



TOOLKIT

# Optimizing Your Spring Recruitment Strategy

A Self-Assessment for Directors of Admission

## Overview: How to Use This Toolkit

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The demands placed on your admissions team in the spring necessitate a multifaceted, hyper-organized approach to your efforts. With yield efforts fully underway, it can be easy to forget about critical recruitment efforts for next year's class—but doing so could come at great expense to next year's goals.

With hybrid recruitment here to stay, an evolving lead generation landscape, and a proliferation of digital channels to choose from, it is more critical than ever for enrollment leaders to step back to assess the effectiveness of their strategies. This toolkit will help you benchmark the effectiveness of your current strategy, identify the efforts that you would like to optimize, and mobilize key stakeholders to aid those efforts.



### Identify Areas of Opportunity

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▶ **Exercise:**

- To benchmark your spring recruitment efforts, complete our **Identify Gaps in Your Strategy (pg. 3)** worksheet.
- Once you've tallied your scores, use **Reflect on Your Spring Recruitment Strategy (pg. 4)** to identify your team's key areas of opportunity.



### Prioritize Your Activities

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▶ **Exercise:**

- Keep track of your progress throughout the season by completing our **Spring Recruitment Checklist (pg. 5)**.



### Rally Your Troops

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▶ **Exercise:**

- Complete our **Strategically Mobilize Your Stakeholders worksheet (pg. 6)** to identify whom you will need, what projects they will help with, and their role in helping accomplish them.

# Tool 1: Identify Gaps in Your Recruitment Strategy

To support your recruitment efforts for future classes, use the tables below to assess where you may need to allocate additional resources. For each response, consider the activities that you have planned (or will plan) between January 1 and May 1.

1. In each row, circle the number that corresponds to your level of agreement with the statement.
2. After each section, add the numbers you circled in each row to calculate your section total.
3. Combine your section totals to calculate your overall total.

I. Lead Volume	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
I have assessed my <b>senior</b> lead volume and I'm confident that I won't need new senior prospects to hit our enrollment goals this cycle	1	2	3	4	5
I have assessed my <b>transfer</b> lead volume and I'm confident that I'll hit this year's enrollment goals	1	2	3	4	5
I am leveraging diverse tactics and list sources to acquire student leads, including <b>sophomores</b> and <b>juniors</b>	1	2	3	4	5
<b>Section Total:</b>					

II. Digital Channels	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
My school's presence on third-party platforms (such as Appily) reflects underclassmen's needs and preferences	1	2	3	4	5
My school's social media strategy caters to the interests of each class and leverages platforms students prefer	1	2	3	4	5
My team has built tailored email campaigns for sophomores and juniors that speak to their respective needs and preferences	1	2	3	4	5
<b>Section Total:</b>					

III. Non-digital Channels and Events	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
My team plans to host and/or attend a diverse array of event types, both in-person and virtual (e.g. Info sessions, college fairs, case study sessions, school visits, counselor events, etc.)	1	2	3	4	5
My team plans to host a series of on-campus events that cater to various student interests and special populations	1	2	3	4	5
My team promotes our spring event calendar on our website, on social media, and on third-party platforms (e.g. Naviance)	1	2	3	4	5
My team plans to print and mail postcards and publications that cater to each class's needs and interests	1	2	3	4	5
<b>Section Total:</b>					

**What can you do to improve your strategy?**

An overall total of less than 36 indicates that there are areas in which you can improve. Any section total lower than 6 suggests that you may need to consult key stakeholders to strengthen that section's initiatives.

**Overall Total**

# Reflect on Your Spring Recruitment Strategy

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## Understanding Your Scores

Record your score totals for each item below. These totals can help you determine where to focus your team's conversations about improving your recruitment tactics. Use this opportunity to better meet your prospects' needs and expectations by optimizing your lead generation strategy and strengthening how you communicate with Gen Z.



**Lead Volume**

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**Digital Channels**

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**Recruitment Events**

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Across all phases, for the **sections** where you **scored 10 or less**, what opportunities are there to increase your efforts? Which activities are your top priorities?

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**3** \_\_\_\_\_

Reflection: *Based on this assessment, what steps should I take (e.g., set up conversations with fellow enrollment leaders, discuss with the communications team)?*

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## Tool 2: Complete Your Spring Recruitment Checklist

With so much to do in so little time, it can be hard to keep track of everything on your spring recruitment list. Based on your assessment from the previous page, use the checklist below to identify projects that you would like to focus on more intently this spring.

### Source New Student Leads

- Assess **senior** inquiry and application volume
- Purchase last-minute **senior** leads, if necessary
- Assess **transfer** inquiry and application volume
- Purchase additional **transfer** student leads, if necessary
- Purchase **sophomore** and **junior** leads

### Curate Your Channels and Assets

- Develop social media campaigns for underclassmen
- Develop email campaigns for underclassmen
- Audit and update website content to suit underclassmen needs and interests
- Update messaging and content on third-party platforms (e.g. Appily, Naviance)
- Design and print postcards and publications for sophomores and juniors

### Plan and Promote Recruitment Events

- Assess external spring recruitment opportunities and activate recruitment staff accordingly (e.g. college fairs, school visits, etc.)
- Build your spring event calendar (e.g. Spring Open House, virtual events, etc.)
- Promote your events on your website, social media, and third-party platforms (e.g. Naviance)
- Organize and host counselor events, either on campus or in high-priority regions

**What else?** Use the spaces below to list any additional projects that your enrollment office must tackle as part of your spring recruitment plan.

 \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_

## Tool 3: Strategically Mobilize Your Stakeholders

Now that you have your checklist... Enrollment leaders face the challenge of juggling multiple stakeholders in recruitment. To stay ahead of the curve, use the table below to identify your key stakeholders, define their type of involvement in the assigned task, and determine your next steps on how best to engage them in the project.

Going forward, replicate this table for any additional recruitment projects that you plan to tackle this spring.

**Project:** \_\_\_\_\_

Stakeholder Names	Types of Involvement			Next Steps
	Power	Agency	Constituency	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**Types of Involvement**



**Power**  
Holds authority and ability to prevent or allow plans to take place



**Agency**  
Responsible for designing and carrying out a particular recruitment task



**Constituency**  
Is impacted by a project or concerned about the results of a project

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