TRENDS IN COUNSELOR FLY-IN PROGRAMS
A LITTLE BIT ABOUT US

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• 17 years in college admissions with both private and public institutions
• Currently the Bay Area regional representative for the University of Nevada Reno

MYRA CASTRO
• 13-years as the college counselor at Mater Dei HS.
• Currently serves as an independent counselor in SoCal.

CHUCK LIDDIARD
• 3 years as a regional admissions officer with the University of Delaware & Virginia Commonwealth
THE BIRTH OF A FLY-IN

• Discovered early as the regional admissions counselor for the University of Delaware that a counselor fly-in would be instrumental to build the brand of UD on the West Coast
• Conducted a survey in 2015 among RACC members on logistics of counselor fly-in programs
• Presented to UD administration and was approved for a small counselor fly-in Spring 2016
Expanded the survey to include more institutions
Overall—94 domestic institutions responded in 39 states
—Red Diamond— institutions with CA Regional reps
—Yellow Star— institutions without CA Regional reps
PARTICIPATING INSTITUTIONS

As well as seven International institutions representing five countries
—Red Diamond—institutions with CA Regional reps
—Yellow Star—institutions without CA Regional reps
KEY SURVEY
DATA FINDINGS
College and University Survey: What does the data tell us?

Does your institution currently participate in a Counselor Fly-In Program?

Out of the 101 institutions that took our survey, 73 had counselor fly-in programs

- 57% PRIVATE
- 43% PUBLIC
College and University Survey: What does the data tell us?

If you don’t have a fly-in but are discussing options, what is the most important factor weighing on your decision?

- Time of Year: 18.2%
- Money/Budget: 54.5%
- Partner with other institutions or do a solo fly-in: 27.3%
- Is it worth it?: 0%
College and University Survey: What does the data tell us?

How many years has your institution conducted a Counselor Fly-In Program:

- 1-3 years: 22.7%
- 4-5 years: 14.7%
- 5-7 years: 13.3%
- 7-10 years: 9.3%
- More than 10 years: 40%
College and University Survey: What does the data tell us?

Do you currently partner with any other institutions on your Fly-In Program?

Out of the 32 institutions that have a combined fly-in, 66% are private institutions.
College and University Survey: What does the data tell us?

How frequently do you conduct a Fly-In Program?

- Annually: 70.7%
- Bi-Annually: 17.3%
- Every Other Year: 5.3%
- Every Two Years: 0%
- Other: 6.7%
College and University Survey: What does the data tell us?

Including travel days, how long is your current Counselor Fly-In Program?

- 1 day: 2.7%
- 2 days: 16%
- 3 days: 38.7%
- 4 days: 22.7%
- 5 days: 10.7%
- 6 days: 1.3%
- 7 days: 6.7%
- More than 7 days: 1.3%
College and University Survey: What does the data tell us?

What is your target number of counselors you would like to host on each fly-in?

- 1-5: 0%
- 6-10: 4%
- 10-15: 10.7%
- 16-25: 42.7%
- 26-50: 26.7%
- More than 50: 16%

48% include Independent Educational Consultants on the fly-in
College and University Survey: What does the data tell us?

Where are your counselors coming from?

- Specifically for counselors from a determined geographical region: 20%
- Combined Fly-In with counselors from around the country/world: 80%
College and University Survey: What does the data tell us?

What method(s) do you use to invite your counselors for your Fly-In program?

- Personal Email: 90.7%
- Phone Call: 18.7%
- Mail: 25.3%
- Other: 17.3%
What month did you conduct your last Counselor Fly-In?

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

College and University Survey: What does the data tell us?
Does your institution cover the cost of airfare?

**75% of those institutions who cover partial costs pay $300 or more per counselor**
College and University Survey: What does the data tell us?

How does your institution(s) handle hotel lodging for your counselors?

- Counselors have their own individual room: 69.3%
- Counselors share a room with one other counselor: 12%
- Counselors share a room but have an option to purchase their own room at their cost: 18.7%
College and University Survey: What does the data tell us?

What is your institution's approach to the service of alcohol on the Counselor Fly-In?

- Institutions provide alcohol at select meals and social events with no limitations: 61.3%
- Institutions provide limited alcohol at select meals and social events: 20%
- Counselors may order alcohol at their own cost at select meals and social events: 10.7%
- No alcohol is permitted: 8%
More info on Alcohol

• -83% of institutions provide some sort of alcohol during their fly-ins

• -34% of those respondents were from public institutions

• -Out of those public schools who provide alcohol on their fly ins, 67%, conduct their own fly-in
In addition, we reached out to CA counselors from public and private high schools, community college counselors independent educational consultants and leaders of community based organization to get their perspective.

Total Counselors Surveyed—165
CA Counselor Survey:
What does the data tell us?

Survey Respondents

Type of institution you work at

<table>
<thead>
<tr>
<th>Type of institution</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public High School</td>
<td>58</td>
<td>35.6%</td>
</tr>
<tr>
<td>Private/Parochial High School</td>
<td>65</td>
<td>39.9%</td>
</tr>
<tr>
<td>Independent Counseling office</td>
<td>27</td>
<td>16.6%</td>
</tr>
<tr>
<td>Community Based Organization (CBO)</td>
<td>3</td>
<td>1.8%</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>6.1%</td>
</tr>
</tbody>
</table>
Have you been on a Counselor Fly-In?

CA Counselor Survey: What does the data tell us?

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<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>135</td>
<td>82.8%</td>
</tr>
<tr>
<td>No</td>
<td>28</td>
<td>17.2%</td>
</tr>
</tbody>
</table>
CA Counselor Survey: What does the data tell us?

Which ways do you learn about the Counselor Fly-In opportunities?

<table>
<thead>
<tr>
<th>Method</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation in an email or by mail</td>
<td>151</td>
<td>92.1%</td>
</tr>
<tr>
<td>Reading a school's newsletter</td>
<td>17</td>
<td>10.4%</td>
</tr>
<tr>
<td>Checking colleges' websites</td>
<td>25</td>
<td>15.2%</td>
</tr>
<tr>
<td>Speaking to an admissions rep when they come for a visit at your school/organization</td>
<td>104</td>
<td>63.4%</td>
</tr>
<tr>
<td>Speaking to an admissions rep when you meet them at a college fair</td>
<td>78</td>
<td>47.6%</td>
</tr>
<tr>
<td>By going to the college's information breakfast/luncheon</td>
<td>82</td>
<td>50%</td>
</tr>
<tr>
<td>Word of mouth (i.e. other counselors tell you about the trip)</td>
<td>88</td>
<td>53.7%</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>1.8%</td>
</tr>
</tbody>
</table>
Communications Before a Counselor Fly-In

CA Counselor Survey: What does the data tell us?

How would you prefer to be contacted about fly-ins?

- Email: 161 (98.8%)
- Phone Call: 28 (17.2%)
- Mail: 49 (30.1%)
- Other: 3 (1.8%)

How much time before the trip would you like to be contacted about a fly-in?

- At least 1 month in advance: 16 (9.8%)
- At least 2-3 months in advance: 86 (52.8%)
- At least 4-5 months in advance: 50 (30.7%)
- 6 or more months in advance: 11 (6.7%)
- Other: 0 (0%)
CA Counselor Survey: What does the data tell us?

Who is responsible for any outside cost not covered by the hosting institution(s)?

- My school/organization covers the cost: 68 (41.7%)
- I pay for the costs out of my own pocket: 71 (43.6%)
- Other: 24 (14.7%)
CA Counselor Survey: What does the data tell us?

Would you attend if you were responsible for transportation to the Counselor Fly-In?

- Yes: 27 (16.5%)
- Yes, if at least some of the costs are covered by the college: 82 (50%)
- No, I would only attend if all costs were paid: 55 (33.5%)
CA Counselor Survey: What does the data tell us?

If a welcome basket is offered, what are some items you would be excited to see included?

- Bottled Water: 147 (90.2%)
- Soda/Juice: 15 (9.2%)
- Gum: 55 (33.7%)
- Candy: 29 (17.8%)
- Healthy Snacks (e.g. nuts, granola bars, trail mix, etc.): 109 (66.9%)
- Fruit: 73 (44.8%)
- Local treats (e.g. Tasty Kakes back East, Garretts Popcorn in Chicago, locally made root beer, etc.): 118 (72.4%)
- A note from someone in the admissions office: 65 (39.9%)
- I don't need drinks/snacks in my room: 18 (11%)
- Other: 12 (7.4%)
CA Counselor Survey: What does the data tell us?

If a college is giving you swag, when would you like to receive it?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'd like it mailed to me before the trip</td>
<td>5</td>
<td>3.1%</td>
</tr>
<tr>
<td>I'd like it in my room when I arrive</td>
<td>40</td>
<td>24.5%</td>
</tr>
<tr>
<td>I'd like to get it at the end of the trip</td>
<td>24</td>
<td>14.7%</td>
</tr>
<tr>
<td>I'd like it mailed to me after the trip</td>
<td>36</td>
<td>22.1%</td>
</tr>
<tr>
<td>I'd like to get it in my room when I arrive but mailed to me at the end of the tour</td>
<td>32</td>
<td>19.6%</td>
</tr>
<tr>
<td>Other</td>
<td>26</td>
<td>16%</td>
</tr>
</tbody>
</table>
CA Counselor Survey: What does the data tell us?

If a college is giving you swag, what would you be excited to receive?

<table>
<thead>
<tr>
<th>Item</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirts</td>
<td>111</td>
<td>68.9%</td>
</tr>
<tr>
<td>Sweatshirts</td>
<td>96</td>
<td>59.6%</td>
</tr>
<tr>
<td>Gift card to campus bookstore</td>
<td>67</td>
<td>41.6%</td>
</tr>
<tr>
<td>Coffee Mug</td>
<td>55</td>
<td>34.2%</td>
</tr>
<tr>
<td>Water Bottle</td>
<td>56</td>
<td>34.8%</td>
</tr>
<tr>
<td>Blanket</td>
<td>60</td>
<td>37.3%</td>
</tr>
<tr>
<td>Tote Bag/Backpack</td>
<td>65</td>
<td>40.4%</td>
</tr>
<tr>
<td>Stuffed animal of mascot</td>
<td>35</td>
<td>21.7%</td>
</tr>
<tr>
<td>Pennants/stickers</td>
<td>96</td>
<td>59.6%</td>
</tr>
<tr>
<td>Notebooks</td>
<td>58</td>
<td>36.0%</td>
</tr>
<tr>
<td>Pens/Pencils</td>
<td>79</td>
<td>49.1%</td>
</tr>
<tr>
<td>Other</td>
<td>23</td>
<td>14.3%</td>
</tr>
</tbody>
</table>
CA Counselor Survey: What does the data tell us?

Best Months

<table>
<thead>
<tr>
<th>Month</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>91</td>
<td>55.8%</td>
</tr>
<tr>
<td>February</td>
<td>104</td>
<td>63.8%</td>
</tr>
<tr>
<td>March</td>
<td>96</td>
<td>58.9%</td>
</tr>
<tr>
<td>April</td>
<td>87</td>
<td>53.4%</td>
</tr>
<tr>
<td>May</td>
<td>55</td>
<td>33.7%</td>
</tr>
<tr>
<td>June</td>
<td>65</td>
<td>39.9%</td>
</tr>
<tr>
<td>July</td>
<td>54</td>
<td>33.1%</td>
</tr>
<tr>
<td>August</td>
<td>37</td>
<td>22.7%</td>
</tr>
<tr>
<td>September</td>
<td>37</td>
<td>22.7%</td>
</tr>
<tr>
<td>October</td>
<td>33</td>
<td>20.2%</td>
</tr>
<tr>
<td>November</td>
<td>50</td>
<td>30.7%</td>
</tr>
<tr>
<td>December</td>
<td>51</td>
<td>31.3%</td>
</tr>
</tbody>
</table>
CA Counselor Survey:
What does the data tell us?

Worst Months

<table>
<thead>
<tr>
<th>Month</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>24</td>
<td>14.7%</td>
</tr>
<tr>
<td>February</td>
<td>23</td>
<td>14.1%</td>
</tr>
<tr>
<td>March</td>
<td>25</td>
<td>15.3%</td>
</tr>
<tr>
<td>April</td>
<td>41</td>
<td>25.2%</td>
</tr>
<tr>
<td>May</td>
<td>66</td>
<td>40.5%</td>
</tr>
<tr>
<td>June</td>
<td>42</td>
<td>25.8%</td>
</tr>
<tr>
<td>July</td>
<td>29</td>
<td>17.8%</td>
</tr>
<tr>
<td>August</td>
<td>68</td>
<td>41.7%</td>
</tr>
<tr>
<td>September</td>
<td>94</td>
<td>57.7%</td>
</tr>
<tr>
<td>October</td>
<td>117</td>
<td>71.8%</td>
</tr>
<tr>
<td>November</td>
<td>91</td>
<td>55.8%</td>
</tr>
<tr>
<td>December</td>
<td>75</td>
<td>46%</td>
</tr>
</tbody>
</table>
CA Counselor Survey: What does the data tell us?

How many counselors would you prefer to have on your Counselor Fly-In?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10</td>
<td>13</td>
<td>7.9%</td>
</tr>
<tr>
<td>10-19 counselors</td>
<td>50</td>
<td>30.5%</td>
</tr>
<tr>
<td>20-35 counselors</td>
<td>39</td>
<td>23.8%</td>
</tr>
<tr>
<td>35-50 counselors</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>50+ counselors</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Doesn't matter to me</td>
<td>57</td>
<td>34.8%</td>
</tr>
</tbody>
</table>
CA Counselor Survey: What does the data tell us?

Including travel days, how long would you prefer a Counselor Fly-In program to last?

- 1 day (arrive that morning and leave the same day): 17 (10.4%)
- 2 days: 48 (29.4%)
- 3 days: 90 (55.2%)
- 4 days: 29 (17.8%)
- 5+ days: 5 (3.1%)
- Depends on where the trip is to and how far I have to travel: 89 (54.6%)
Lodging: If given an option, would you pay to have your own room?

Yes, I would pay an additional fee to make sure I had my own room 66 40.5%
No, I would not pay a fee and would rather share a room 25 15.3%
Depends on the cost 72 44.2%
CA Counselor Survey: What does the data tell us?

Lodging: If you are willing, how much would you pay?

- Up to $25 per night: 23 (16.2%)
- Up to $50 per night: 72 (50.7%)
- Up to $100 per night: 36 (25.4%)
- Other: 11 (7.7%)
CA Counselor Survey: What does the data tell us?

Lodging

Would you be more likely not to attend a fly-in if you had to share a room?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100</td>
<td>61.3%</td>
</tr>
<tr>
<td>No</td>
<td>63</td>
<td>38.7%</td>
</tr>
</tbody>
</table>
OTHER THINGS FOR COLLEGES TO CONSIDER WHEN PLANNING A FLY-IN
TRAVEL AND LOGISTICS

• Solo-Rooms are best—nothing ruins a trip like a bad roommate

• Multi-school fly-ins: be consistent with lodging accommodations throughout the trip

• If your tour is first come first served, make sure you send the invitation at a time that is convenient for all time zones (e.g. don’t send it at 10:00am EST because it’s only 7:00am PST)

• Greet your counselors at the airport
BE CONSIDERATE OF THE NEEDS OF YOUR COUNSELORS

- Water, WiFi Access
- Food Allergies
- Keep counselors moving rather than sitting
- Short breaks to check work email/down time (10-15 min)
- Do presentations in rooms where the counselors can actually see what’s on the powerpoint (i.e. don’t put it on a white screen with the windows open)
- Send out a list of other counselors who are attending the fly-in beforehand - gives them the opportunity to make travel plans together
- Consider the time changes for counselors for first morning of programming
- If counselors are traveling all morning and arrive way earlier than dinner, make sure you feed them not just have candy and chips in their room
MAKE YOUR FLY-IN UNIQUE

• Modify your regular college tour
• Discuss how your institution evaluates applications
• Don’t highlight a building only to show classrooms—every stop needs to have a purpose
• For larger institutions - highlight only select departments each year and rotate every fly-in
• Mix up session programming by moving around campus
• Between different departments, considering switching the tour guide to a student tour guide who is from that department- saves time to eliminate a student panel
• Consider an a’ la carte menu type format for a portion of the fly-in
  • EX: Student Rec Center tour or sit in on a class
• Give counselors a list of students a list of their students who are currently attending the school and if time, an opportunity to meet with them
• Can do “speed dating” to meet with different departments: Ex. student services
• Try to make some presentations interactive
PROMOTIONAL MATERIAL AND “SWAG”

- Offer to ship extra materials home for counselors
- For multiple institution fly-ins, coordinate with other schools regarding gifts to offer a variety (Does a counselor really need four coffee mugs?)
- Consider providing all marketing material on a zip drive
OTHER THINGS TO CONSIDER

• DON’T WEAR OUT YOUR COUNSELORS! Be considerate to information overload when planning information sessions.

• RSVP’S – Require a deposit if colleges are paying the costs upfront

• Faculty presentations – prep faculty to only speak briefly and show counselors facilities

• What makes your campus unique?

• Give counselors optional programming for the evening

• Incorporate presentations in the campus tour

• Have the admission rep who covers the area where counselors are coming in from attend the fly in if possible
Tips for Counselors

• Build relationships with Admission Reps
• Be patient when trying to get on fly-ins
• Do your research before your trip
• Take notes and pictures during the fly-in
• Be considerate and respectful while on the fly-in
Tips for Counselors

- Find a buddy—look out for each other on the trip
- Share your fly-in experience with students, parents and colleagues
- Network with other counselors
- Be open to visiting schools you’re not familiar with
CONTACT INFORMATION:

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MYRA CASTRO:  counselormyra@gmail.com

CHUCK LIDDIARD:  liddiard@udel.edu

Please reach out if you have any further questions.  If you would like a copy of the entire college survey data, please email Chuck Liddiard.  For the entire counselor survey data, please email Myra Castro.