

The background of the image shows three hikers with large backpacks ascending a steep, rocky mountain trail. They are silhouetted against a bright, hazy sky with a low sun, creating a warm, golden glow. The hiker in the foreground is pulling the rope for the second hiker, who is in turn pulling the third hiker. The landscape features rolling hills and valleys in the distance, all bathed in the soft light of the setting or rising sun.

Making Disciples

ABHE ANNUAL MEETING

FEBRUARY 19-21, 2025

ROSEN PLAZA HOTEL | ORLANDO, FL

Cultivating the Disciplines of a Master Recruiter

DR. KEITH MOCK

Liaison International



Faulkner University

- Private, Christian University in Montgomery, AL
- Founded in 1942
- About 3,300 students overall – 1,100 traditional



Liaison by the Numbers

founded in
1990

500+
employees

1,500+
institutions

3,750,000+
applications per year

35+ Health
Professions
Applications

40+ Centralized application
services

30+ years of
experience

Headquartered in Watertown, MA

Additional office locations:
CA, PA, NY, SC, TX | United States



Reviewing the Role of a Great Admissions Counselor

The Scope and Basics





Your expectations should be high and
balanced

The Roles of the Admissions Professional



- To **assist** prospective students to make the college choice best suited to achieving their educational goals

- To be **knowledgeable** about and **believe** in your institution

- To **manage the relationship** between your college or university and your prospects from the point of inquiry through final college decision and enrollment

The true purpose of the admissions professional is to add value to student's lives and to help them acquire good feelings about themselves and the college

- To enthusiastically and persuasively recruit students who are well matched to your institution

- To participate in the **planning and implementation** of recruitment strategies, both overall and for their area of responsibility and **monitoring** of progress

Scope Creep: Beware of ‘Other Duties...’



Direct, Train, and Focus

Admissions

Marketing/PR

Advising

Student Relations

Financial Aid

Housing





Belief in the Mission



Competitive



High energy



Relator/Interpersonal



Focused



Empathetic



Goal Oriented



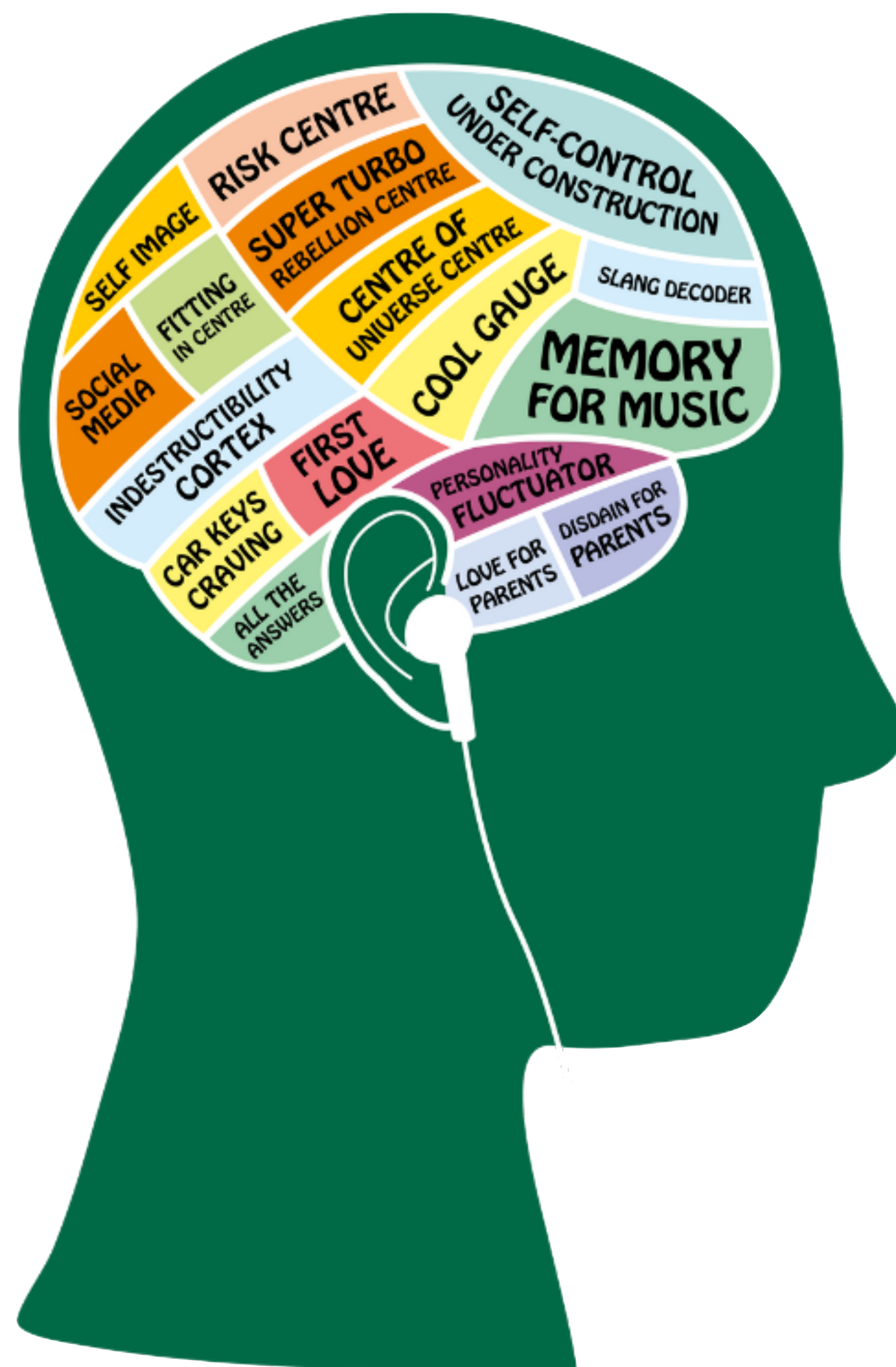
Comfortable with
Ambiguity and Indecision



Can sell the
Invisible

Leading Prospective Students to Make Good and Timely Decisions

The Art of Closing



Ummm....it's a Challenge

Decision-making skills mirror
those of a squirrel that's crossing
the street

Listen and Learn... It's foundational To Everything Else



We don't understand

We use jargon

We use the wrong channels

We Must Listen To Discern Two Vital Elements

- Primary interest
 - What the student wants
- Dominant motive
 - Why they want it



Caution: Emotional Content!

“You don’t recruit students because they understand the college, **but because they feel that you understand them.**”

-JML



Help and Lead....

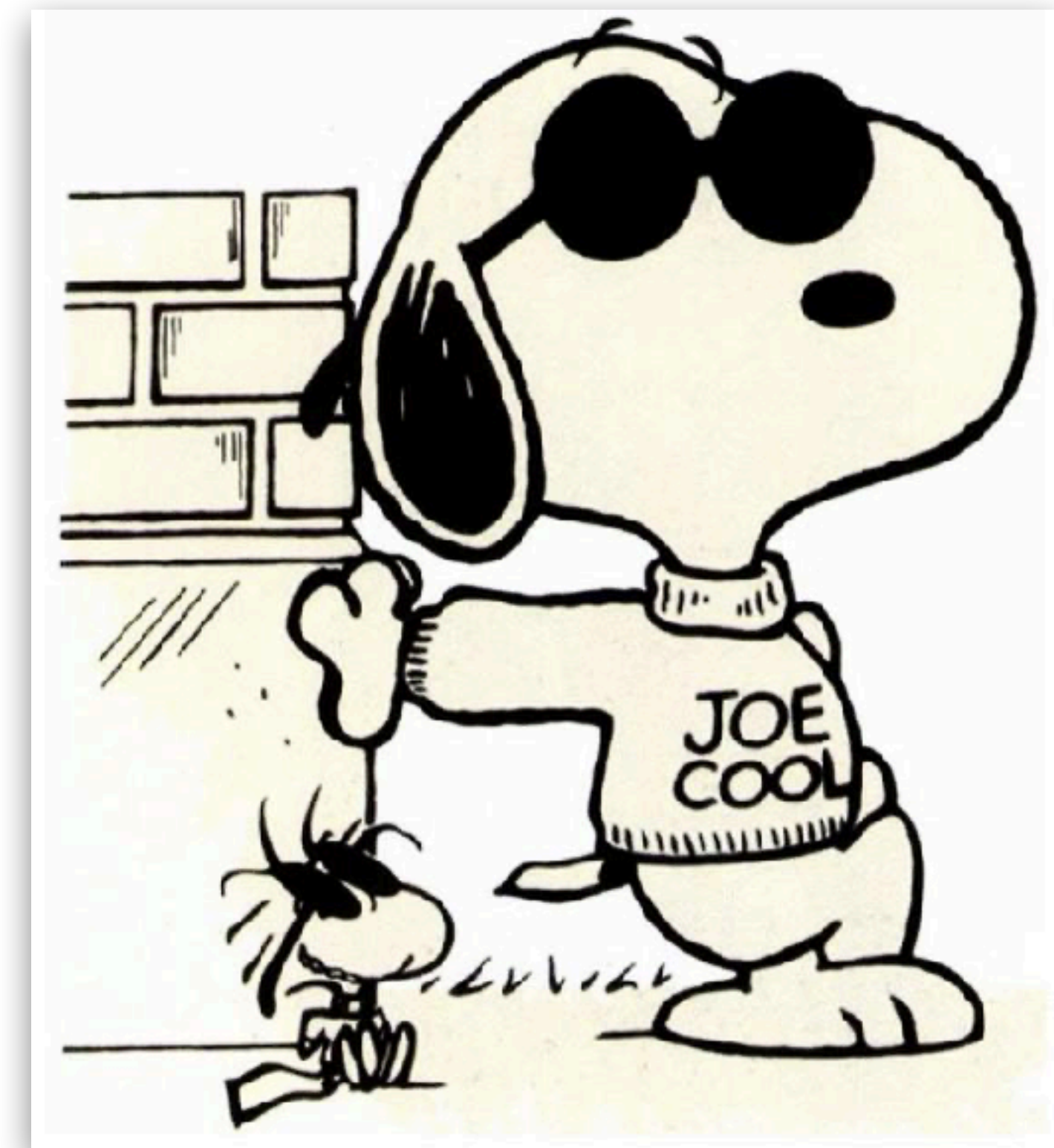
Our actions make the difference.

Help your students understand themselves and the process.



Categorical Student Motivators

- Love or friendship
- Convenience and comfort
- Enhanced quality of life (in and out of college)
- Increasing their earning potential
- Being cool



Thematic Problems Faced by Students

- Figuring out what they want to do/goals
- Accurately assessing their own capabilities
- Recognizing the benefits
 - Features
 - Benefits
 - Proofs

Thematic Problems Faced by Students

- Figuring out what they want to do/goals
- Accurately assessing their own capabilities
- Recognizing the benefits
- Distinguishing among the various options
- Reducing risks in making a choice
 - There is a risk associated with each choice

Thematic Problems Faced by Students

- Figuring out what they want to do/goals
- Accurately assessing their own capabilities
- Recognizing the benefits
- Distinguishing among the various options
- Reducing risks in making a choice
- Assessing cost vs. value

The Value Proposition

$$\text{Value} > \text{Benefit} - \text{Cost}$$

- What does the student truly value and why? (PI+DM)
- What do they perceive to be the benefits of attending?
- What are the costs?
 - Financial
 - Opportunity (convenience)
 - Law of exclusion (FMO)
- Are all decision makers present?

Students will enroll when they can imagine what the college will do for them. They will enroll if they believe the outcome will be sufficiently valuable to them to warrant the cost in time, convenience, and money.

Telling your story

- Pre-empt objections and perceived weaknesses
- Know your audience
- Make it relevant – how do they fit into the story?
- Be genuine and engaging
- Have a ‘stump story’ for each program/facet
- Compelling intro – don’t drag it out!
- Drive home your point – why are you telling the story?
- Differentiate
- Close with a proof!

Understanding the Power of Great Relationships

The Art of Caring

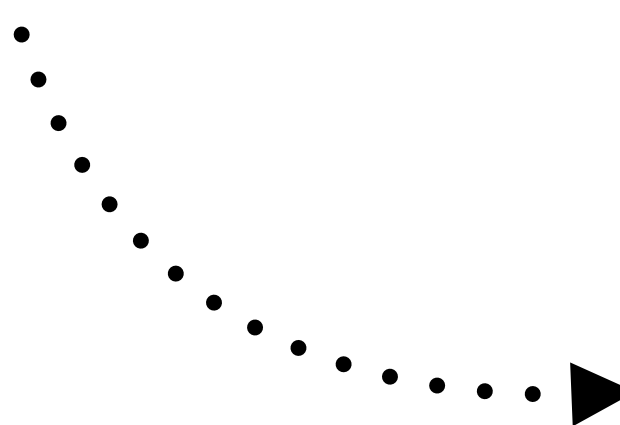
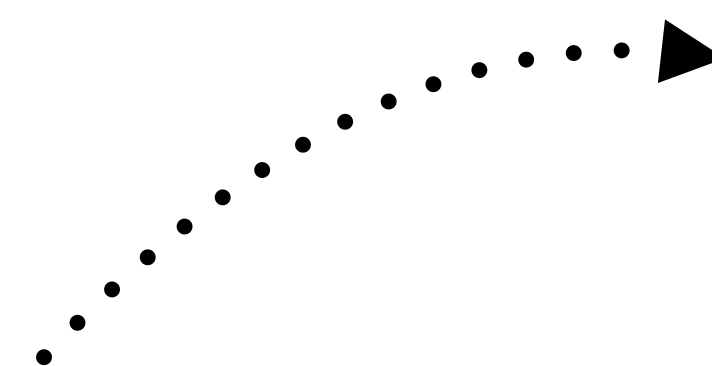
A photograph of a diverse group of business professionals in a meeting. A man with glasses and a beard, wearing a dark blue blazer, is shaking hands with a woman in a light grey blazer. They are both smiling. Other people are visible in the background, also smiling and engaged in the conversation.

It's All About the Relationship

It's not transactional.

Relationship Trumps Transaction

Remember That a Large Part of This is You Either Have it or You Don't!!



Relator/Interpersonal

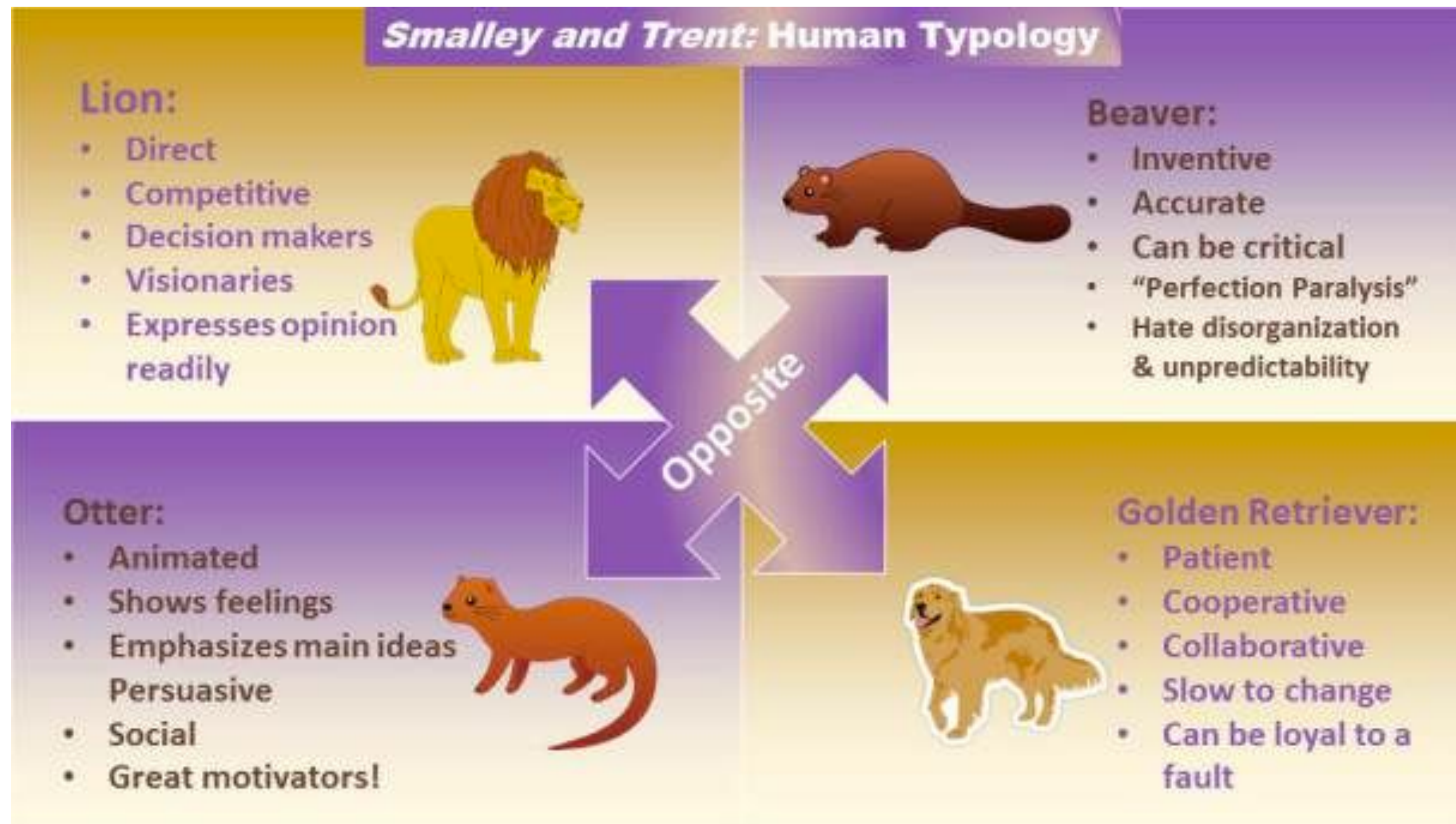


Empathetic

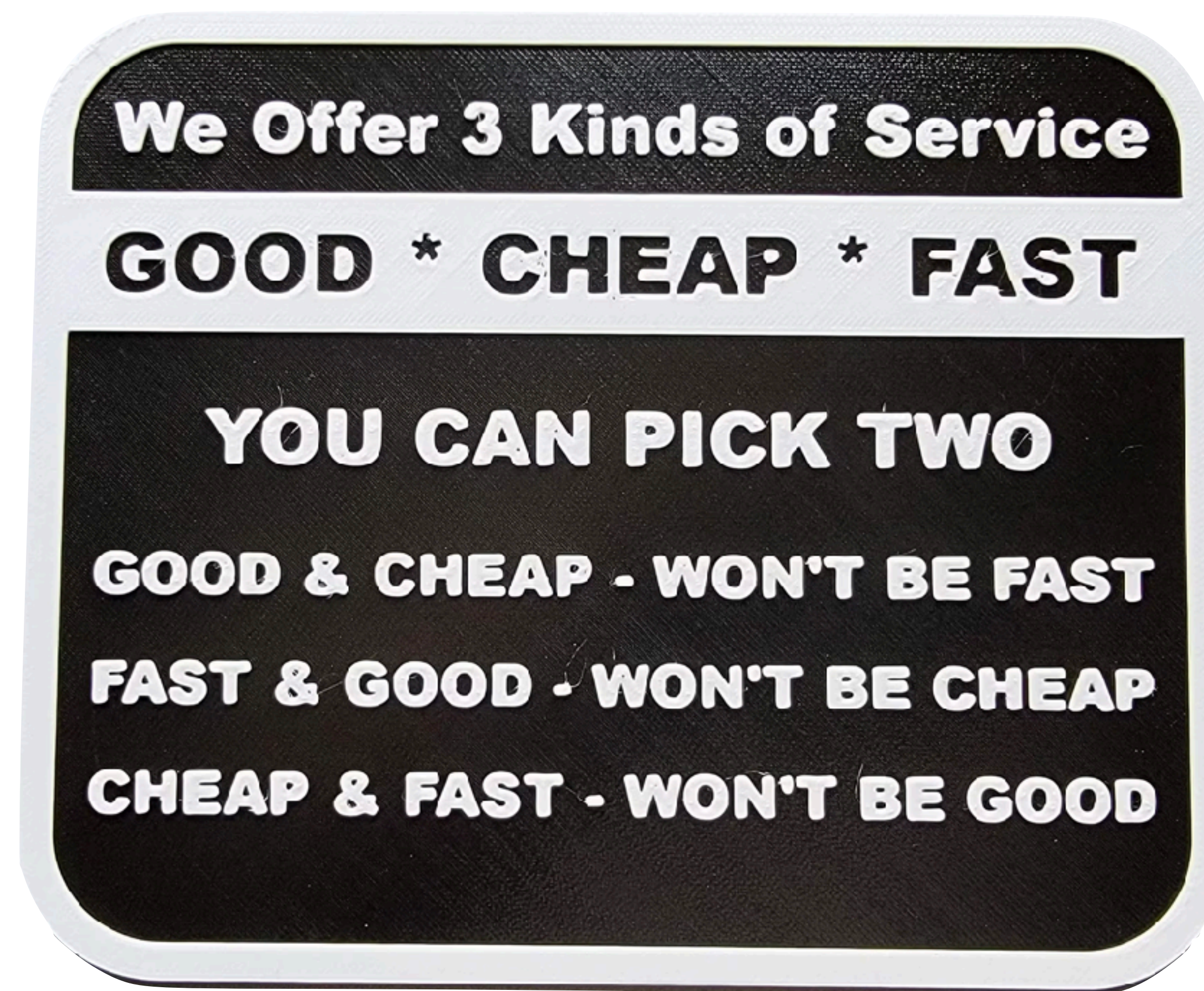
Your Relationship With the Student (Know it)

- What do I know about them?
 - Favorite school subjects
 - What they do in their free time
 - Hobbies and interests
 - Aspirations
 - Challenges
- Do I know PI and DM?
- Do I really care?
- Have I heard the unasked questions?

Your Relationship With the Student (Know it)



Your Interactions With the Student (Show it)



Bees...Chicken...Pizza



Time to The Task.....

There is no substitute



Seizing the Opportunity of Timing

Keeping Relationships and
Communications Fresh

THE NEW YORK TIMES BUSINESS BESTSELLER

SELLING THE INVISIBLE

*A Field Guide
to Modern
Marketing*

*"The one
book on marketing
I'd have if I could
have just one.
A CLASSIC."*

—HARVEY MACKAY

HARRY BECKWITH

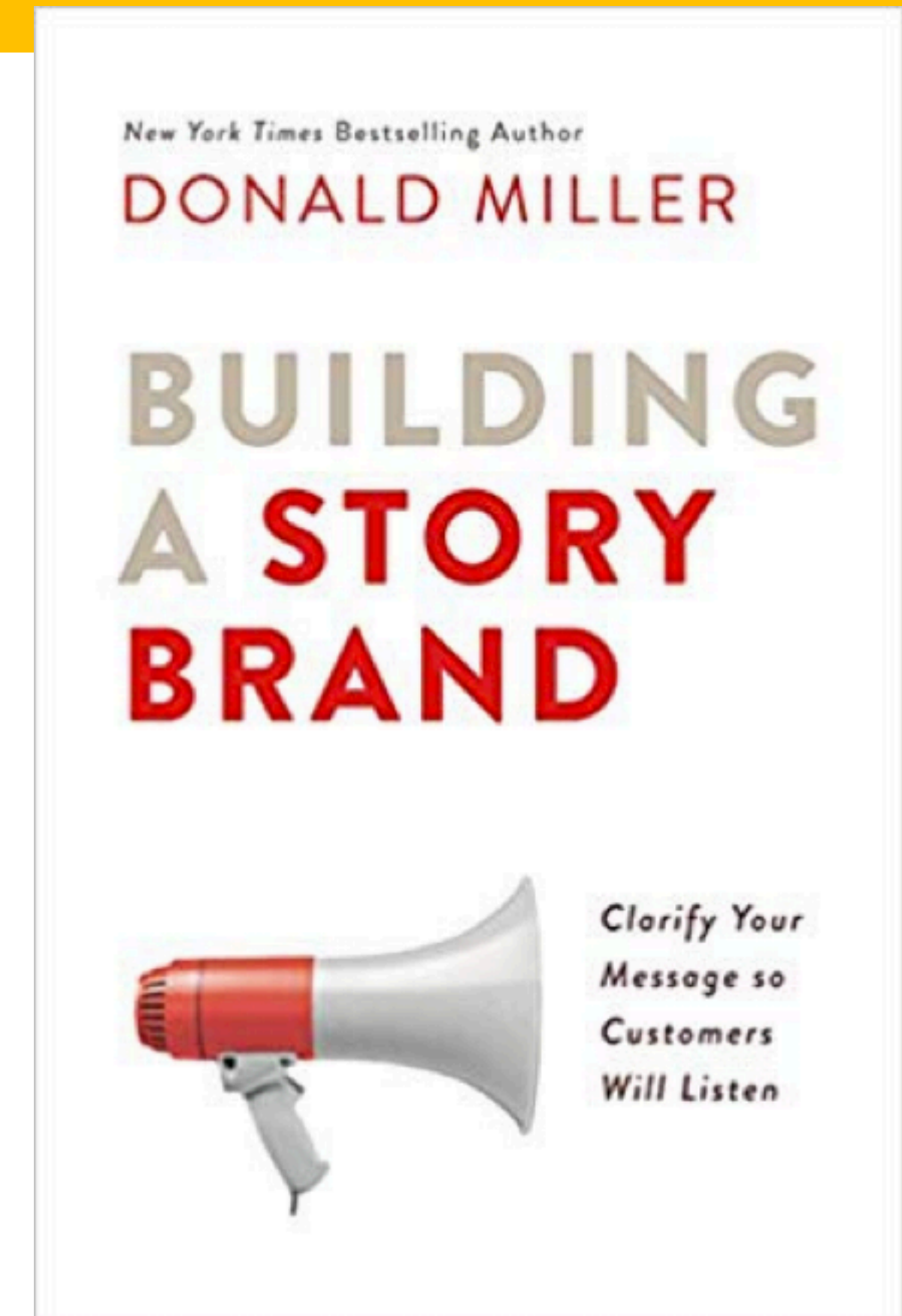
We Are Truly Selling the Invisible

- Services are intangible - their quality varies
- Be proactive and ready to take action - not just to plan
- Customer choices are irrational
- Turn your service into a brand

They Are Brand Managers

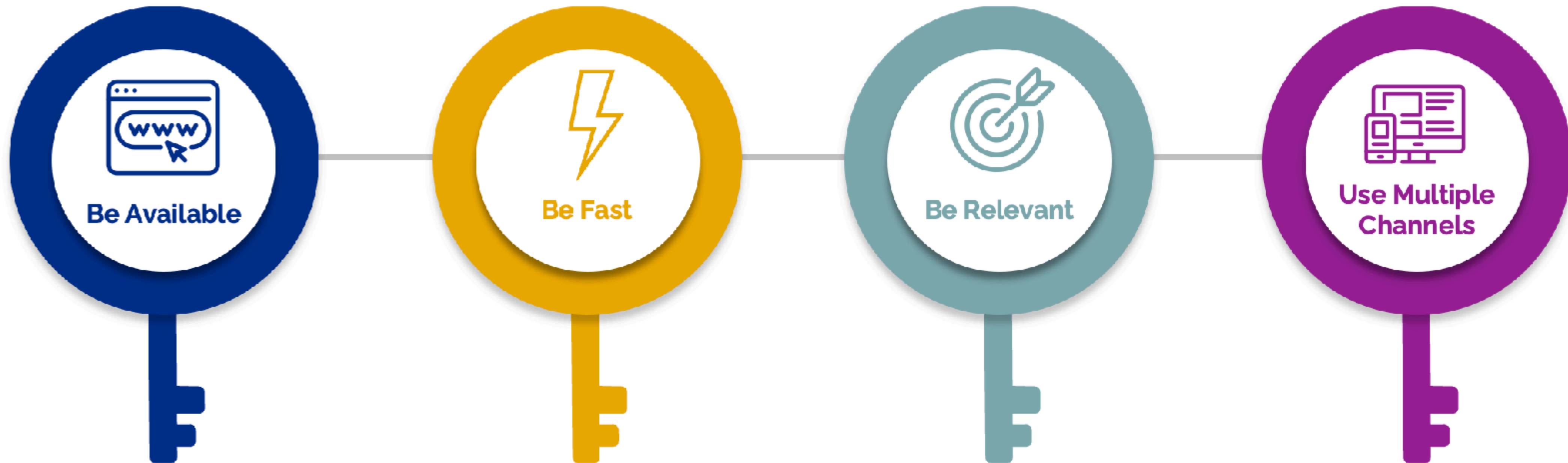
- ➔ A Hero
- ➔ Has a problem
- ➔ And finds a guide
- ➔ Who gives him a plan
- ➔ To avoid catastrophe
- ➔ And end in triumph

Tell your story
with clarity.



Four Keys to Successful Communication

Four key elements which are crucial to effective communication:

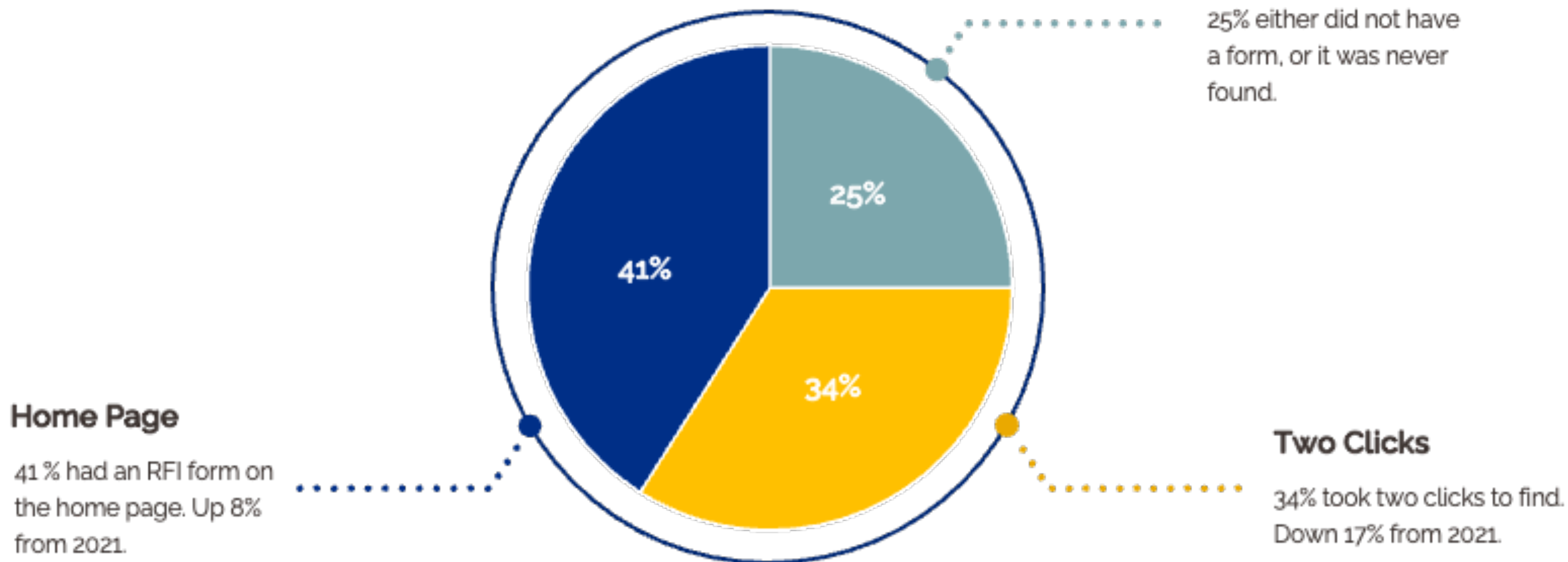


Key #1: Be Available

You can't skip this one!



How easy is it to request information?

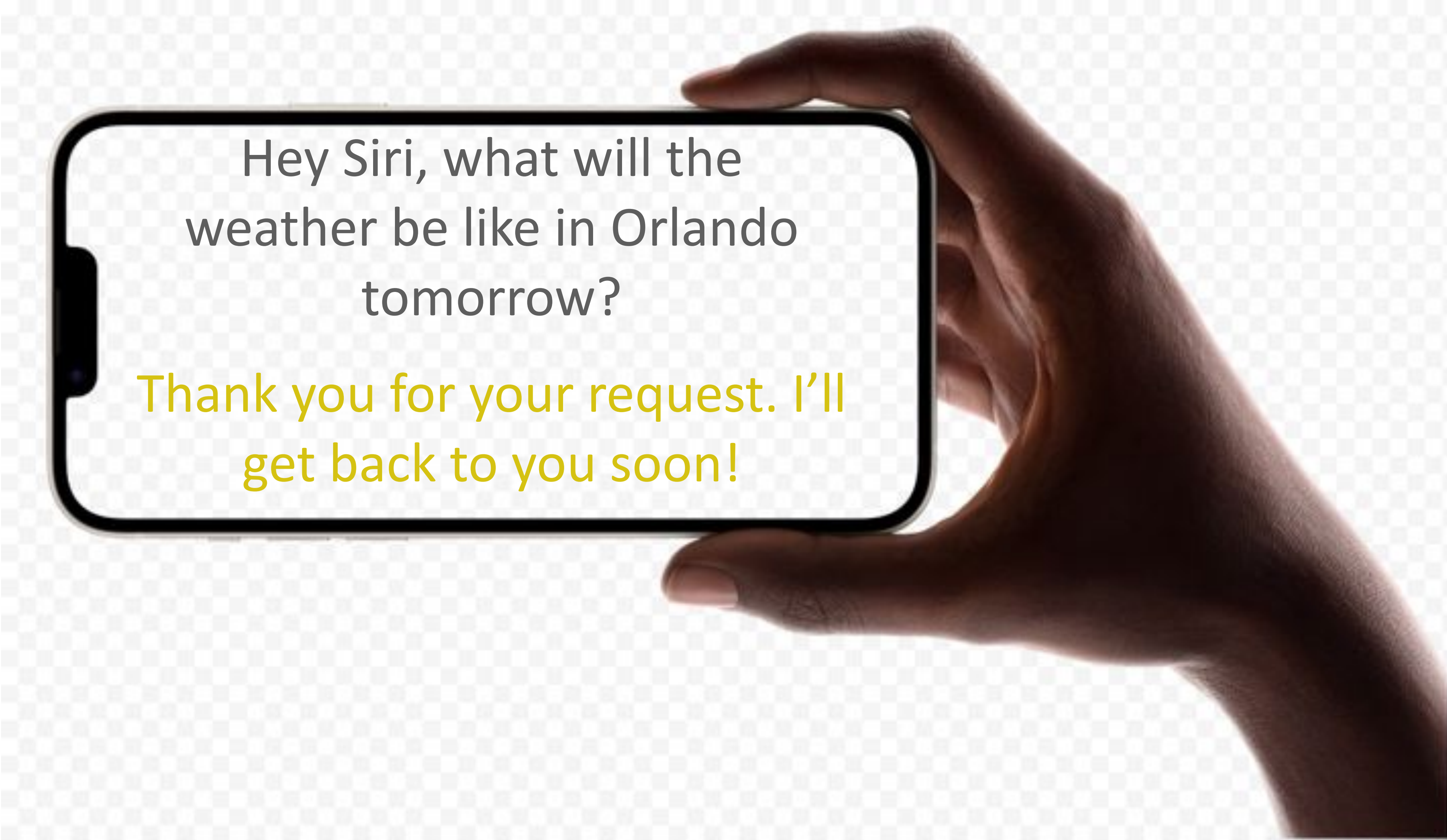


Key #2: Be Fast!

Just like Amazon!



The Importance of an Immediate Response

A close-up photograph of a person's hand holding a black smartphone. The phone's screen is white and displays two lines of text. The background is a light gray and white checkerboard pattern.

Hey Siri, what will the
weather be like in Orlando
tomorrow?

Thank you for your request. I'll
get back to you soon!

Be Fast and be First!

Responding **quickly to inquiries is essential** for colleges to make positive first impressions and gain a **competitive edge**, thereby increasing application and enrollment rates.

Additionally, **timely communication meets modern student expectations** and fosters strong relationships, enhancing overall student satisfaction.

Key #3: Be Relevant!

Give students what they ask for...
honor them as individuals!



Students See Through Insincerity

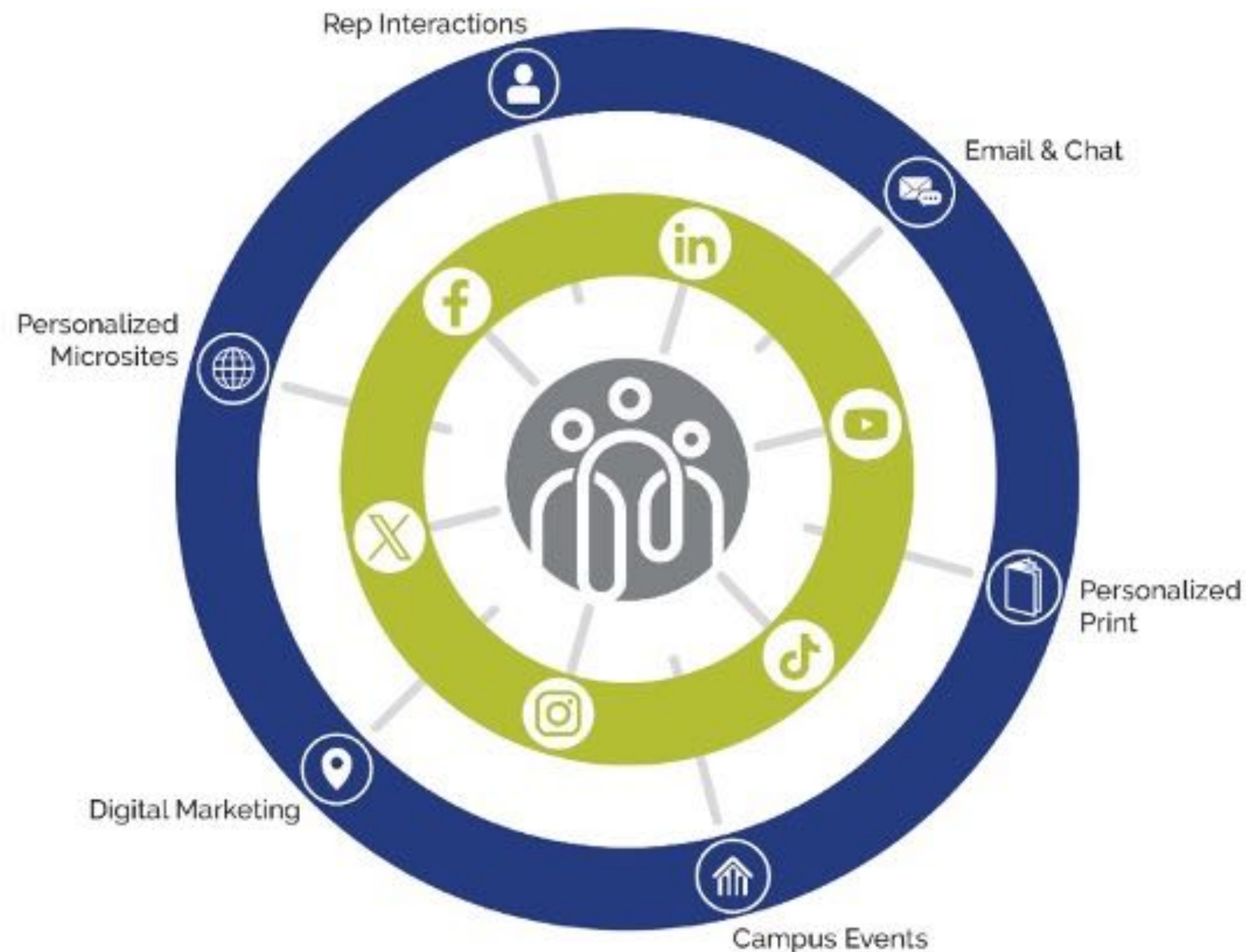
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Key #4: Use Multiple Channels!

True Omni-Channel Marketing...
It's not just one email, but a
combination of all interactions!



Some Resources for you....

Scan to experience Immediate response



Scan to request an enrollment workshop



Thanks for Coming!

Dr. Keith Mock

AVP for Enrollment Marketing Consulting

Liaison

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