All In: Engaging a Campus Community for the Greater Good

KRISTINE Y. LEE, UC BERKELEY
HERVÉY MALONE II, VANGUARD UNIVERSITY
ANA LIZA V. ZELL, UNIVERSITY OF LA VERNE
Pair and Share

1. Whose responsibility is it to enroll students on your campus?
2. How are enrollment goals communicated on your campus?
3. Identify one successful strategy you have used to engage with internal stakeholders to meet or exceed your enrollment goals.
Agenda

I. Introductions
II. Learning Objectives
III. Challenges
IV. Strategies and Best Practices
V. Lessons Learned
VI. Call to Action
Learning Objectives

- Share stories of successes and failures in collaborating with internal stakeholders.
- Identify strategies and best practices to engage students, staff, and faculty to fulfill common admission and enrollment goals.
- Explore lessons learned from experiences.
- Commit to 1-2 strategies to be all in.
we give
everything
we’ve got,
then go back for more.
no
no doubts,
no holding back.
giving in.
the court to the catwalk,
the stadium to the street,
whatever the game,
we play the same way:
heart
over head.
inclusion over ego
united by passion, we go
all in
Challenges

What prevents you from being all in?

If you are all in, what prevents your internal stakeholders from being all in?

How many of you can resonate with this experience?
Strategies and Best Practices

- Shared strategies across stakeholders
  - Build trust
  - Be present
  - Be transparent

- Strategies and best practices for engaging with:
  - Students
  - Staff
  - Faculty
Students

- Build rapport through the recruitment process
- Mentor students
- Serve as club/organization advisor
- Create volunteer opportunities in a fun environment
- Support student projects, fundraisers, events, etc.
Staff

- Understand your own decision making and explain reasons to colleagues
- Celebrate milestones
- Acknowledge challenges and focus on solutions
- Listen generously
- Be open to receiving and offering feedback
Faculty

- Be visible (go to their events, speaker series, audit classes)
- Involve them in the process
- Do your research and use data
- Communicate changes clearly
- Follow through with commitments
Lessons Learned – Questions Revisited

- Whose responsibility is it to enroll students on your campus?
- How are enrollment goals communicated on your campus?
- Identify one successful strategy you have used to engage with internal stakeholders to meet or exceed your enrollment goals.
Call to Action

- Recommit to engaging with internal stakeholders
- Commit to applying one to two strategies learned from the session
- Network with colleagues outside of your institution

*When you return to your campus community, how will you be all in?*
All In Squad

Kristine Y. Lee
Associate Director of Admissions
University of California, Berkeley
KristineYLee@berkeley.edu

Hervéy Malone II
Assistant Director of Undergraduate Admissions
Vanguard University
hervey.malone@vanguard.edu

Ana Liza V. Zell
Associate Dean of Admission
University of La Verne
azell@laverne.edu