

2016 WACAC ANNUAL CONFERENCE

# SEACHANGE

IN COLLEGE ADMISSIONS

LOYOLA MARYMOUNT UNIVERSITY, LOS ANGELES · JUNE 1-3, 2016



All In:

# Engaging a Campus Community for the Greater Good

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# Pair and Share



1. Whose responsibility is it to enroll students on your campus?
2. How are enrollment goals communicated on your campus?
3. Identify one successful strategy you have used to engage with internal stakeholders to meet or exceed your enrollment goals.

# Agenda

- I. Introductions
- II. Learning Objectives
- III. Challenges
- IV. Strategies and Best Practices
- V. Lessons Learned
- VI. Call to Action

# Learning Objectives

- ▶ Share stories of successes and failures in collaborating with internal stakeholders.
- ▶ Identify strategies and best practices to engage students, staff, and faculty to fulfill common admission and enrollment goals.
- ▶ Explore lessons learned from experiences.
- ▶ Commit to 1-2 strategies to be all in.

we give  
**everything**  
**we've got,**  
then go back for more.

**no** no doubts,  
no holding back,  
**giving in.**

the court to the catwalk,  
the stadium to the street,  
whatever the game,  
we play the same way: **heart**

**over head.**

**inclusion over ego**  
united by passion, we go

**all in**

# Challenges



What prevents you from being all in?

If you are all in, what prevents your internal stakeholders from being all in?

How many of you can resonate with this experience?

# Strategies and Best Practices

- ▶ Shared strategies across stakeholders
  - ▶ Build trust
  - ▶ Be present
  - ▶ Be transparent
- ▶ Strategies and best practices for engaging with:
  - ▶ Students
  - ▶ Staff
  - ▶ Faculty



# Students

- ▶ Build rapport through the recruitment process
- ▶ Mentor students
- ▶ Serve as club/organization advisor
- ▶ Create volunteer opportunities in a fun environment
- ▶ Support student projects, fundraisers, events, etc.





# Staff

- ▶ Understand your own decision making and explain reasons to colleagues
- ▶ Celebrate milestones
- ▶ Acknowledge challenges and focus on solutions
- ▶ Listen generously
- ▶ Be open to receiving and offering feedback



# Faculty

- ▶ Be visible (go to their events, speaker series, audit classes)
- ▶ Involve them in the process
- ▶ Do your research and use data
- ▶ Communicate changes clearly
- ▶ Follow through with commitments



## Lessons Learned – Questions Revisited

- ▶ Whose responsibility is it to enroll students on your campus?
- ▶ How are enrollment goals communicated on your campus?
- ▶ Identify one successful strategy you have used to engage with internal stakeholders to meet or exceed your enrollment goals.

# Call to Action

- ▶ Recommit to engaging with internal stakeholders
- ▶ Commit to applying one to two strategies learned from the session
- ▶ Network with colleagues outside of your institution

***When you return to your campus community,  
how will you be all in?***

# All In Squad

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