



# Tips for Successful High School Visits

## Before the Visit

- Many high schools allow one or two scheduled visits per year for college representatives to meet with students interested in their institution.
- Students are generally informed about college visits from their counselors, weekly bulletins and daily announcements.
- There are several different types of visits; classroom visits, lunchroom visits and lecture hall or auditorium visits. The type of visit depends on the school and what they allow.
- Make appointments at least two weeks in advance. Try to avoid special events like Homecoming.
- Schedule schools in the same geographic location together so you can stay in the same hotel room several days in a row.
- Schedule multiple visits in the same day if time allows.
- Outline a tentative schedule with alternate dates before you start calling schools. This will make scheduling much easier.
- Stay within the school's assigned visit time if they have one. If you constantly ask to come at a time different than that designated by the school, counselors will think of you as a "problem". Most schools have a designated time for visits and will not allow representatives to come at a different time than allotted.
- Leave plenty of time before and between visits in your schedule to get where you are going safely, find the school and collect your thoughts. A good rule of thumb is 15 minutes per 10 miles.
- Allow a minimum of 45 minutes for your visit. Sometimes longer if it is a lunch room visit with multiple lunches.
- If traveling in western Kansas, keep in mind some schools are on Mountain Time.
- Make sure you or someone in your office sends a written confirmation of your visit to the counselor with a "we're coming" poster. Make sure to include the name of the school, the time and date you will be visiting and your contact information so they can get a hold of you if there are any changes or if they need to reschedule.
- If you will need special equipment (TV/Computer/PowerPoint) ask in advance and include this information in your written confirmation.
- A day or two before each visit make a reminder call to each counselor.
- Get materials ready to go the day before your visit. Ideas of items to take to your visits include: view books, housing brochures, program brochures, contact cards, business cards, counselor gifts, upcoming event flyers, pencils/pens, giveaway items, table cloth, table top banners and a dolly to haul everything.



# Tips for Successful High School Visits

## The Visit

- Be on time. If you are going to be late, call ahead to let the counselor know.
- Wear your nametag. Make sure to dress professionally. Your appearance is very important.
- Observe each school's security policies about checking in at the main office, visitor badges, etc.
- Set an end time for your presentation and try to stick to it so you won't be late for your next visit. Often times the students have another class or obligation to go to as well so they cannot stay passed the allotted time.
- Be prepared for all kinds of questions (Is Alma Mater University a party school? Can my boyfriend spend the night in the dorms with me? What percentage African American do you have to be to join the Black Student Union?).
- If you are unsure of the correct answer to a question simply tell the student you are unsure and take their information down and get back with them. Never give students false information because they will remember what you tell them.
- Be professional at all times and stay in charge of your presentation. Some students are just at your visit to get out of class. Send disruptive students back to class.
- Also, remember that you are representing your institution. Never speak poorly of other institutions it is unprofessional.
- Be enthusiastic and upbeat when talking about your school. Students do not want to listen to a boring presentation.
- Leave time either after or during your presentation for questions.
- Take a few minutes to chat with the counselor and give him or her your business card.
- Update your file at each school with new view books, information, etc.
- Ask if any alumni are teaching or affiliated with the school. These people can be some of your best allies!!

## After the Visit

- Send a thank you note after your visit to the counselor.
- Send a hand written note to all interested students thanking them for stopping by to visit with you and let them know to contact you if they have any additional questions.
- Make sure either you or someone in your office contacts interested students in a timely manner after your visit. For instance following up with students who indicated they were interested in a campus tour or sending students information on the major or programs they are interested in.
- Make sure either you or someone in your office puts the prospective contacts in your recruitment database after each visit.