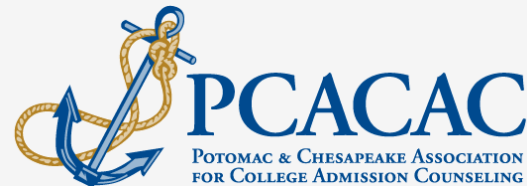


Welcome to
PCACAC's
15th Annual
Summer
Institute



Building Blocks
to
Successful
Professional
Relationships

Session B1
3:00 – 4:15 pm
July 9, 2018



Presenter(s)/Panelist(s)

Presenter/Panelist

Contact information

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The High School Visit

- Do your research – know something about the school you are visiting
 - What is the application history from this high school?
 - What is the make-up of the student body?
 - Is the high school known for something particular? STEM, Arts, Athletics, Special programs
- What will students at this high school find interesting about your college?

The High School Visit

- If there are no students signed up for your visit, sit with a counselor and give highlights of special programs or initiatives. What makes your college stand out?
- Let the high school know if you can't keep your appointed time!
- Ask the high school counselors about other local high schools or CBOs.

Advice for the Counseling Office

- Welcome College Visitors upon arrival
- Provide a dedicated space for them to meet
- A school representative should attend the presentation and help prompt questions
- Keep disruptions to a minimum
- Students should arrive on time and counselor should facilitate the presentation starting on time
- Provide a school profile and business card of contact
- Offer your college representative something to drink
- Offer directions or assistance on getting to the next visit
- Avoid Lunchtime visits!

Information for the College Representatives

- Do not mail or leave lots of literature, most high schools have nowhere to keep it
- Highlight unique programs
- Give the counselor a true sense of the typical student (not just academically, but personality)
- Give a sense of campus life
- Ask about the student population at the high school

School Profiles

- Percentage of students that are 2 year and 4 year college bound
- Average SAT or ACT scores
- GPA distributions can be helpful
- The grading scale
- Which AP courses are offered, whether students are required to sit for the exam, what percentage sit for exams and distribution of scores
- Special programs school offers and a description of such programs
- Post the profile on your website!

Other Ways to Build Relationships

- If you have a lot of interest in a particular college, contact the admissions office and ask them to visit
- Utilize people you know at local colleges as guest speakers
- Be responsive to calls and emails from admissions offices
- Attend professional development opportunities
- Share your business cards

Other Ways to Build Relationships

- Invite counselors to campus
- Host counselor breakfasts or other events
- Provide “swag”
- Offer to speak at high school events
- Be responsive to calls and emails from counseling offices
- BE HONEST

Questions?

Please...

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

Thank you!