

Tips for Better Recruitment

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<https://www.menti.com/al73zmnpsx9>

Strategies for School Visits

Admissions Officers Can:

- Travel in groups that make sense
- Be responsive and clear in communication
- Offer a value-added topic
- Use a centralized registration system

Counselors Can:

- Create a set of resources including other schools + contact information, car service, suggestion for local lunch, offer to share registrant information
- Publicize to the best of ability and vocalize if holidays or exams might reduce attendance
- Open options in the evening, potentially incorporating parents?
- Coordinate with other local schools



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Widening your Reach

- Collaboration with counselors, EdUSA, US Commercial Service, agencies, alumni, global campuses, and more
- Counselor connections: Programming, outings, workshops?
- Self-organized college fair/workshop
- Interviews in country: pros and cons
- Connecting with people back home



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Maintaining Connections while on the Road

Alumni: proactively reach out to alumni. *Do you know where your alums are?*

Parents: Leverage voices of current parents in recruitment activities

Counselors: Guidance and decision making process

Social-Media: Showcase travels & engage stakeholders

On-campus partners

Consistency



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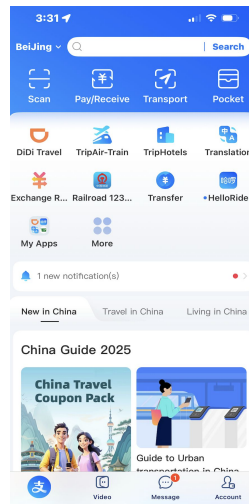
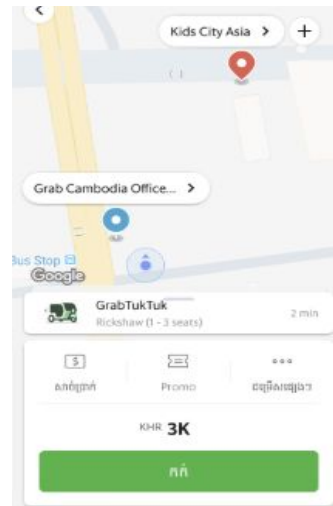
Logistics: Getting from Here to T



- Airtags or Tile to track bags
- International phone plan or eSIM for Data (Airalo)

Calling a cab / train tickets / public transport (*Fun fact: enter your destination in your language and it comes up in the local language!*)

- Google Maps / Apple maps / Alipay
- Didi / 99 Taxi / AliPay
- Uber / Grab / Lyft
- Blabla car
- HelloRide (bike rental) (AliPay)
- Bolt

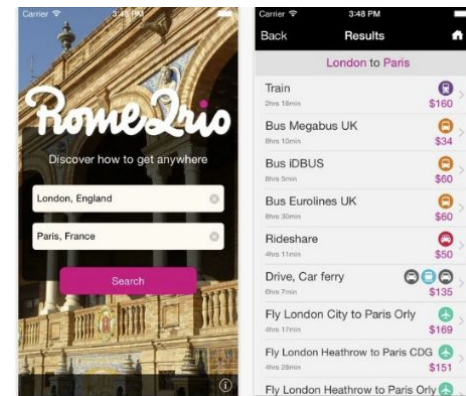


Checking Flights/Hotels?

- Airline apps (e.g.: United, Delta)
- FlightAware: Upload all of your flight info to get alerts about your flights
- CBP MPC, and MyTSA... accelerate immigration at certain airports

Comparing travel options?

- Rome2Rio, Expedia, Trip.com

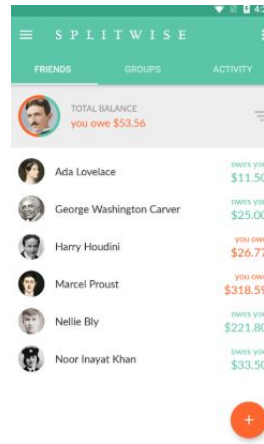


Everyday Essentials

- **The power of status:** Marriott vs. Hilton? SkyMiles vs. One World? Can mean free breakfast, meeting spaces, free luggage (for swag!), or an upgrade on a long flight.
- **Medicine:** bring your own medicine *in your carry-on bag*. Carry your health insurance card.
- **Google Translate:** Can interpret writing, can use to speak to cab driver, and can even translate signs with pictures
- **Don't forget Siri or AI Assistant:** Great for general questions (e.g.: how much is 45,000 Indian rupees in USD?)
- **WhatsApp, WeChat, GroupMe:** Including WhatsApp for Business for communication with families, schools, and peers!
- **VPN:** Crucial for China (though int'l phone line can do), important for all safe travel. Download before you leave!
 - Top choices are ExpressVPN, Hide.me, Astrill VPN. Never trust a free VPN.
 - Or, your institution's VPN
- **Entertainment:** Netflix /AppleTV/Prime Video/Hulu! Download on your device before you go, then watch in Airplane Mode

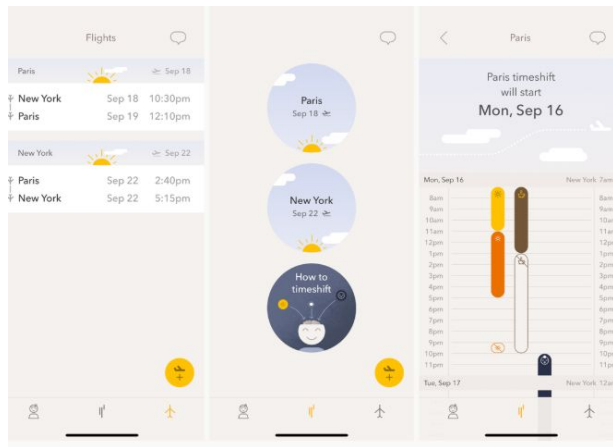
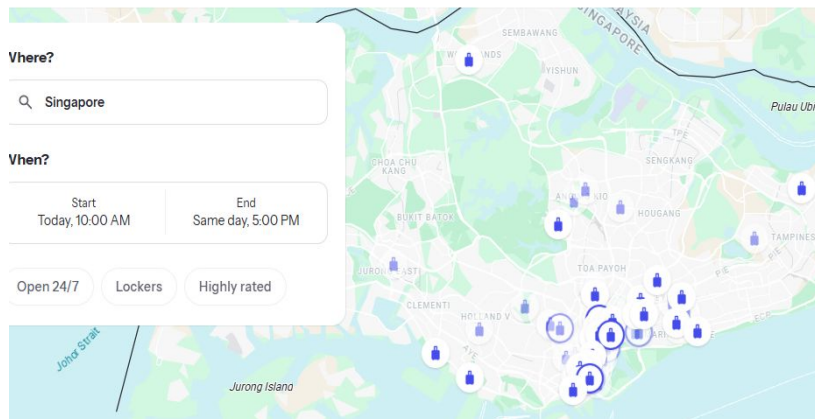
Money Money Money!

- **Cash Apps:** AliPay (setup before in China) / Venmo / PayPal / Square / ApplePay / WeChat (set up your credit card in the US!)
- **Budget management tools:** Google Sheets / Trail Wallet / Splitwise / Wesplit
- **Receipt Storage:** iscanner / CamScanner/Genius Scan
- **Currency Converters:** XE / Cal Convert
- Institutional app/banking app



What are your random apps?

- **Bounce:** temporary luggage storage
- **Flush:** public toilet finder
- **Food Delivery!:** UberEats, Doordash, PedidosYa, Grabfood, Zomato, FoodPanda, Deliveroo
- **Packr:** save packing lists, get advice on weather
- **Timeshifter:** Jetlag app, though has an annual \$25 cost
- **Pokemon Go!:** Map based AR
 - Motivation to go out for a stroll around town!



How to make the most of your trip - data & metrics

- ***What is your expectation for success annually, 3 years, 5 years?***
- **Key Performance Indicators:**
 - Net tuition revenue, Yield, Cost per enrolled student, Geographic reach, Brand/reputation, Alumni base, Reduced reliance on third party recruiters, Student success
- **Clear goals:**
 - Inquiries, Applications & completion rate, Acceptance rate, Yield rate, Campus visit/virtual engagement, Average GPA/test scores, Academic diversity, Retention rates, Graduation rates, Student satisfaction, Reputation metrics, Alumni outcomes
- **Internal and External data sources**
 - CRM/Application Portals, Admissions Office Data, Tuition Revenue & Discount Rates, Retention and Graduation Rates, Academic Profile Trends, Course Enrollment Data, Exit/withdrawal surveys, Career Outcomes, Giving/Donations
 - IPEDS (Integrated Postsecondary Education Data System), National Student Clearinghouse, Census & Labor Statistics, College Board, U.S. News, QS High School Counselor Reports
- ***Clean data is good data - update as you go***



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Following Up

Fulfill promises made on the road

Student Ambassadors: Encourage dialogue between current and prospective students.

Create platforms of connections (virtual events, WhatsApp groups)

Make sure you can track your leads

Communication plans and follow up as a runway for your recruitment plane

1. Personalize and Segment Communication
2. Show Value
3. Leverage Multiple Channels
4. Support Families and Influencers
5. Keep Momentum Post-Deposit



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Personal Tips

Anna

- Power of points, you can talk about it, drop locations for bags, printing in person, APEC/NEXUS/Global Entry

Brendan

- Group travel = group inquiries

Stav

- Self-care is part of your strategy



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Thank you

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