tr>
</tbody>
</table>
Regional Reception

Attempt #2

- New York / New Jersey / Virginia
- UNC Wilmington; UNC Greensboro; UNC Asheville
- 100 School Counselors Invited
- Hosted at Hotel & Country Club
<table>
<thead>
<tr>
<th>Location</th>
<th>New Jersey</th>
<th>New York</th>
<th>Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered</td>
<td>17</td>
<td>26</td>
<td>14</td>
</tr>
<tr>
<td>Attended</td>
<td>14</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$1,582.53</td>
<td>$1,683.69</td>
<td>$676.93</td>
</tr>
<tr>
<td>Cost Per University</td>
<td>$527.51</td>
<td>$561.23</td>
<td>$338.47</td>
</tr>
<tr>
<td>Cost Per Individual</td>
<td>$37.68</td>
<td>$22.45</td>
<td>$56.41</td>
</tr>
</tbody>
</table>
Regional Reception
Lessons Learned

• Very positive feedback from School Counselors
• Check calendar / Send invitations early and repeatedly
• Follow-Up communication is Key
• Bring your own AV/Sound System
• Transporting give-a-way is expensive
• Three is a crowd!!!

We complete for Students & Students Only!
On-Campus Appreciation Event
Why Host One?

- Great way to say Thank you!
- A way to show off your Athletic or Arts facility
- Fun event for the Whole family
<table>
<thead>
<tr>
<th>Detail</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Tickets</td>
<td>$300.00</td>
</tr>
<tr>
<td>8 Comp Tickets</td>
<td>$0.00</td>
</tr>
<tr>
<td>Concessions</td>
<td>$325.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$625.00</td>
</tr>
</tbody>
</table>
On-Campus Workshops

Types of Events

- CACRAO School Counselor Conference - 164
- ACT Workshop - 74
- College Board Workshop – 150
School Counselor Lunch & Learn
September 26, 2014

1:30 pm  Check-in and Greetings .................................................. Abay T. Dessie
          Assistant Director of Admissions

1:45 pm  Welcome ........................................................................ Claire Kirby
          Director of Undergraduate Admissions

2:05 pm  Levine Scholars Update ................................................. Kelley Shealy
          Associate Director
          Levine Scholars Program

2:10 pm  Why we chose UNC Charlotte ...................................... LSP Students
          Naelie Cerneca, Levine Scholars Program Student, Class of 2013
          James Parkhill, Levine Scholars Program Student, Class of 2016

2:20 pm  Panel Introduction ......................................................... Claire Kirby

2:25 pm  Panel Topics ................................................................. Elena Payne-Wilens
          Director of Academic Advising & Assessment
          College of Arts & Architecture

          Ernce Long
          Assistant Chair & Director of Undergraduate Programs
          College of Computing and Informatics

          Andrea L. Swintal
          Academic Advisor
          College of Health and Human Services

          Michael Abel
          Academic Advisor and Asst. Director for Peer Mentoring
          University Advising Center

          Gina Robinson
          Director of Recruiting and Retention Advising
          William States Lee College of Engineering

3:10 pm  Closing Remarks ......................................................... Claire Kirby

          Thank you for joining us!
Technology

Counselor Portal
- Check Applicant Status
- Upload HS Transcript
- Email LISTSERV
- Monthly Email Communication

Event Manger
- RSVP Manager
- Event Registration
- Event Data Storage

[Diagram: HS Counselor Events]

Event Management
- Attendee Management
- Event Management
- Event Check-In

UNC CHARLOTTE
Closing Thoughts

- Start by looking at your data ... identify your needs
- Start a conversation with your Budget Manager & Decision Makers
- Assess the needs of the population you want to target
- Look at your low hanging fruits first

Be Persistent
Questions

Please Complete Your Evaluation