

Beyond the Office

Building community-powered college counseling beyond major recruitment hubs

Paulina Bula • American School of Belo Horizonte

Michelle Ray • School of the Nations, Brasília

Shona Evans • University of Connecticut, USA

Barbara Blaschke + High Point University, USA



REGIONAL INSTITUTE

The Americas 2026

How do universities plan visits outside a tour group?

The University Perspective



FULL DAYS WORK

2-4 visits
1-2 fairs



DEFINITION

**Visit: counselor meeting,
tabling, presentation**



SCHEDULING

**Plan around current
events reps will be
attending**



ITS HAPPENING!

**Outreach → internal
approval → confirmation**



Create a calendar

DISPLAY AVAILABILITY



IT DOESNT HAVE TO COST ANYTHING

Maia Learning = Maia Visits*
PowerSchool = Rep Visits*
SCOIR*
Google Calendar
Sign Up Genius
Microsoft Bookings

Keep it up to date!



REGIONAL INSTITUTE
The Americas 2026

University Tips

Choose one community need. Then design the smallest useful response.

01 GOALS

Different objectives, budgets, audiences, needs.

03 QUALITY NOT QUANTITY

In depth conversation and meaningful relationships are better than lots of emails

05 EASE OF ACCESS

Accessible school profile with contact information

02 RELATIONSHIP BUILDING

We want to know you too - it's not just about the school and students

04 SCHEDULING

Not all visits need to be during the day.

06 COMMUNICATION

What one result will you measure?

Leave with one next step, one partner, and one date.



REGIONAL INSTITUTE
The Americas 2026

What if your school is not on the recruitment map?

Limited visits do not have to mean limited opportunity.



VISIBILITY

Your city may not be an automatic stop.



CAPACITY

Small teams carry many responsibilities.



UNDERSTANDING

Families enter with uneven knowledge.



RELATIONSHIPS

University connections are still emerging.



Visibility is the result—not the starting point

University engagement becomes easier when the internal community is already engaged.



Build outward from the relationships you already have.



Your most powerful programming tool is presence

BE WHERE SCHOOL LIFE ALREADY HAPPENS

Arrival and dismissal

Games and performances

Exams and supervision

Classrooms and common spaces

Field Trips/ other events

Every shared moment gives you context that an appointment cannot.



REGIONAL INSTITUTE
The Americas 2026

Small interactions create long-term trust

THE STELLA / ALICE STORY

“Stella?”

“Alice.”

THE LESSON

Perfect recognition is not the goal.

Genuine connection is.

Authentic, imperfect moments can become lasting points of connection.



REGIONAL INSTITUTE
The Americas 2026

College counseling should not belong to one office

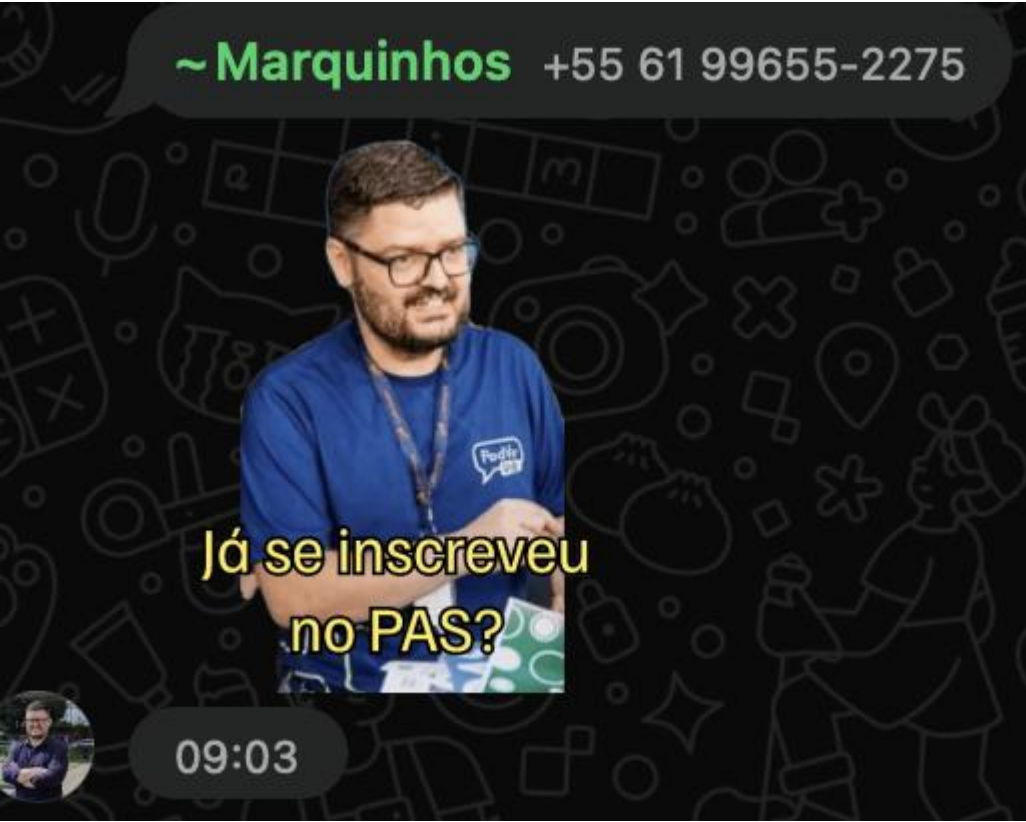
INVITE THE WHOLE SCHOOL IN

Teachers already carry stories about universities, careers, detours, and decisions.

- University and career stories
- Careers before education
- Personal pathways and pivots
- Faculty university or career fair

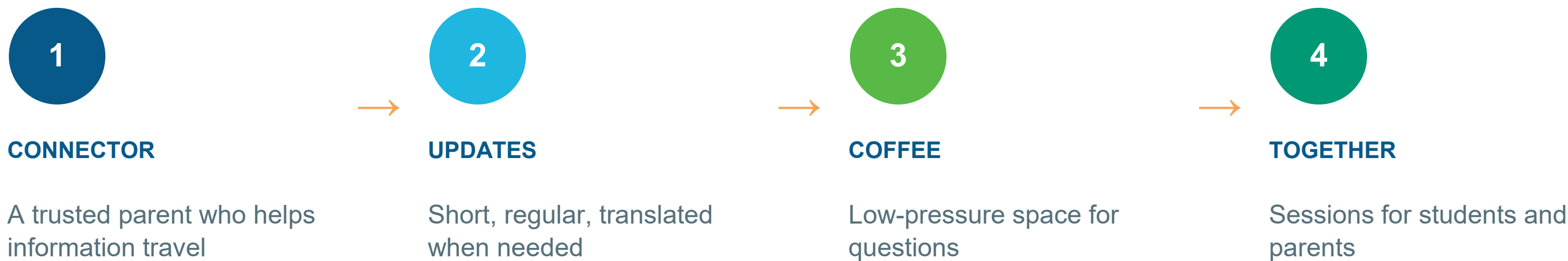


REGIONAL INSTITUTE
The Americas 2026



Parents need more than one annual presentation

Families build confidence through cadence—not volume.





Alumni make university pathways feel real

They translate an abstract destination into a lived experience.



BEFORE APPLYING

What I wish I had known



DURING TRANSITION

What surprised me most



AFTER ARRIVAL

How I found belonging

Ask veteran teachers which graduates would connect well with today’s students.



REGIONAL INSTITUTE
The Americas 2026



BUILD FROM A REAL NEED

Start with the smallest program that solves it

SNACK TABLE → ALUMNI TALK → PARENT COFFEE → WORKSHOP → FAIR → FIELD TRIP



Scale is earned through usefulness and repetition.



REGIONAL INSTITUTE
The Americas 2026

Low-cost does not mean low-impact

Choose one need. Use people and places you already have.

- 01

Park essay lab

Change the setting; keep the purpose focused.

- 02

Senior-led fair

Students teach younger grades what they learned.

- 03

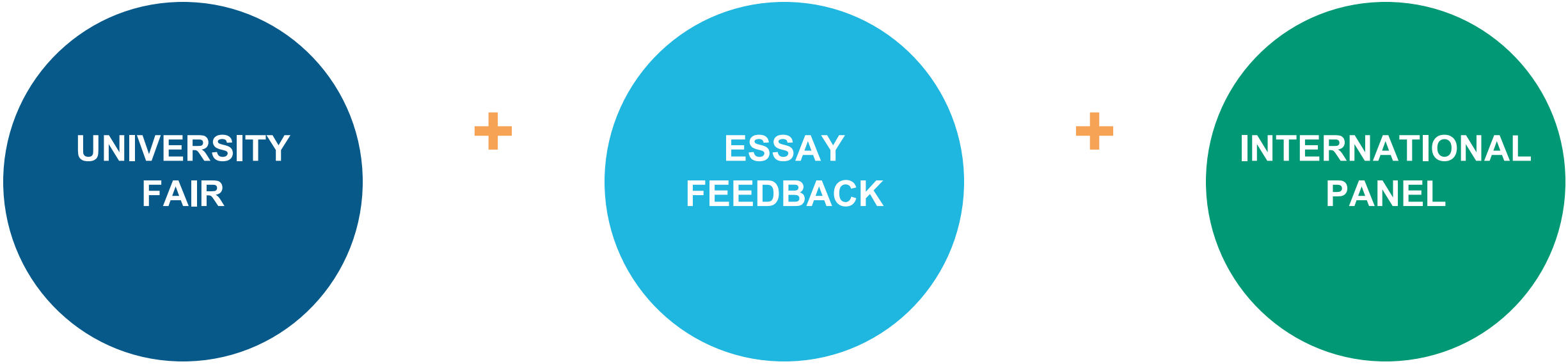
Snack-table visit

A small welcome can create a high-value conversation.



Brasília: One visit, three layers of value

SCHOOL OF THE NATIONS



Need: move beyond passive tables • Partners: students, families, counselors, university reps • Next: sharpen matching through advance sign-ups



REGIONAL INSTITUTE
The Americas 2026



BSB Counselors and Worldwide Institutes

4 online



Nations today!

15:10



Marcia Farias

Love this! ❤️

15:35



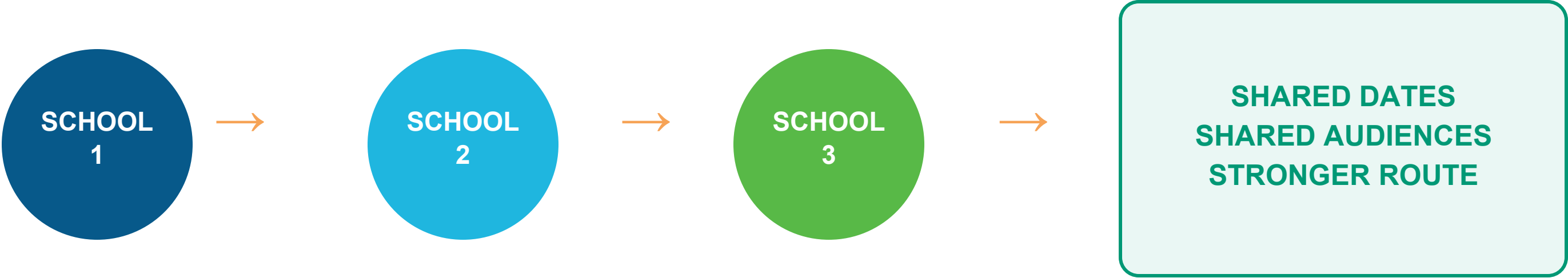
Aleka Bilan EAB



Belo Horizonte: Many schools, one stronger invitation

AMERICAN SCHOOL OF BELO HORIZONTE

A city becomes a destination when schools plan together.



Coordinate invitations, timing, and follow-up—then give representatives a clear reason to return.



REGIONAL INSTITUTE
The Americas 2026

Field trips expand students' sense of possibility

USE THE OPPORTUNITIES ALREADY NEARBY

Local universities

Business or medical schools

Service projects

Leadership conferences

Travel creates unhurried time to learn how students think, wonder, and connect.



REGIONAL INSTITUTE
The Americas 2026



NOT EVERY IDEA WORKS—AND THAT IS USEFUL INFORMATION

A canceled tour can still be a successful test

CANCELED

COST • TIMING • DEMAND • COMMITMENT • VALIDATION

Test interest before you build the itinerary.



REGIONAL INSTITUTE
The Americas 2026

Build the network close to home first



Share access. Coordinate timing. Make the city easier to reach.



Make every university visit worth the representative's time

DESIGN THE CONDITIONS FOR A GOOD CONVERSATION

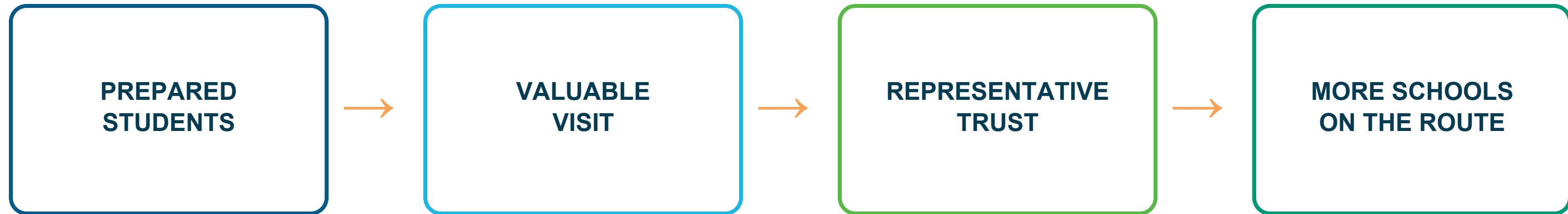
- 1 Schedule when students are naturally available
- 2 Welcome the representative personally
- 3 Identify students who genuinely fit
- 4 Prepare students to ask better questions
- 5 Coordinate with nearby schools when possible



REGIONAL INSTITUTE
The Americas 2026

One successful visit creates the next one

A valuable visit becomes evidence that the market is worth returning to.



Prepare → welcome → follow up → repeat



REGIONAL INSTITUTE
The Americas 2026

Universities can help grow smaller markets

Small markets need partners, not just recruiters.

DURING TRAVEL

- Share regional contacts
- Include smaller schools on routes
- Coordinate with counselor networks

AFTER TRAVEL

- Offer virtual follow-up
- Keep the relationship active
- Recognize talent beyond major hubs

Strong students exist beyond the familiar recruitment map.



REGIONAL INSTITUTE
The Americas 2026

Design a program you can launch in 30 days

Choose one community need. Then design the smallest useful response.

01 AUDIENCE

Who needs this most?

03 INTERNAL PARTNERS

Who can help from inside?

05 UNIVERSITY LINK

Where could a representative add value?

02 SMALLEST PROGRAM

What can you launch quickly?

04 COST

What can you do with what you have?

06 SUCCESS

What one result will you measure?

Leave with one next step, one partner, and one date.



REGIONAL INSTITUTE
The Americas 2026

YOUR NEXT MOVE

Start small. Show up. Make it repeatable.

RELATIONSHIPS FIRST • CONSISTENCY OVER SCALE • LEARN, DOCUMENT, REPEAT



What will you do beyond your office next?



REGIONAL INSTITUTE
The Americas 2026