

# CHICAGO AREA REGIONAL REPRESENTATIVE



[carnet.org](http://carnet.org)



## PRESENTERS:

**Courtney Wallace**, Director of Admissions-Chicago Region, Augustana College; CARR Chairperson

**Kelli Allen**, Senior Admission Counselor, Iowa State University; CARR Professional Development Chairperson

**Audrey Barrientos**, Senior Admissions Counselor, Western Illinois University; CARR Luncheon 1<sup>st</sup> Chairperson

**Rachel O' Connell**, Regional Recruitment Coordinator, Missouri University of Science & Technology; CARR Luncheon 2<sup>nd</sup> Chairperson

**Kenya Taylor**, Regional Admissions Coordinator-Illinois, University of Wisconsin Milwaukee; CARR Social Chairperson

**Jon Samp**, Regional Representative, University of Kansas; CARR Technology Chairperson

## MODERATOR:

**Erin Hoover**, Assistant Director of Admission, McKendree University; CARR Membership Chairperson



# Myths of Regional Reps

- They watch Ellen all day
- They are never available
- They are ONLY road warriors
- They never have to work weekends
- They are disconnected from campus and what goes on



# Definition of a Regional

- Works from a home office
- Admissions is primary profession
- Live in area of primary recruitment territory
- Individual or institution is a member of affiliate ACAC and/or NACAC

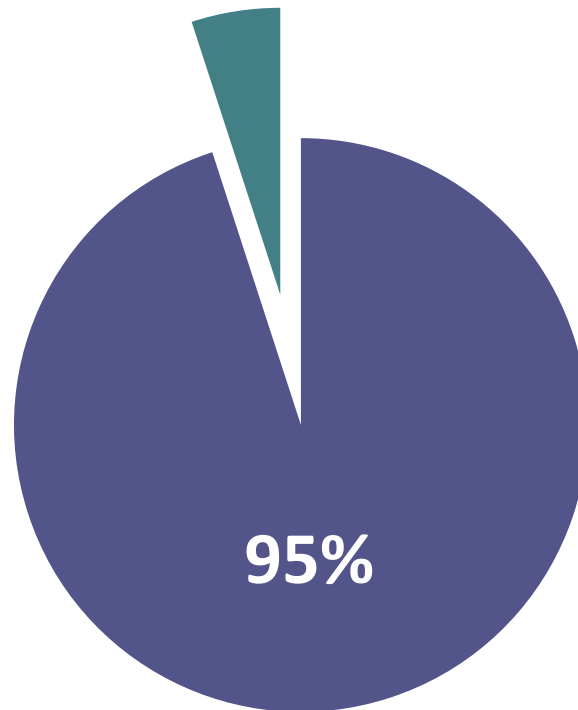


# Characteristics of an Effective Regional Representative

- Self-motivated
- Independent learner
- Good communicator
- Organization, Organization, Organization
- Strong support system in and out of Admission
- Knowledge of the Admission process
- Resourceful
- Dependable
- VERY flexible

# Responsibilities of a Regional

Full Time vs. Part Time



**Employment Status**  
Chicago Regionals

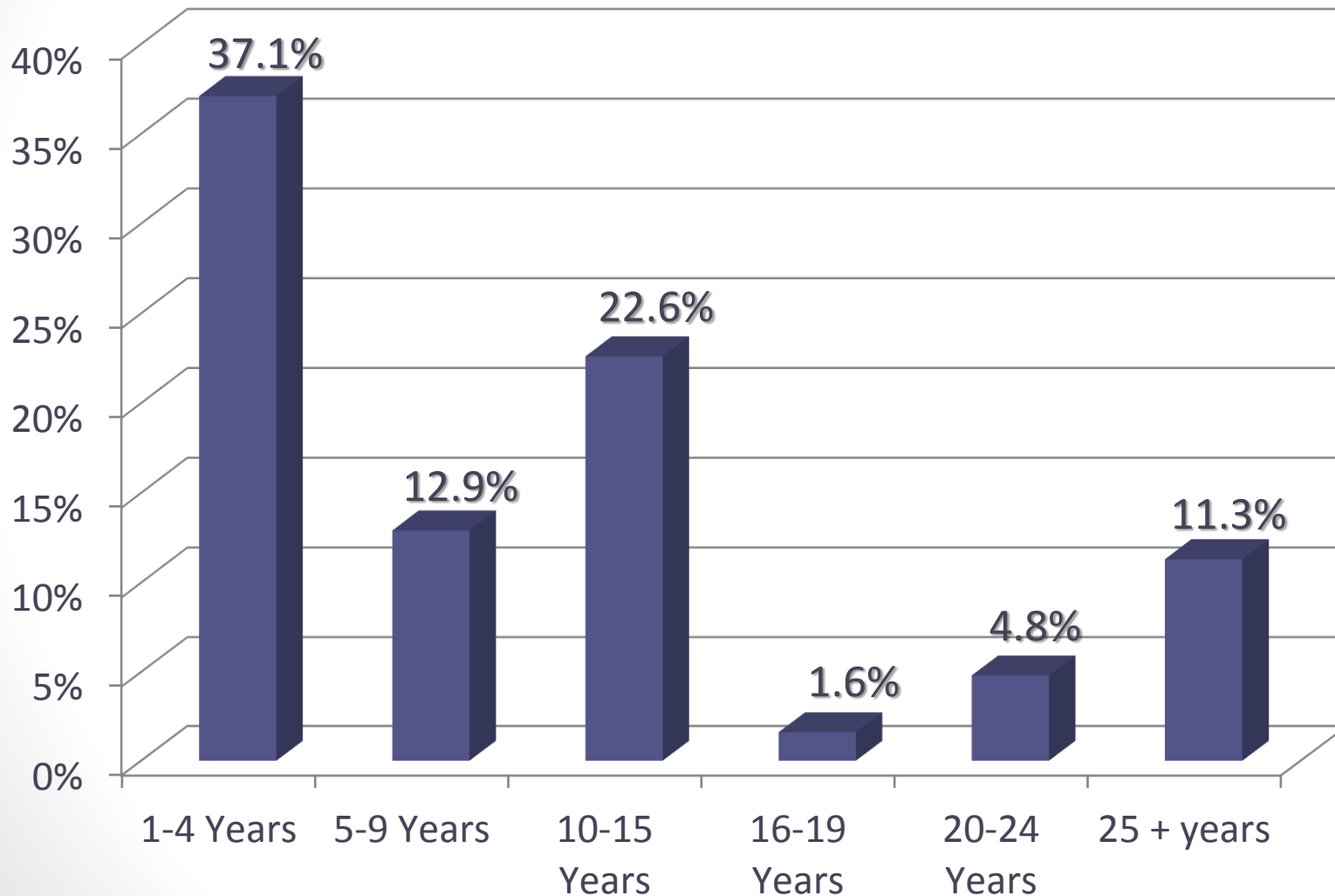
- Full Time
- Part Time



# CARR History

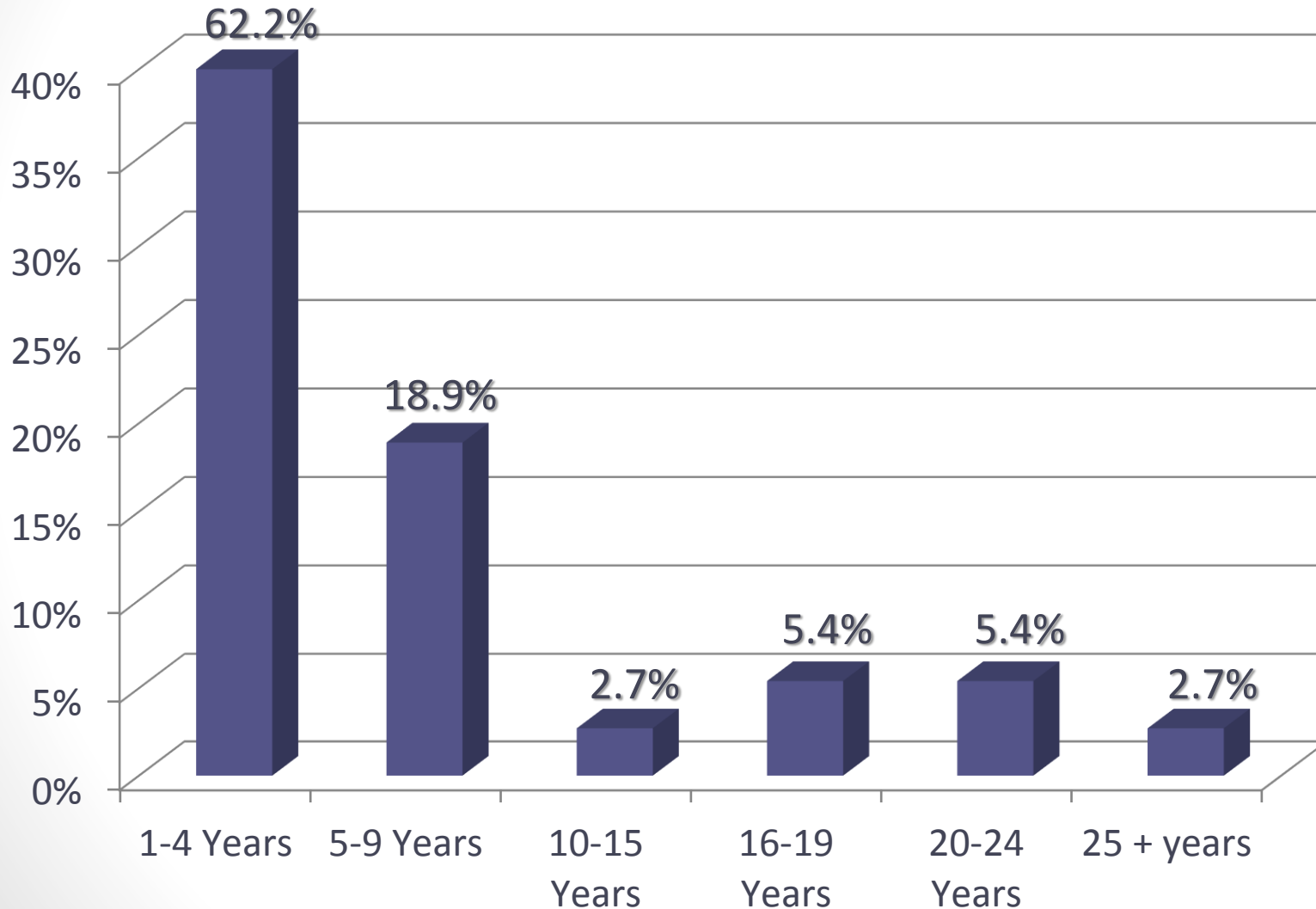
	Principal	Supplemental	Brochure	Total
2013-2014	81	26	2	109
2012-2013	72	26	2	100
2011-2012	74	18	2	94
2010-2011	62	13	0	75
2009-2010	53	14		67
2008-2009	47	13		60

# Growth of Chicago Regionals





# Growth of Regionals Nationwide



# Territories



## Chicago Regionals

- Majority of CARR Members are responsible for the entire Chicago Metro Area
  - Additional territory responsibilities throughout the Midwest
  - State of IL
  - Contiguous States and beyond (MI, MN, WI, MO, IN, KS, NE and IA)
  - Transfer Schools

# Power of Proximity



- Increase Exposure with CBOs and Students
- Build Familiarity with Territory and/or Region
- Increase Travel
- Increase Rapport with Counselors, Students and Families
- Respond to “Emergency” Calls from Counselors

# Results



- Added Visibility
- Increased Diversity
- Commitment to Regional Constituents
- Increase in Applications/Admits/Matriculations
- Increase of Interest in Institution
- Greater Involvement in Professional Organizations
- “More bang for your buck!”

# Challenges



- Getting office to understand regional job duties vs campus-based positions
- Keeping lines of communication open/keeping the regional connected
- Balancing campus-trips and recruitment travel
- Balancing Personal vs. Work – any separation?
- Tech support for a “home office”
- Being supportive of off-campus professionals



# CHICAGO AREA REGIONAL REPRESENTATIVE



## NAME THAT SCHOOL

# University A



4-year, private, liberal arts, 200 miles from Chicago area, 2 regional reps, campus rep also covers Chicago

## Strategies

- Departmentally based events
- College fairs
- Chicagoland area interviews/Pop into Panera chats/Financial aid coffee chats
- Financial aid nights (with campus staff)
- Large admitted student events

## Challenges

- Size: Our institution population is smaller than most high schools in Chicagoland
- Several small private liberal arts and sciences institutions in the area
- Students/Families are familiar with the school and sometimes put off the visit
- So many applications makes personal attention really tough

## What makes us attractive

- Perfect distance from Chicagoland (2-3 hours)
- Small liberal arts and sciences school located in a larger community
- SUPER well-balanced students

**Applications = 3,767**

**Admits = 2,254**

**Enrolled Chicago area freshmen = 372**



# University B

4-year public, doctoral research land grant university, 375 miles from Chicago, 1 regional representative, Illinois students are second largest group on campus

## Strategies

- Coffee or ice cream chats with students
- Panelist with colleagues during spring travel focused on STEM majors and professions

## Challenges

- Distance is a problem, with another popular University reachable first for families traveling from Illinois
- Surrounded by Big 10 institutions in the Chicago area

## What makes us attractive

- Total cost at or less than rate for in-state tuition at public universities in Illinois
- Unlimited number of automatic merit scholarships, ranging from \$5,500 to \$8,000 for Illinois students
- Beautiful campus, quintessential college town

**\*Applications = 2,318**

**Admits = 510**

**Enrolled Chicago area freshmen = 505**

\*7 Year Averages





# University C

4-year, private, liberal arts, 400 miles from Chicago, 1 regional rep

## Strategies

- Attend 40-60 college fairs; Schedule 20-25 high school visits
- Required to log set number of phone contacts every month
- Create every student's financial aid package during phone meetings with our VP
- Financial aid package meetings with students/families
- Co-host summer send-off event with Alumni & Parent Relations Office
- Social media action plan

## Challenges

- Little name recognition

## What makes us attractive

- Very affordable private school
- Near St. Louis

**Applications = 345**

**Admits = 187**

**Enrolled Chicago area freshmen = 68**



# University D

4-year, public, 85% of undergrads enrolled in a STEM major, 400 miles from Chicago; 1 regional rep

## Strategies

- Student receptions & inviting alumni and students on co-op in the area to attend and share their stories
- Individual appointments in different Chicagoland areas
- Counselor Fly-In & Student Fly-In events
- STEM majors & career outreach with other CARR colleagues
- Handwritten admitted student birthday card mailings

## Challenges

- Competition from other well known Engineering schools in the area
- Male-to-Female ratio

## What makes us attractive

- Return on Investment with the #2 highest starting salary among public universities
- The ability for students to be involved in marching band, theatre productions, etc. because we don't offer those majors – students majoring in STEM can participate easily!
- Beautiful place to live!

**Applications = 250**

**Admits = 225**

**Enrolled Chicago area freshmen = 67**



# University E

4-year, public, 500 miles away, 2 Chicago reps

## Strategies

- One-on-one coffee talks with students
- Birthday card mailings to juniors
- Where to go in “our town” suggestion sheet
- Phone calls (some automated ones from our basketball coach)
- Big preview events coupled with counselor update luncheons

## Challenges

- Distance is a problem, with our peer institutions being closer

## What makes us attractive

- Affordable tuition
- Crazy fans are infectious

**Applications = 1,536**

**Admits = 1,268**

**Enrolled Chicago area freshmen = 220**

# University F

4 year; public, research institution, 96 miles from Chicago, 1 regional rep



## Strategies

- High school and college visits
- Participate in high school/transfer/national fairs
- Community-sponsored activities, career days and other special events
- One-on-one Coffee talks with students and families
- Off-campus preview days

## Challenges

- Finding successful ways to communicate with students
- 13- 4 year institutions in the UW system
- Past reputation of being a commuter school

## What makes us attractive

- Location-only 90 min from Chicago, economic and cultural capital of the state.
- Cost-Students from Illinois receive a reduced nonresident tuition rates through the Midwest Student Exchange Program.
- Dual mission of access and research
- Over 180 academic degree programs

**Applications = 771**

**Admits = 551**

**Enrolled Illinois freshmen = 215**

# University G

4 year; public, state university; 4 hours from Chicago; traditional, residential campus located in rural western Illinois; 3-4 Chicago land regional reps



## Strategies

- University Commitment Scholarship
- Hosted a train trip for school counselors
- Visit program for students in select counties of Chicagoland area; purchased train tickets for admitted senior and a guest
- Visit schools year round
- 3 student Welcome Receptions in the Chicagoland area
- Territory Managers

## Challenges

- Similar to others
- Out of state competition
- Costs
- Location
- Finding successful ways to communicate with students

## What makes us attractive

- Affordable tuition-4 year locked tuition, room, board, fees
- Medium sized school with small class sizes
- Personal attention/Hands on Experiences
- Services offered to students

**Applications = 7,777**

**Admits = 4,279**

**Enrolled Chicago area freshmen = 1,025**

# ANSWERS



## University A = Augustana College

- Applications = 3,767
- Admits = 2,254
- Enrolled Chicago area freshmen = 372

## University B = Iowa State University

- Applications = 2,318
- Admits = 510
- Enrolled Chicago area freshmen = 505

## University C = McKendree University

- Applications = 345
- Admits = 187
- Enrolled Chicago area freshmen = 68

## University D = Missouri S&T

- Applications = 250
- Admits = 225
- Enrolled Chicago area freshmen = 67

## University E = University of Kansas

- Applications = 1,536
- Admits = 1,268
- Enrolled Chicago area freshmen = 220

## University F = University of Wisconsin Milwaukee

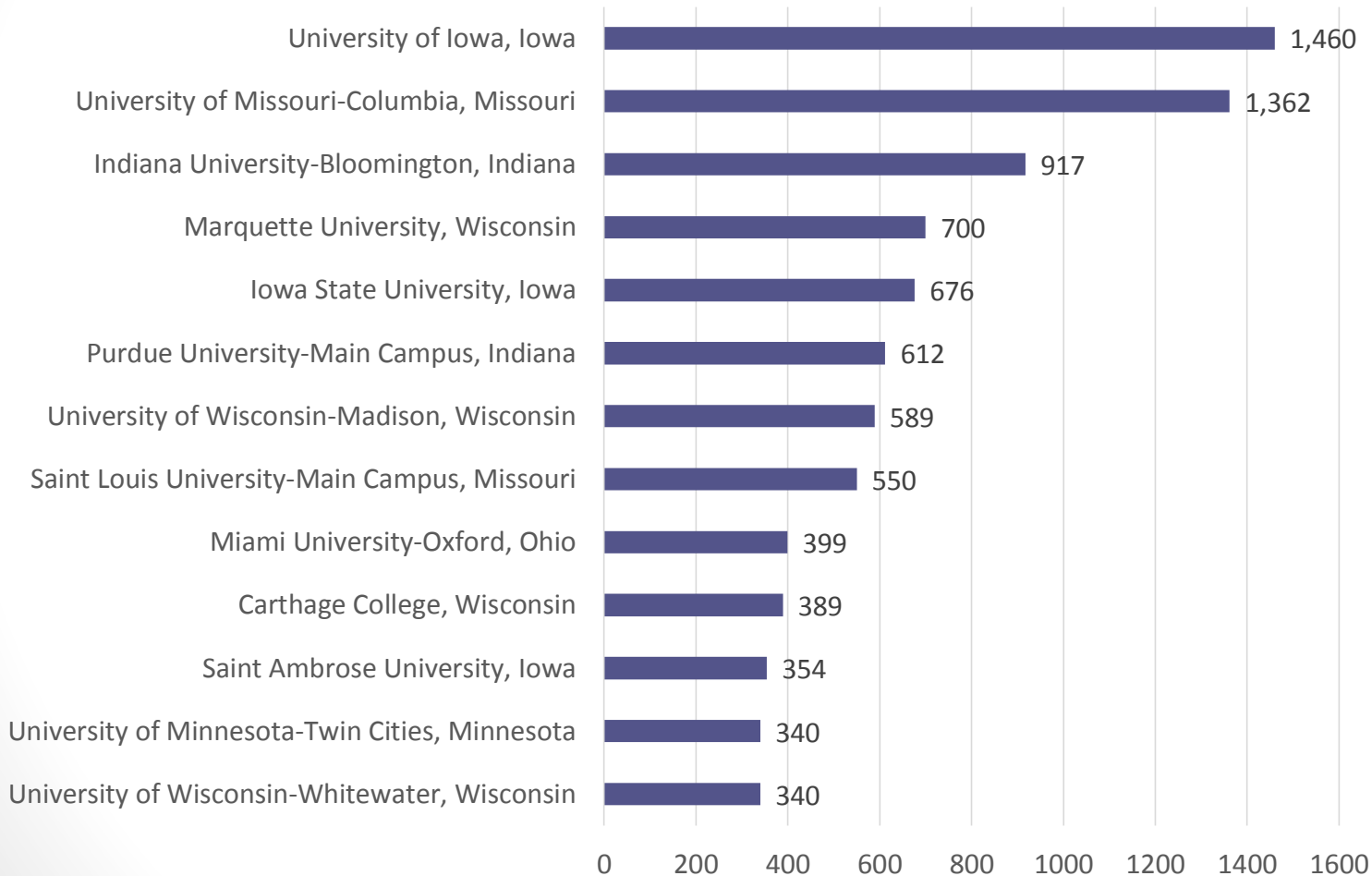
- Applications = 771
- Admits = 551
- Enrolled Illinois freshmen = 215

## University G = Western Illinois University

- Applications = 7,777
- Admits = 4,279
- Enrolled Chicago area freshmen = 1,025



# Top 10 Exporters of Illinois Students



<http://nces.ed.gov/ipeds/>

# CARR Resources

[www.carnet.org](http://www.carnet.org)



Chicago  
Area  
Regional  
Representatives



## What Can CARR do for you and your students?

### We Are A Resource

Admission Professionals of CARR are available to assist you and your students with institution and the admission process.


### We Provide Speakers and Presenters

Many CARR members are available to speak or present on a variety of topics at coll

#### BY - LAWS

 [CARR Bylaws as amended Sept 2011](#)  
[Download File](#)

#### Membership Contact List

 [carmembers2010-2001.xlsx](#)  
[Download File](#)

#### HS Counselor Database


 [carr\\_hs\\_counselor\\_database\\_2012-13.xlsx](#)  
[Download File](#)


 [hs\\_counselor\\_database\\_2011-2012.xlsx](#)  
[Download File](#)

#### Budget

 [carrbudget12-13.xlsx](#)  
[Download File](#)

#### Misc Files


 [Fall 2010 Lunch Visits](#)  
[Download File](#)


 [carr\\_fall\\_2010\\_brochure.pub](#)  
[Download File](#)


#### Comprehensive Event Spreadsheet


<https://docs.google.com/spreadsheets/ccc?key=0AhojRl5xMh0AdFRMem5vRWZQSnppSU9vNHByYwZzb1E>


#### MEETING MINUTES


 [carrfallmembershipminutes8-27-12.docx](#)  
[Download File](#)

 [2012 Spring Membership Meeting minutes](#)  
[Download File](#)

 [2011 Fall Membership Meeting minutes](#)  
[Download File](#)


 [2011\\_spring\\_membership\\_meeting\\_minutes.docx](#)  
[Download File](#)


 [Spring 2010 Membership Meeting Minutes](#)  
[Download File](#)

 [Fall 2010 Membership Meeting Minutes](#)  
[Download File](#)

#### CARR SURVEYS

 [2010-2011\\_carr\\_survey.pdf](#)  
[Download File](#)

 [carr\\_survey\\_2008\\_results.xls](#)  
[Download File](#)

 [chicago\\_area\\_regional\\_representatives\\_survey\\_2012.docx](#)  
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# Questions?



Chicago statistics given in this presentation were taken from the 2012 CARR Survey submitted by 60+ members.

Additional data provided by the following nationwide regional groups: GARN, PNRAC, RACC, and ROAR

[www.carnet.org](http://www.carnet.org)