

Best Practices for Recruiting

At HPU, we want our prospective students to experience the HPU family atmosphere. Since most students only visit campus one time prior to making a college decision, it is very important that faculty/staff/coaches have representatives available to meet with students during both preview events and individual campus visits. It is not always convenient for schedules, but Dr. Auvenshine once said, "The faculty and staff should bear the brunt of the inconvenience, not the visiting families."

Note: Overcommunicate to students that you want them to join your program or study under you.

Meet Prospective Students That Visit Campus

Campus Visit Events / Yellow Jacket Previews

- Volunteer during check-in – Interact with students and families as they wait for the Welcome Session
- Attend Academic Fairs - Cover Academic Majors/Academic Programs/Student Experience/Athletics

Individual Campus Visits

- Agree to Visit Appointments – Prioritize individual campus visit appointments in your schedule.
- Greet Tours Groups on campus – Stop and meet students visiting if you encounter a tour on campus.

Follow Up with Prospective Students That Visit Campus

Academic Fair

- Email – Send personal emails to students you meet at the academic fair
- Write Note – Send handwritten personal notes to students or parents you meet at the academic fair

Individual Visits

- Email - Send personal email to students you meet
- Write Note – Send personal handwritten notes to students you meet
- Text – Send a text to make sure students/families you meet have a safe trip home

Contact Prospective Students in the Analytic Funnel

Analytic Funnel

- Email – Send general info email to inquiry students (exclude students previously contacted)
- Email – Send personal email to admitted students (exclude students previously contacted)
- Write Note – Send a handwritten personal note to confirm/deposited students

Other

Spring Semester

- Email – Send at least one email to all inquiries who are sophomores in high school

Summer/June

- Email – Send email and/or communication with juniors in high school (incoming seniors)