Welcome to PCACAC’s 16th Annual Summer Institute
## Presenters

<table>
<thead>
<tr>
<th>Presenter</th>
<th>Contact information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nick Orban</td>
<td><a href="mailto:norban@umd.edu">norban@umd.edu</a></td>
</tr>
<tr>
<td>University of Maryland</td>
<td></td>
</tr>
<tr>
<td>Luis Portillo</td>
<td><a href="mailto:luisraul@udel.edu">luisraul@udel.edu</a></td>
</tr>
<tr>
<td>University of Delaware</td>
<td></td>
</tr>
<tr>
<td>Chris Wild</td>
<td><a href="mailto:christopher.wild@goucher.edu">christopher.wild@goucher.edu</a></td>
</tr>
<tr>
<td>Goucher College</td>
<td></td>
</tr>
</tbody>
</table>
Learning Objectives

1. Exploring the science of territory management
2. Sculpting the art of travelling
3. Building relationships
The “Science” of your territory

- Understanding the Data
  - Feeder Schools
  - Prior Actions
  - New Opportunities

- Planning your travel
  - Building a travel season shell
  - Different approaches
  - RepVisits (your new best friend)
The Art of Your Territory

- Loyalty is a virtue (and an art form)
  - Sign up for the rewards program for whatever you use to travel
    - Airlines, hotels, trains, rental cars
  - It can be beneficial to stay with one chain or company in each, so you can rack up your rewards
- Recommendations
The Art of Your Territory

- Travel tips and tricks
  - Which hotels to choose?
    - Location vs. home base
  - With loyalty, you can get better rewards at hotels, like free breakfast
  - Use your points!
The Art of Your Territory

○ General travel safety

○ Use review websites to ensure that your hotel is in a safe area

○ Always park your car as close to the entrance as possible, and in a lit area

○ Ensure you lock your car and hotel doors
The Art of Your Territory

- **Self-care**
  - Make sure you don’t make yourself too busy
  - Sleep is your friend, but remember your alarm!
  - If you go to a fun place, go see the sights!
  - Eat healthy, but check out the local places!
The Art of Your Territory

- Travel nightmares/horror stories, and what we learned from them
The “Art” of Building Relationships

- With counselors and schools
  - Timeliness is next to godliness
  - The importance of communication
  - Independent counselors
  - CBOs

- With students
  - Be informative but not boring
  - Be patient with their timing
    - Of emails/calls/submissions
The “Art” of Building Relationships

○ With parents

  ○ Understand their overriding, underlying motivation
  ○ Honesty and authenticity instead of promising the moon
Questions?
Please...

Complete a session evaluation via the mobile app before you leave.

Thank you!