



Keeping the Human Touch in a Technological World

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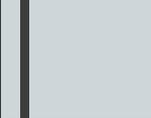


Learning Objectives

- Help participants understand the importance of the role of small, personal touches in the admission process
- Discuss strategies on how to use customer service in your office as a means of differentiation in the market
- Share and create ideas and strategies to take back and implement with your team

“Writing isn’t letters
on paper.
It’s communication.
It’s memory.”
- Issac Marion





What is it about personalization?

“Renowned salesman and author Dale Carnegie once said, ‘ A person’s name is the sweetest and most important sound in any language.’ And using their names is the first step towards making people feel like they are a part of the elite group of friends that is your business.” – Donna Cutting

Inquiry

- Handwritten greetings
- Follow up phone calls
- Personal fields in the inquiry letter/packet
- Make them feel known

Open House/ Tour

- Match tour guides by town or interest
- Match parent volunteers up by town, etc.
- Let faculty/staff know who is coming to campus
- Personalized invitations

Info Session

- Prepare personal packets for families
- Have a sign greeting your visitors by name
- Think about take aways/swag

Group Screening (Lower school)

- How do you welcome?
- What are the parents doing?
- Do the students feel known when they are there?
- You are not only screening the candidate but this is another opportunity to sell them on your institution

Interview/Visit

- Match tour guides by town or interest
- Greeting board in front office for visitors
- Let faculty/staff know who is coming to campus
- Special Parking Spots for visitors with student name
- Using student data, find some spots on campus for each student to feel like they are part of the community.
- Thank you notes afterwards

Application

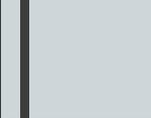
- Send out specific updates to families on application status
- Enlist key stakeholders to do outreach to families
- Look at your email touch points- are there any that can be done via mail or phone? Vary it up.

Decision

- Handwritten letters from Interviewer
- Phone calls to declines
- Outreach from coaches or faculty
- Including personal details in the acceptance letter or packet
- Video
- Enclose a game or project that will be linked to your yield event

Yield

- Parent to parent phone calls
- Student to student calls
- Reception- gift
- Revisit Days- how do you personalize?



What else is out there?

Other areas to consider:

- What does a high-touch interview process look like?
- Are your families feeling heard? Are they hearing from you?
- Who can be your ally in reaching out to families?

SHARE!