

## 10 Tips for Academic Areas

# PRESENTING TO PROSPECTIVE STUDENTS AND FAMILIES

### 1) INTRODUCE YOURSELF TO THE AUDIENCE.

- Share your name, title and your role at The University of Akron, including how you interact with students on a regular basis.

### 2) KEEP YOUR AUDIENCE IN MIND.

- Will the information you share benefit them if they chose to come to UA?

### 3) CONSIDER YOUR COMPETITION.

- Your goal is to convince prospective students and families that UA is a better fit than other schools they are exploring. What, specifically, can your UA department provide that our competitors don't or can't? What differentiates your program from those offered at other institutions?

### 4) PROVIDE EXAMPLES THAT ILLUSTRATE SUCCESS.

- Provide faculty and/or student highlights that speak to the academic quality of your program (research, awards, accolades, etc.)

### 5) LET FUTURE STUDENTS HEAR FROM THEIR PEERS.

- Students like to hear from current students about their experiences. Students who are juniors or seniors usually have more to share than first-year students.

### 6) SHARE OPPORTUNITIES FOR ADDITIONAL FINANCIAL AID/ SCHOLARSHIPS

- If your department has scholarships available for incoming students, don't forget to share that information and how they can apply.

### 7) CREATE A WELCOMING ATMOSPHERE.

- Current students tell us that welcoming professors and staff can seal the deal on visit days.

### 8) PROVIDE INFORMATION ABOUT STUDENT OUTCOMES.

- Share examples of current student accomplishments.
- Share placement data and average starting salary, if available and appropriate.
- Provide examples of employers that have hired your grads and alumni testimonials about their preparation for their current roles.

### 9) ENCOURAGE PROSPECTIVE STUDENTS AND FAMILIES TO REACH OUT

- afterward if they have follow-up questions (and provide contact information).

### 10) RESPOND IN A TIMELY MANNER TO ANY FOLLOW-UP QUESTIONS

- or feedback from the presentation/interaction.