Breaking Down the Silos: Cultivating a Team Mindset Between Advising and Admissions

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Session Agenda

- The Impact of Cultivating a Team Mindset
- The Importance of Each Department
  - The Value of Admissions
  - The Value of Advising
- Real Life Model for Cultivating Collaboration
- Applying the Model for Your Campus
Enrollment management is “a comprehensive process designed to achieve and maintain the optimum recruitment, retention, and graduation rates of students” (Dolence, 1998, p. 71).
Spring Enrollment Trends Kent State Geauga and Twinsburg Academic Center

- 1985
- 1968
- 2085
- 2027
It Starts with Admissions

- In the scheme of enrollment management, Admissions Counselors hold critical roles:
  - First point of contact for a student
  - Help to market the university to prospective students
  - Have a vast amount of knowledge about the students that will be coming to advising.
It Ends With Advising

- The final point of contact during a student’s academic career at your university. The critical roles of advisors include:
  - Translating policies and procedures
  - Guiding through major exploration
  - Connecting students with academic resources
  - Building academic efficacy by connecting dots between coursework and career.
A Tale of One Campus... 50 Minutes Apart
A Tale of One Campus...50 Minutes Apart

Fall Enrollment Comparison Fall 2015 - Fall 2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
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<tbody>
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<td>Fall 2015</td>
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<td>Fall 2016</td>
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What Went Wrong

Every, Somebody, Anybody, & Nobody

There was an important job to be done and Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. Somebody got angry about that, because it was Everybody’s job. Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn’t do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have.
What Went Right

- Not a lot at first....Growing Pains is more than just a family friendly sitcom.
- Everyone wanted to be the star of the show.
- Difficult transition to a true team approach, with leadership as coaches and not management.
What Went Right

- We made it to a *Good Place*.
- The team began to have a clear understanding of their roles and expertise.
- Communication was key!
- We learned how to truly collaborate through appropriate communication and referrals.
How We Made it Right

- Communication
- Technology
- Referral
How We Made it Right

- Communication
- Planning
- Prioritizing
- Phrasing
How We Made it Right

- Technology
  - How can we collaborate when we aren’t in the same system?
    - Microsoft Teams
    - Advising Notes
    - Salesforce (Admissions)
How We Made it Right

- Referral
  - Just because I know a little, doesn’t mean I know enough.
  - A warm hand off enhances the student experience.
Making It Work at Your Campus

- Created shared vision between admission and advising leadership
- Communication vision to all levels of admissions/advising staff
- Schedule a meeting! (hear groans from all invited parties)
Making It Work at Your Campus

- Create a shared channel amongst advising and admissions.
  - Communications
  - Relevant documents
  - Use the channel to talk with each other
- Don’t wait! The longer you wait to implement, the harder it will be.
Coming together is a beginning.

Keeping together is progress.

Working together is success. — Henry Ford