Lean, Green and Ready for the Unseen: Welcome to Admissions!

Session A1
Monday, July 15

Welcome to PCACAC’s 16th Annual Summer Institute
## Presenters

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Learning Objectives

1. Learn what is expected of you as an admissions rep
2. Develop relationship-building skills
3. Gather skills that will make you successful at your position
Be Informed

- PCACAC
- NACAC
- The Chronicle of Higher Education
- College Board
- Inside Higher Ed
- Reach out to seasoned professionals
- Keeping up with financial aid news

“I did then what I knew how to do. Now that I know better, I do better.”
—Maya Angelou
Prepare Yourself

- Travel Season
- Review Season
- Yield Efforts
- New Goals and Targets

(Everything in between)
Know Your Audience

- **Prospective Students:**
  1. First Generation/Underserved Students  
     - Be mindful of terminology/lingo
  2. Transfer Students  
     - There is a feeling of being “left behind”
  3. International Students
  4. Cultural competencies

“Make sure you have stopped speaking before your audience has stopped listening.” - Dorothy Samoff
Own Your Work

- Data Driven vs. Holistic Read
- Demonstrated Interest
- Intended Major
- Honor Code
- Honest & Ethical Conversations
Relationships

○ How do we foster relationships with our school counselor colleagues?

○ Tips for establishing a strong rapport
  ○ School Counselor/Counselor
Celebrate Victories

- Work Hard & Play Hard
- Motivate one another (both sides of the desk)
- Acknowledge and celebrate accomplishments individually and as a team!
Code of Ethics and Professional Practices

○ NACAC’s guiding document on ethical behavior in college admissions
○ Highlights:
  ○ No disparaging comparisons of secondary or postsecondary institutions
  ○ Do not ask students to rank or name college preferences
  ○ Protect student privacy
Questions?
Please...

Complete a session evaluation via the mobile app before you leave.

Thank you!