

The background features a complex network of blue lines and arrows. Some lines are solid, while others are dashed. The arrows point in various directions, creating a sense of movement and connectivity. The overall aesthetic is clean and professional, typical of a university's branding.

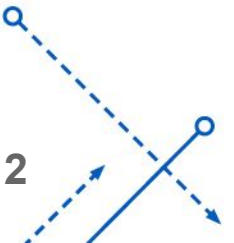
# RECRUITERS WANTED

## CALLING ALL ACADEMIC ADVISORS!

Tim Matthews  
Assistant Director  
University Honors College

# Admissions, Recruitment and Advising

- Where to begin? Connect with Admissions! Getting involved in recruitment and admissions
- Adapting to virtual recruitment
- Virtual is here to stay! Combining in-person and virtual strategies post-pandemic
- Recruitment Strategies: Key players, Connecting with prospective students, one-on-one meetings, open houses and group visits
- Recruiting on little to no budget
- **Advisors play a critical role in the recruitment process!**



## Connecting with Undergraduate Admissions

- Volunteer for Open House
- Participate on an Admissions Committee
  - Open House planning, scholarship review, etc.
- Freshmen application review
- High School visits
- Department hosted visit
- Be a liaison to admissions

**Class of 2021  
Freshmen kickoff 2017**





# Virtual Recruitment and Advising

- Popular Platforms
  - Zoom, webex, skype, eCareerFairs, others?
- One-on-one information sessions
- Student Panels
- Group Visits
- What are some tips you have for virtual communications?



# Virtual is here to stay!

- Virtual meetings and events will continue...in some capacity
- Post-pandemic world will combine virtual meetings with in-person
  - Provides the opportunity in recruitment to reach out of town students live by video
- Ability to reach a larger audience Connect directly with a high school class
- Consider a promotional video
- On a tight budget? Virtual conferences provide flexibility and can be low cost utilizing your school's resources





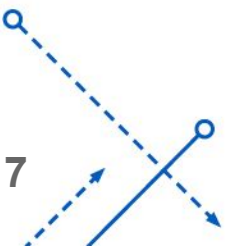
# Recruitment Strategies

- One-on-one sessions...do your research in advance
- Group Presentations
  - Ice breakers
  - Faculty and student involvement
  - Powerpoint, prezzi, canva presentations
  - Videos/Virtual Tours
  - Department Hosted Events
- Students want to hear and learn from YOU!



# Even More Recruitment Strategies

- In-person Events
  - Host a prospective student event: Tours, meetings/presentations with faculty/staff and students. Provide Food...if the budget permits!
  - Consider some sort of giveaway item. Department branded item, marketing brochures.
  - Tight budget? Improvise...See if the dining halls/cafés can donate food, cookies, coffee. Utilize resources available to you on campus such as technology, equipment, labs, etc.
- Connecting with your target population of students
  - Work with admissions to build queries of prospective students.
  - Queries can help identify specific targeted populations: Geographic, Ethnic, Academic program, GPA'
  - Take advantage of social media channels: Post news, information, video clips, pictures





# QUESTIONS?

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