

Using AI Tools to Cut Admin Time and Increase Student Connection



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**START WHERE YOU ARE.
USE WHAT YOU HAVE.
DO WHAT YOU CAN.**

-Arthur Ashe

HIGH POINT UNIVERSITY
THE PREMIER LIFE SKILLS UNIVERSITY

Choose TO BE EXTRAORDINARY!®



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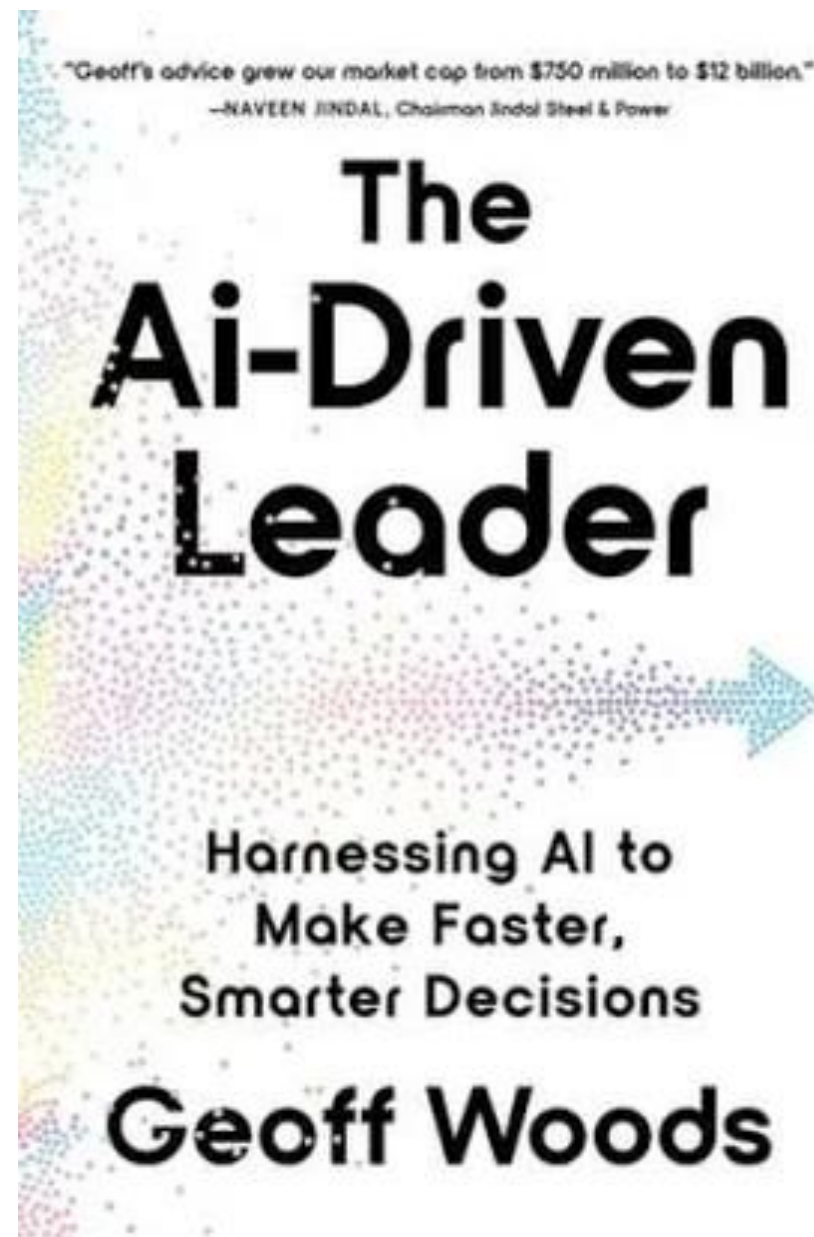


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AI in international enrollment isn't about replacing counselors. It's about enhancing productivity so you can spend more time where you matter most, with students and families.



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“Strategic thinking and decision-making have always been critical leadership skills. However, our education system often grades you on your ability to have the answer, not your ability to search for one.”

– **Geoff Woods, The AI-Driven Leader**



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“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

– Alvin Toffler, **Future Shock**



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Today's Workshop

You'll leave with:

- Why you should use AI
- Ways you can begin using AI
- Confidence to test without overthinking





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It's Important That We Learn How AI Can Help Us

How often do you feel like there aren't enough hours in a work week?

Using AI tools can dramatically reduce the amount of time (~30-60%) it takes to complete administrative work.



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AI is good at:

Pattern recognition

Rewriting and summarizing

Generating options fast

Structuring messy thinking

AI is NOT good at:

Context you don't give it

Institutional nuisances

Ethical judgement

Final decisions



AI Should Be Used As A Thought Partner

Role	What it replaces	What it unlocks	Platforms
Assistant	Repetitive work	Time	ChatGPT Microsoft Copilot Notion AI Google Gemini
Analyst	Guessing	Pattern clarity	Claude Perplexity AI ChatGPT (advanced)
Strategist	Reactive outreach	Proactive enrollment moves	ChatGPT Claude Grok



Tasks To Use AI In Your Role

Travel Planning	Meeting Prep	Student & Parent Outreach
Goal Setting	Idea Generator	Strategic Planning
Event Planning	Marketing	Recommendation Letters
Presentations	Training/SOPs	College List Building



Master How You Communicate with AI



1. Role
2. Task
3. Context
4. Output



LIVE DEMO: MESSY PROMPT

“Plan my travel to school visits in Vietnam”



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LIVE DEMO: CLEAN PROMPT

“You are an international admissions counselor. [Role] Plan a 3-day recruitment trip in Hanoi, Vietnam with 3 school visits per day. [Task] The budget for this trip is \$1,500 and the trip will take place in October 2026. [Context] Create an itinerary that shows travel time, hotel recommendations, and a daily schedule. [Output]”



Discussion

How could using AI for travel planning save you the most time?

What are your concerns with using AI?



DEMO 2: Strategic Planning Prompt (ChatGPT)

“Create an international recruitment strategy for a small liberal arts college in the United States in the African region. I want to know what markets would be best for us, how long I should be there, student mobility trends for top countries that study at liberal arts institution in the U.S.”



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INITIAL RESULTS

10 Key Points + Optional Additional Prompts

If you want, I can build:

- A sample travel itinerary (school-by-school)
- A budget model
- Or a marketing funnel (ads + counselor strategy) tailored to your institution size and tuition level

 Sources

1. Big Picture: Why Africa (and why now)
2. Priority Recruitment Markets (Tiered Strategy)
3. Student Profile Fit for Liberal Arts Colleges
4. Recruitment Model (What Actually Works)
5. Student Mobility Trends (What You Need to Know)
6. Positioning a Liberal Arts College (Critical Messaging)
7. Scholarships & Financial Strategy
8. 3-Year Market Entry Plan
9. Key Risks (and how to mitigate)
10. Bottom Line (Strategic Focus)



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- Source links for readily-available information
- Explanation and market information
- Actionable Next Steps

1) Big Picture: Why Africa (and why now)

- Sub-Saharan Africa is the fastest-growing source region for U.S. students (+13% YoY). InGenius Prep
- Total African students in the U.S.: ~56,000+ and rising steadily. Intelpoint
- Growth is driven by:
 - Limited university capacity locally
 - Youth population boom
 - Strong demand for employment-linked degrees abroad InGenius Prep

Implication for LACs:
You're well-positioned if you emphasize:

- Career outcomes (internships, OPT)
- Personalized education
- Scholarships / affordability

2) Priority Recruitment Markets (Tiered Strategy)

Tier 1: Core, High-Yield Markets (start here)

These should be 70-80% of your effort:

NG Nigeria (Anchor market)

- ~20,000+ students in U.S. (largest in Africa) JBHE +1
- Represents ~1/3 of all Sub-Saharan students in the U.S. JBHE
- Highly competitive, very ROI-focused families

Strategy:

- Focus on top private secondary schools + counselors
- Emphasize:
 - Scholarships
 - Career placement
 - STEM + business + pre-med pathways

GH Ghana (fastest growth market)

- ~9,300+ students: rapid growth (45% YoY spike) JBHE
- Strong alignment with liberal arts model

Strategy:

- Strong counselor relationships
- Target:
 - International schools
 - High-performing public schools
- Promote holistic admissions fit (LAC advantage)

KE Kenya (stable + academically strong)

- ~4,500+ students JBHE
- Strong English proficiency, good academic prep

Strategy:

- Lean into:
 - Research opportunities
 - Undergraduate teaching quality ↓
- Partner with top national schools + IB/A-level schools

SAMPLE SOURCES

- https://ingeniusprep.com/journal/why-u-s-colleges-should-pay-more-attention-to-african-students/?utm_source=chatgpt.com
- https://intelpoint.co/blogs/trends-of-top-african-countries-sending-students-to-the-us-2000-2024/?utm_source=chatgpt.com
- https://jbhe.com/2024/11/a-significant-increase-of-students-from-sub-saharan-africa-at-u-s-colleges-and-universities/?utm_source=chatgpt.com




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Got it—here's a clean, conference-ready version you can drop directly into slides or speaking points. I've distilled everything into tight, high-impact sections (less clutter, more authority).

1. Why Africa Should Be a Priority Market

- Fastest-growing region for U.S.-bound students
- 50,000+ African students currently in the U.S.—and rising
- Growth driven by:
 - Limited university capacity locally
 - Rapid youth population growth
 - Strong demand for global career outcomes

 **Takeaway:** Africa is not emerging—it's already a core growth market.

2. Focus Your Efforts: Top 3 Markets


Start here (majority of results will come from these):



- **Nigeria** – largest market, highly competitive, ROI-focused
- **Ghana** – fastest growth, strong fit for liberal arts
- **Kenya** – academically strong, stable pipeline

 **Takeaway:** Depth in 3 markets beats shallow presence in 10.

3. Why African Students Are a Strong Fit for Liberal Arts Colleges

- High academic ability + desire for flexibility
- Strong interest in:
 - Pre-med, business, computer science
- Value:
 - Small class sizes
 - Faculty access
 - Career outcomes

 **Challenge:** Most students don't understand the liberal arts model

 **Takeaway:** You must *educate the market*, not just ruit from it.

Prompted to create talking points for a presentation instead of heavy amounts of information



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my AI toolbox

GENERAL USE LLMS



ChatGPT Claude



NotebookLM Gemini

DAILY FUNCTIONS



Loom Fireflies



Perplexity

GRAPHICS/ART



Midjourney Canva



ChatGPT Nano Banana

VIDEO/AUDIO



Lumen5 HeyGen OpusClip

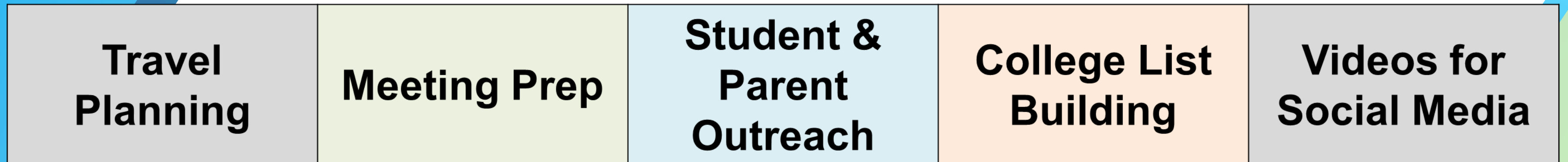


RunwayML Suno Sora



Group Practice

Step 1: Identify goal and task (select one)



Step 2: How can AI help?

Step 3: Choose your platform(s)



my AI toolbox

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Group Practice

Step 4: Create the prompt

Step 5: Refine and submit

Step 6: Evaluate results



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Group Presentations



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Reflection

- Understand your goal
- Use your judgement
- Check for sources
- Ask for feedback



Start With One Task Each Day

Build the Habit. Lead with Confidence.



Small daily AI habits

→ real time saved



Use AI for 1 task today

(email, plan, prioritize)



Keep control

you review, you decide



Confidence comes

from repetition



Start simple.

Stay consistent.

Improve weekly



*More time
for what
matters most:
students.*



Better workflows. Stronger relationships. Bigger impact.

You have the tools. You make the difference.

AI is the tool.

You are the leader.