


EACH ONE REACH ONE!

Benefits of Hosting a Counselor Fly -In Program

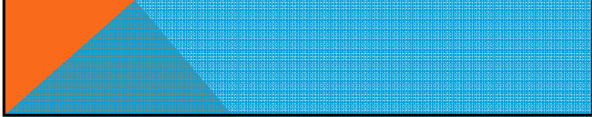
- a. Fosters positive relationships between college admission and college counseling professionals
- b. Nurtures pre-existing relationships between the institution and high school and community college advisors
- c. Allows counselors to have a first-hand experience on your campus see your campus, which enables them to better counsel their students through the college search and application process
- d. Is an opportunity to connect with public and private high schools where the budget is limited for extensive recruiting travel



“MONEY, MONEY, MONEY!”

Identifying a Budget

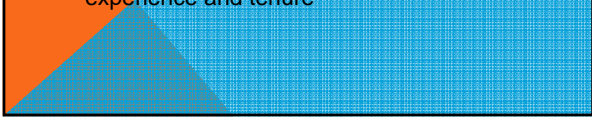
- a. Determine source of funds
- b. Build an expense budget that will include realistic and projected expenses
- c. Research, shop, and negotiate for the best prices



GUESS WHO’S COMING TO DINNER?

Identifying the Guest List

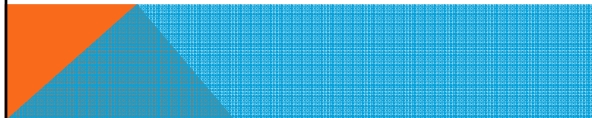
- a. Keep an updated list of counselors from visits, college fairs, and events to reference
- b. Invite counselors who will be able to share what they have learned and influence the student population.
- c. Invite counselors with varying professional experience and tenure



TIMING IS EVERYTHING!

When to Host a Fly-In Program

- a. Consider the cycles of your Admissions Office
- b. Consider the benefits and disadvantages of hosting a counselor fly-in program during the your fall, spring, and summer semester
- c. Consider hosting a fly-in program around a campus event



MAKE YOUR MARK!

Marketing your Counselor Fly-In

- a. Invitations
- b. Website and Registration
- c. Communication and Confirmation Letters



“LET ME UPGRADE YOU!”

Travel Arrangements and Accommodations

- a. Determine who will make travel arrangements for your guests (i.e. Admission Office, counselors, travel agents)
- b. Begin travel planning early in the process
- c. Clearly communicate day-of travel plans and pick-up information
- d. Consider a local hotel close to campus or close to other attractions if on-campus accommodations are not available
- e. Ensure that campus reservations are made early in the process once the program content has been determined



"IT'S WHAT'S ON THE INSIDE THAT COUNTS!"

Program Content & Utilizing Campus Resources

- a. Highlight the uniqueness of your campus and reveal those trademarks in the visit
- b. Emphasize the student interaction through student-led campus tours and classroom visits,
- c. Emphasize the staff and faculty relationships through panels and keynote addresses
- d. Research trends in Higher Education and showcase how your University is staying abreast of the evolution of learning
- e. Invite your President or Provost to attend

LOCATION, LOCATION, LOCATION!

Highlighting your Location

- a. Showcase the proximity of your campus to surrounding cities, landmarks, and attractions
- b. Social Options for students and families
- c. Entertainment for guests

CHECKLIST FOR SUCCESS!

1. Preparation for Fly-In

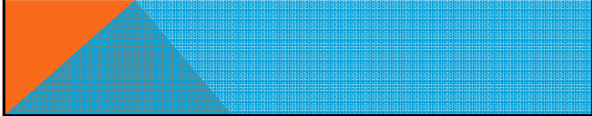
- a. Several months before the event
 - ✓ Identify enthusiastic staff members for planning committee
 - ✓ Ensure campus reservations are solidified
 - ✓ Secure Hotel reservations
- a. Eight weeks before the event
 - ✓ Confirm travel arrangements for guests
 - ✓ Email all travel confirmation information to counselors
 - ✓ Arrange college participants (faculty panelists, speakers, lunch/dinner guests)

Checklist continued...

- a. A month before the event
 - ✓ Compile a list of counselor cell phone numbers
 - ✓ Reserve ground transportation (buses, vans, etc)

- a. Two weeks before the event
 - ✓ Email updated itinerary schedule of events to fly-in participants

- a. One week before the event
 - ✓ Pick up materials for give-a-ways
 - ✓ Personalize materials for guests
 - ✓ Make final preparations for guest arrival



1. *During the Fly-In*

- ✓ Involvement of entire Admission Staff
- ✓ Invite your President, Provost, staff, faculty and students to join the group for an event
- ✓ Provide overviews of the admission process, financial aid, study abroad, academic programs

2. "Leaving on a Jet Plane-Don't know when I'll be back again!"
After the Fly-In

- a. Send personal thank you notes to counselors
- b. Keep track of your fly-in participants for future communication and visits
- c. Compile expense report
- d. Create Committee Report



HELPFUL TIDBITS...

The Do's

- ✓ Inquire about dietary needs/restrictions
- ✓ Free time to explore campus
- ✓ Showcase campus facilities and provide an honest perspective
- ✓ Access to students, faculty, administrators, and staff
- ✓ Remember the small details (i.e. nametags, lanyards, rain ponchos water bottles, snacks etc.)

The Dont's

- ✓ Over plan your guests or over tax your guests- allow time for guests to rest
- ✓ Student tour guides and panelists should shy away from putting down other schools- they should focus on what your school has to offer
- ✓ Stay in an isolated area on campus, be sure to visit various parts of campus
- ✓ Go over budget, keep what is necessary and eliminate the rest

