



**BUCKNELL UNIVERSITY**

**Counselor Visits**

Carol Gadd, Assistant Dean of Admissions  
and  
Kim Schon, Assistant Director of Admissions  
for Event Planning

June 6, 2011




---

---

---


---

---

---

---


---



**The Why & How of Counselor Visits**

Counselor Visits Should:

- *Create visibility and awareness of your college/university*
- *Cultivate relationships with high school college/guidance counselors*
- *Connect Counselors with Admissions Territory Managers*
- *Promote special programs – Engineering, Disability support, Career Development, Athletics, Music, etc.*
- *Market the “uniqueness” of your college/university*




---

---

---


---

---

---

---


---



**The Why & How of Counselor Visits**

Getting Started --

- *Determine the goals for counselor events in the larger context of campus visitation*
  - *Budget – how many events, at what cost?*
  - *What human resources will you need – students/staff/faculty*
  - *What facilities do you plan to show/reserve*
  - *What’s the Plan?*
- *Present “the Plan” to your director/dean for approval and further refinement*
- *“Sell” it to faculty/staff and other offices that would be participating, ie., the President’s Office*




---

---

---

---

---

---

---

---



## Types of Visits We Offer

### Counselor Reading Program

- Determine a region of interest and appoint the territory manager as point person for the event
- Select 10-15 Counselors from a particular region
- Personal invites to Counselors
- Schedule during reading season and around event(s) on campus

### Local Counselor Visit

- Invite all Counselors within a 2-hour driving radius
- Invite via postcard mailer and email blast
- Schedule around special event on campus – influential speaker, concert, etc.




---

---

---

---

---

---

---

---

---

---



## Additional Types of Visits

### Independent Joint Counselor Visit

- Counselors visit two or more schools during tour
- Invitation via postcard and email blast
- Only Independent Counselors are invited (IECA and/or HECA)

### Individual Counselor Visit

- The “walk-in” or random visitor
- A pre-scheduled individual visit
- Don't forget counselors accompanying a group




---

---

---

---

---

---

---

---

---

---



## Counselor Visit Schedule

### Schedule While on Campus

- Campus Tour
- Special Admissions preview session with the Territory Manager and/or Academic Deans
- Faculty mini-sessions
- Meal with their students
- Student panel
- Special events – athletics, music, theatre, speakers, dance, etc.
- Optional: bookstore, town tour, “down time”




---

---

---

---

---

---

---

---

---

---



## Counselor Visit Schedule

Special "Effects" or the "Warm and Fuzzies"

- *Single-room accommodations*
- *Gift bags and counselor packets*
- *Opportunity to meet the President*
- *One-on-one communication during registration and while on campus*
- *Meals in your student dining facilities*
- *Transportation or reimbursements if applicable*




---



---



---



---



---



---



---



---



## What Do You Offer for Counselor Tours ??

Share and Tell and Q & A

Carol Gadd, Assistant Dean of Admissions  
cgadd@bucknell.edu or 570-577-1914  
and

Kim Schon, Assistant Director of Admission  
for Event Planning  
kschon@bucknell.edu or 570-577-3595




---



---



---



---



---



---



---



---