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Virtual Recruitment Resource Guide

Elizabeth Niehaus
niehause@gmail.com

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A Project Capstone

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Elizabeth Niehaus

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for the Degree of

Master of Science

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Virtual Recruitment Resource Guide

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Developed by Elizabeth Niehaus

Contents

Platteville Campus

Virtual Visits

During the spring 2020 semester and through the COVID-19 pandemic, the UW-Platteville Office of Admission Welcome Center chose to transition to a variety of virtual visit options for prospective students. Each one is designed to accommodate the student's schedule and provide them with an informative and engaging virtual experience of visiting campus within a virtual setting.

Where a student would sign up for a campus/virtual visit: https://www.uwplatt.edu/visit

Schedules

The virtual visits were created to provide a UW-Platteville experience that is very similar to our on-campus visits, however the visits are conducted through our video chatting platform, Zoom. Students must create a free account to attend. That information is shared within the confirmation email that students receive once they register for a virtual visit.

For the Daily Virtual Visit and Summer Virtual Visits, students will attend a 30-minute Admission Information Session presented by one of our admission advisors. The information session gives our admission advisors and a current student the opportunity to "sell" UW-Platteville. We go through the process on becoming a future Pioneer, the current student shares their personal experiences and current student perspective, and we talk about campus life and ways to get involved. This is followed by an academic meeting with faculty/staff of the prospective student's intended major.

The typical virtual visit schedules are below:

Daily Virtual Visit

- o Every Monday, Tuesday, Thursday, Friday (No Wednesday)
- o 12:30 pm Admission Information Session, 1:00 pm Academic Meeting with Departments

Recommendations:

- o In Zoom, utilize the waiting room feature and mute participants on entry of the Zoom room.
- o Provide extra time after the information session.
- o Open the Zoom room early.
    - ▪ 10 minutes before the actual presentation. This allows extra time for students to login and get situated beforehand.
- o Utilize the spreadsheet with all academic departments and their Zoom rooms when a student asks for the academic zoom room information.

Evening Virtual Visit

- o Spring and Fall: Every Tuesday and Thursday
- o Summer: Tuesday evening only
- o Spring – 6:00 pm Admission Information Session only

- o Summer – 6:00 pm Admission Information Session, 6:30 pm Campus Resource Presentation (Val from the Pioneer Involvement Center and Trapper from Career and Professional Development Office rotate every other evening).

Recommendations:

- This is a great option for parents and families to attend after the workday. Keep in mind if students/families are interested, please note that this does <u>NOT</u> include an academic meeting.
- These visits have a great outcome due to the timing for parents/guardians to attend with their students.
- Including campus resources similar to the PIC and CPDO is a great way to collaborate with departments and showcase what is available for students.

Virtual Transfer Tuesday

- o Held on Tuesdays for transfer students
- o Admission advisor or transfer advisor present
- o 12:15 pm Transfer Information Session, 1:00 pm Academic Meeting

Virtual Student Panel

- o Wednesdays 12:00 pm – 1:00 pm
- o 3-4 student workers
- o Campus Visit Specialist attends to facilitate conversation, ensure professionalism, and answer any questions that student workers might need assistance with.

Recommendations:

- Plan questions or topics to talk about just in case.
  - o Ideas: Living in residence halls, things to do on campus, things to do in community, favorite aspect of UW-Platteville, how did you know this was the right college for you, etc.
- Like our other visits, open the Zoom meeting room 10 minutes early

Summer Virtual Visits

- o Monday, Tuesday, Thursday, Friday (No Wednesday)
- o Summer visits (both virtual and on campus) include an optional residence hall open house
  - A faculty/staff member will be present to do the optional session prior to the information session.
- o 11:30 am optional Q&A with residence life (Gives guests the opportunity to ask any questions about res life/res halls with someone from that department), 12:15 pm Information Session, 1:00 pm Academic Meeting

Information Session

- Each new employee in the Welcome Center will sit-in on at least five to seven information sessions before they will present one themselves. The first one to two they give will have a veteran staff member present to answer any questions or provide guidance where needed.
- The information session gives staff the opportunity to share what makes UW-Platteville special.
- There are a variety of topics covered, such as the application process, financial aid/scholarships, tuition and fees, etc.
- Location of recorded UW-Platteville information session: https://www.youtube.com/watch?time_continue=3&v=fxZejiA06U0&feature=emb_title

Academic Meetings

Students are given the opportunity to meet with the academic meeting of their choice when attending a daily virtual visit. The academic meetings are held at 1:00 on Mondays, Tuesdays, Thursdays, and Fridays throughout the semester. There are lists that are separated out by academic department which are sent out daily to stakeholders within each department to schedule the meetings from our CRM Radius.

Additional Optional Meetings

When students register for a visit (both on campus and virtual) they can select different departments to meet with. These virtual meetings are setup and taken care of by the department staff.

For example, students can select a meeting with:

- Office of Multicultural Affairs (OMSA) – Contact: Brittany Sherman (shermanbr@uwplatt.edu)
- Transfer Meeting - Transfer Advisor: Meghann Cage (cagem@uwplatt.edu)
- Services for Students with Disabilities (SSWD) – Contact: Pam Greenhalgh (greenhalghp@uwplatt.edu)
- Veteran Affairs – Contact: Greg Tremelling (tremellg@uwplatt.edu)
- Music – Contact: Amy Udelhofen (udelhofena@uwplatt.edu)

YouVisit

This is UW-Platteville's virtual tour platform. It was developed throughout the summer of 2020 and is a way for students to see 360-degree photos of campus, interactive videos of labs, and gives them an opportunity to get the tour experience without having to step foot on campus. This will be utilized within virtual visits moving forward.

Virtual High School Visits & College Fairs

Virtual high school visit:

  - Reach out to high school counselors via email or phone to ask them how they can accommodate us for a virtual visit to their high school.
  - Follow the step by step instructions located in the below folder to setup your visits within the CRM. If questions, reach out to Lindsay Waldron, CRM Functional Analyst.
    - S:\WGroups\Prospective_Student_Services\RECRUITERS

- Document within an excel or word document to track schools within your territory and what their procedures are for virtual recruitment. You will have access to this document within the shared drive, as well as access to a list of schools, addresses, and contact information for schools within your territory.

Virtual college fairs:

- If you get invited to a virtual college fair, please coordinate the attendance and materials needed with the Office of Admission Welcome Center's administrative assistant, Marcia Cordts.
- There are videos and materials prepared. Marcia will know which materials make the most sense based off the fair.
- Marcia will do the registration for all college fairs and assign them based off territory and availability of advisors.

Counselor Communication & Outreach

As things continually change and due to so many unknowns, communication with counselors within territories and at our top feeder schools will be very important within virtual recruitment.

- Some of the items that will need to be sent or relayed to counselors are below:
  - Bi-monthly counselor newsletter from EMMA (campus email system)
  - Ad-hoc communications throughout the semesters as admission requirements or campus visit opportunities change
  - Reminder of deadlines
  - Scheduling of visits
  - Other virtual opportunities that we can provide them
  - Resource for any questions

Student Outreach

YouCanBook.me

This is a scheduling platform that the Admission, Recruitment, and Financial Aid staff utilize for students to have the ability to book a 1:1 meeting with an advisor through the students preferred method of communication (Zoom, phone, etc.).

- Setup a YouCanBook.me landing page with instructions provided
- Make sure that your Outlook Calendar syncs with your landing page
- Set your availability so it reflects your time off, weekends, etc.
- This will be listed by your staff profile on the website and in your signature line for students to sign up for an appointment with you.

Mongoose Cadence Texting

This is the Office of Admission Welcome Center's texting platform. This gives the admission advisor and visit staff the opportunity to follow-up with students quickly and efficiently on missing items or visit reminders. Duties will include:

- Set up campaigns to remind students within territories to finish to do list items.
- Reach out and invite students to upcoming events.

- Remind students of their upcoming visits.
- Answer any questions students or guests might have regarding the application process.

There will be additional training with recruitment staff offered on this product and its capabilities. There will also be a texting best practices training that all new employees will do with a staff member from Mongoose.

Olark Chat Bot

This chat bot feature is located on the corner of all the Admission website pages. This gives guests on the website an opportunity to ask questions they might have and get a real-time answer. Our job as the recruitment staff:

- Answer chats as they come in.
- Be prepared to look things up or know where things are within the website.
- Reach out to departments if people need immediate answers.

Branch Campuses

Virtual Visits

During the spring 2020 semester and through the COVID-19 pandemic, the UW-Platteville Office of Admission Welcome Center chose to transition to a variety of virtual visit options for prospective students. Each one is designed to accommodate the student's schedule and provide them with an informative and engaging virtual experience of visiting campus within a virtual setting.

Where a student would sign up for a campus/virtual visit: https://www.uwplatt.edu/visit

Schedules

The virtual visits were created to provide a UW-Platteville branch campus experience that is very similar to our on-campus visits, however the visits are conducted through our video chatting platform, Zoom. Students must create a free account to attend. That information is shared within the confirmation email that students receive once they register for a virtual visit.

The typical virtual visit schedules are below:

Daily Virtual Visit (Baraboo)

- o Every Friday
- o 10:30 am Admission Information Session, 11:00 am academic advisor meeting, 11:15 am housing meeting (if requested)

Recommendations:

- o In Zoom, utilize the waiting room feature and mute participants on entry of the Zoom room.
- o Provide extra time after the information session.
- o Open the Zoom room early.

- 10 minutes before the actual presentation. This allows extra time for students to login and get situated beforehand.

Daily Virtual Visit (Richland)

- o Every Wednesday
- o 11:30 am Admission Information Session, 12:00 pm academic advisor meeting, 12:15 pm housing meeting (if requested)

Recommendations:

- o In Zoom, utilize the waiting room feature and mute participants on entry of the Zoom room.
- o Provide extra time after the information session.
- o Open the Zoom room early.
    - 10 minutes before the actual presentation. This allows extra time for students to login and get situated beforehand.

Evening Virtual Visit (Baraboo)

- o Every second Monday of the month
- o Summer: Tuesday evening only from 5:30-6:00pm
    - Information session and Q&A

Recommendations:

- This is a great option for parents and families to attend after the workday. Keep in mind if students/families are interested, please note that this does <u>NOT</u> include an academic meeting.
- These visits have a great outcome due to the timing for parents/guardians to attend with their students.

Evening Virtual Visit (Richland)

- o Every fourth Monday of the month
- o Summer: Tuesday evening only from 5:30-6:00pm
    - Information session and Q&A

Recommendations:

- This is a great option for parents and families to attend after the workday. Keep in mind if students/families are interested, please note that this does <u>NOT</u> include an academic meeting.
- These visits have a great outcome due to the timing for parents/guardians to attend with their students.

Location of recorded UW-Platteville Baraboo Sauk County information session:
https://www.youtube.com/watch?v=gT85VgRLl8w&feature=emb_logo

Location of recorded UW-Platteville Richland information session:
https://www.youtube.com/watch?v=jvNMFavXCxY&feature=emb_logo

Athletics

The coaches and athletic staff will work collaboratively with the Office of Admission Welcome Center to make sure the students are receiving a virtual information session and academic meeting. If coaches or athletic staff want to host virtual events and would like to have an admission presence, they are to get in touch with Senior Admission Advisor, Craig Stout to schedule. Coaches and staff will reach out to the Campus Visit Specialist or Assistant Director of Recruitment if any general questions arise about virtual recruitment.

Social Media

Social Media for the Office of Admission Welcome Center is managed by the campus visit specialist. This person works in collaboration with our student worker who manages content and strategy for our social media posts. Times when to reach out to our social media team are:

- When an event is coming up and you would like help with promotion.
- If there is a special promotion coming up (free app week, etc.).
- Any positive ways to promote campus.

Things to remember:

- Positive messaging.
- Clear communication.
- Direct and to the point posts.

Comprehensive Exam Project Presentation

Virtual Recruitment Resource Guide
Elizabeth Niehaus
Master's Program Leadership Education
July 30, 2020

Introduction

- University of Wisconsin-Platteville
  - Assistant Director of Recruitment
    - Virtual Recruitment

Purpose of the Study

- To identify best practices for the purpose of developing a virtual recruitment resource guide.

Research Questions

The following questions guided this study:

RQ1: What are the best practices for virtual recruitment at four-year institutions?

RQ2: What information needs to be included in a virtual recruitment resource guide?

Research Methodology & Rationale

- Action research
  - Chosen for this project as it provided a process for the researcher to work together with members of the recruitment team to address a problem associated with virtual recruitment and develop a solution.
- Data collection
  - Literature review
  - Interviews
    - Recruitment representative at Marquette University
    - Recruitment representative at UW-Eau Claire
    - Recruitment representative at Winona State University
    - Online recruitment representative at UW-Platteville
    - Recruitment representative at UW-Platteville
    - Student recruitment representative at UW-Platteville

Virtual Recruitment Resource Guide

- Steps to create the virtual resource guide:
  - IRB completion
  - Identify stakeholders
  - Literature review
  - Stakeholder interviews
  - Research analysis with interviews and literature
  - Structure of resource guide
  - Stakeholder feedback on resource guide
  - Complete resource guide

Project Stakeholders

- Current employees within recruitment office:
  - Administrative assistant
  - On-campus admission advisors
  - Regional admission advisors
  - Branch campus admission advisor
  - Campus Visit Specialist
  - CRM Functional Analyst
  - Admission processing team
  - Enrollment management team

Research Question 1 Findings

RQ1: What are the best practices for virtual recruitment at four-year institutions? Theme: Provides personal experience and ability to interact with recruiters.	
Data Collection Method: Interviews and literature review	**Data Analysis Method:** Reviewed the literature and compared it with interview responses
• Virtual events • Student engagement via virtual platforms • Social media presence	

Research Question 2 Findings

RQ2: What information needs to be included in a virtual recruitment resource guide? Theme: A document utilized to achieve goals and address issues as they arise.	
Data Collection Method: Interviews and literature review	**Data Analysis Method:** Reviewed the literature and compared it with interview responses

- Commonly asked questions
- Conduct virtual visits
- Implement virtual tours into virtual visits
- Virtual high school visits and college fairs
- Online chat function
- 1:1 virtual appointments

Project Outcomes Linked to Research

Project Outcomes	Research
Virtual Recruitment Plan	- Travel restrictions for campuses - K-12 schools virtual or without visitors - Focus on a short timeframe (Leonczyk, K. & Stevens, M., 2020) - Remain flexible for a fluid situation (Leonczyk, K. & Stevens, M., 2020)
Implement virtual tour and virtual fair platform	- There are declines in visit requests due to schools not being able to host in-person events (Rhyneer, 2004) - Institutions need to provide information and experiences that engage students and parents during virtual visits (Hesel, 2020) - Campus visits are the single most influential source of information for students in their decision on college choice (Secore, 2018)

Project Outcomes Linked to Research

Project Outcomes	Research
Adaptability	• Students indicate they are considering an option closer to home due to COVID-19 (Jaschik, 2020) • Create a support system (Center for Creative Leadership, n.d.) • Have a back-up plan (Center for Creative Leadership, n.d.)
Technology/web-based platform implementation	• Provide technology training for staff • Keep up to date on cybersecurity issues • Managing/controlling identity and user access (Troup, 2017) • Protecting privacy (Troup, 2017)
Relationship building	• Prioritize personalized outreach (NACE, 2019) • Create events tailored to various audiences (Tattersfield, 2020) • Active listening (MBAschooled, 2020)

WINONA STATE UNIVERSITY

Virtual Recruitment Resource Guide

Information Session
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Leadership Implications

Core Course	Leadership Implications
Systems Thinking	• Importance of stakeholders and feedback • Research and sorting information • Iceberg model
Change Leadership	• Implementation of the four frames of organizational leadership
Communications	• Internal and external stakeholders • Importance of internal communications • Feedback and reflection

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