

Seniors Save the Day!

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Pros to Creating an Interviewer Program

- Time Reliever for Staff Members
- Leadership Opportunity for Institution
- Increase interview appointments
- Student Advocate = Soft Sell
- Information Session Coverage
- Alumni program = Trained Interviewers across the US
- Budget Effective

Nuts and Bolts: How to Create a Senior Interviewer Program

- Designate a Program Director
- Budget (approx. \$10,000)
- Announce Interviewer positions on Campus
- Hiring Process (Hire one semester ahead)
- Schedule a 2 – 5 day Training
- Training Manual
- Ongoing Training throughout the year

Role of Program Director

- Presenting Admissions as a Profession
- Differences from Tour Guide/Overnight Programs
- Mentor
- Comfortable exposing the Admission Process with Seniors
- Liaison between office and students
- Experience with the Admission Cycle

What not to do...

- Create a vague set of responsibilities
- Resist adding to the program within the first year
- Expect them to be part-time staff members, remember they are students!
- Pay them too little

College Counselor Perspective

- Interviewing with a Senior Interviewer vs. Admission Counselor
- Senior Interviewers generally want to help shape a class and have input in the Admission process-Great Advocate!
- Lasting Impressions
- Parents enjoy interacting with students

Admission Officer Perspective

- Saves budget resources
- Provides your staff members with management-level responsibilities
- Allows admission office more 'internal' relationships within the college
- Gives seniors responsible leadership positions on campus
- Develops the profession...many do consider education after this experience

Maintain and grow your senior programs

- *Senior Interviewing
- *Office Programming
- *Alumni Interviewing
- *Alumni Ambassadors

Senior Interviewing

- *Form a Senior Leadership Team
 - *Keep them up to date on the process
 - *Let them know when particular kids are admitted
 - *Use them to phone/email for yield events
 - *Spring Interviews for juniors
 - *Local Spring College Fairs

Office Programming

- *Focus groups/test groups for publications
- *Spring Yield Programs (senior panel)
- *Use them as sounding boards for new ideas
- *Develop an “at my high school” ambassador program for Spring Break
- *Online bloggers/ask-a-student volunteers
- *Information Session Presentations

Alumni Interviewing

- Add to an existing Alumni Interviewer Program
- Create a small group of Alumni Interviewers upon graduation
- Use them to ‘screen’ potential alumni interviewers

Alumni Ambassadors

- Use them online in conjunction with your Alumni Office/Young Alumni Programmer
- Facebook/MySpace/Friendster presence
- Local College Fairs in their 'new' hometowns
- Have an admission advocate on any regional alumni boards that exist
- Invite them to any events you have for prospective/admitted students to advocate

Alumni caution: What Not To Do

- * Let them make too many independent decisions
- Let the Alumni Office run this program
- Use any particular student/alumnus too much
- Let any program grow too big too fast
- Micro-manage. Choose good people and let them do their thing. Small can be better in most cases

Success Rate

- In three years, Pitzer College conducted 515 more interviews each year with Senior Interviewers (CMC: 600+ annually)
- 86% of prospective students who interviewed with Senior Interviewers applied to Pitzer College (CMC: 89%)
- Admit Rate of student who interviewed with Senior Interviewers was 5% higher (CMC: NA)
- 70% yield rate of students interviewed by Senior Interviewers (CMC: 70% as well)

Budget

- What to Budget For
 - Paying of an hourly wage or semester stipend
 - Training Program
 - Occasional touchbase meetings
 - Closing Dinner/Evaluations Event

Where to go from here?

- The pitch? Goal of the program
- Senior Interviewer Supervising Team
Program Manager & Admission Counselor
- Hiring
- Responsibilities
- Training
- Follow up/Alumni Program

Discussion

Other ideas.

Your suggestions.

Success stories.

Words of caution.

Questions?

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