

# Do More Than Inform

## Best Practices for Your Session

Fri May 3 2019, 9:00am–10:15am



# Presenters

**Fatmata Koroma**  
University of Pittsburgh, PA

**Corianne Deatly**  
Colgate University, NY

**Warren Quirrett**  
St. John's College High School, MD

# Contact us at

[fnk7@pitt.edu](mailto:fnk7@pitt.edu)

[cdeatly@colgate.edu](mailto:cdeatly@colgate.edu)

[wquirett@stjohnschs.org](mailto:wquirett@stjohnschs.org)

# LEARNING OBJECTIVES

1

- Explore various presentation styles to learn what characteristics make them successful, and which you can incorporate into your information sessions

2

- Consider how the target audience, time, and venue constraints shape your presentation approach

3

- Build in feedback loops to ensure communication is effective and the right message is being conveyed



Understand  
value  
proposition

Feel  
validated

Complete an  
application

Deposit by  
May 1st

Feel  
excited  
about  
student life

Explore  
more  
colleges

“There are only two ways to **influence human behavior**: you can manipulate it or you can **inspire** it.

...

People don't buy **WHAT** you do, they buy **WHY** you do it.”  
- Simon Sinek

Feel safe

Visit campus

OUTCOMES

# PRESENTATION STYLES

We have the ability to adopt a variety of presentation styles that will help us effectively convey information to a particular audience in a particular setting

## What is your natural presentation style?

- **Minimalist/Visual-** Captivating with clean looking slides, you tailor the conversation as you go
- **Free form-** Feels like a conversation and you address many topic areas
- **Instructor Style-** more fact heavy and more visuals so it feels more like a teacher's presentation
- **Coach-** energetic and charismatic. Focuses on listener interaction and building a connection
- **Storytelling-** Audience will remember the essence of what you said, even if they forget the details
- **Connector-** build on the parallels between presenter and audience, develop a sense of community



**Minimalist**



**Free Form**



**Instructor**



**Coach**



**Storytelling**



**Connector**

# BEST PRACTICES FOR INFORMATION SESSIONS

Planning  
Preparation  
Presentation  
Phollow-up



IT TAKES  
HERE

# PLANNING CONSIDERATIONS

**Time of year:** Fall/Spring/ Summer

**Audience:** Underclassmen/ Juniors/  
Seniors/ Parents

**Applicant Status:** Prospect/  
Applicant/ Admitted

**Utilize previous year's data** to  
guide your planning, especially in  
new territories

## High School Visit

- Have stories on hand to answer “What do students do on campus?”
- Know your High Schools
  - Grading policy/scale
  - Unique programs
  - Common Student interest

## On-Campus Presentation

- Do you involve other departments in the University?
  - Financial aid
  - Student affairs
  - Housing and dining
  - Student support services etc.
- Decide if and how to utilize current students



# PREPARATION

Get recent stories from current students. These are great to share, especially in the high school setting.

Think of any materials that would be important or relevant to your particular population:

- Admissions brochure
- Financial aid information
- IB/AP information
- Honors College
- Diversity Success
- International students
- Materials in varying languages

## High School Visit

- Provide HS counselor with data on previous applicants, admits, and enrolled students from HS
- 3 updates about your University
- Bring the appropriate materials

## On-Campus Presentation

- Know the audience: students only vs. families
- Secure an appropriate venue
- Check the tech
- Physical or hearing impaired accommodations
- Materials and swag items

# PRESENTATION

Remember when storytelling that a story has:

Beginning

Big change

Ending or new normal

Begin with the school specific information, then address the application process and admissions criteria.

Avoid common public speaking pit falls

Filler words- like, um, uh

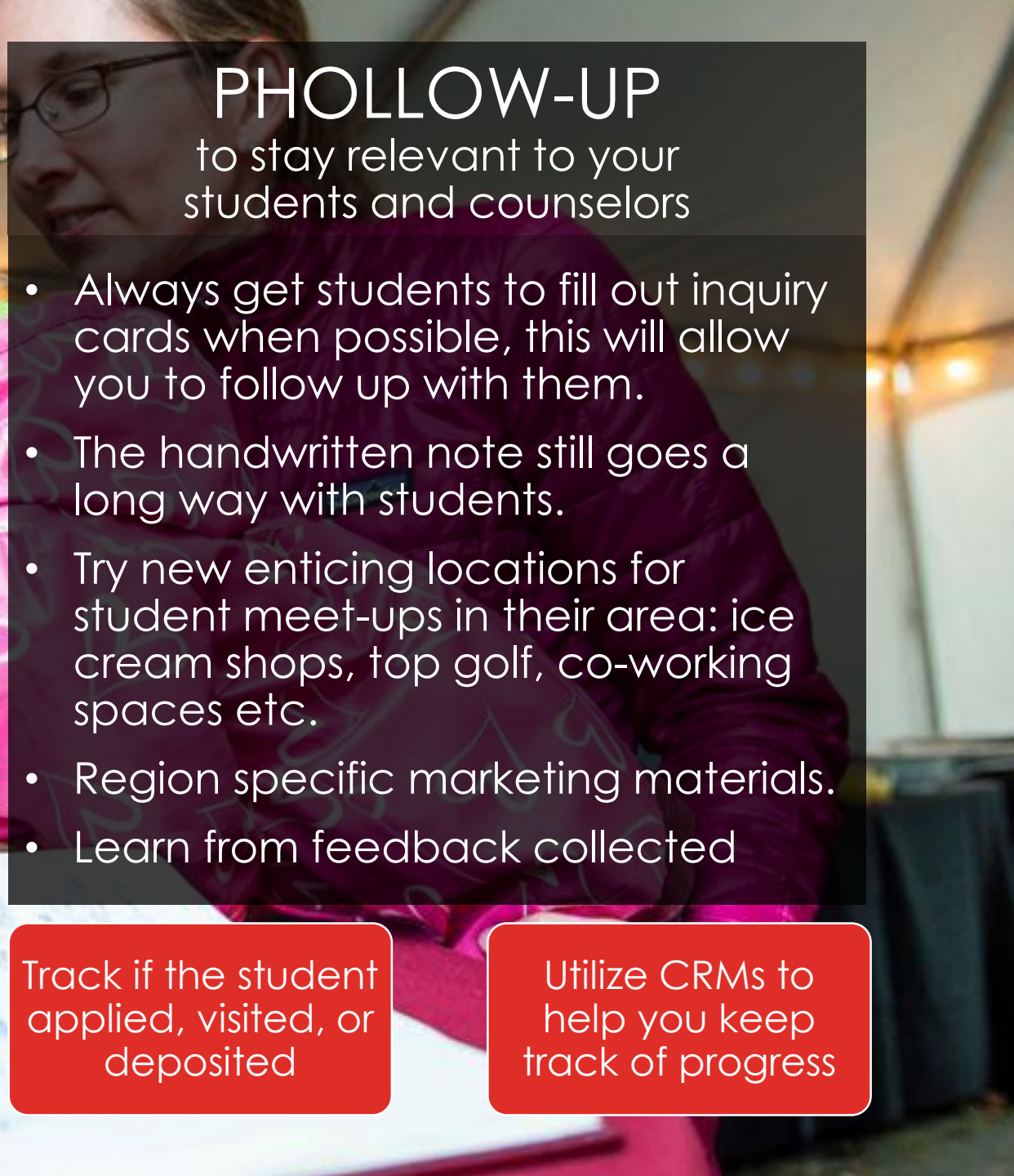
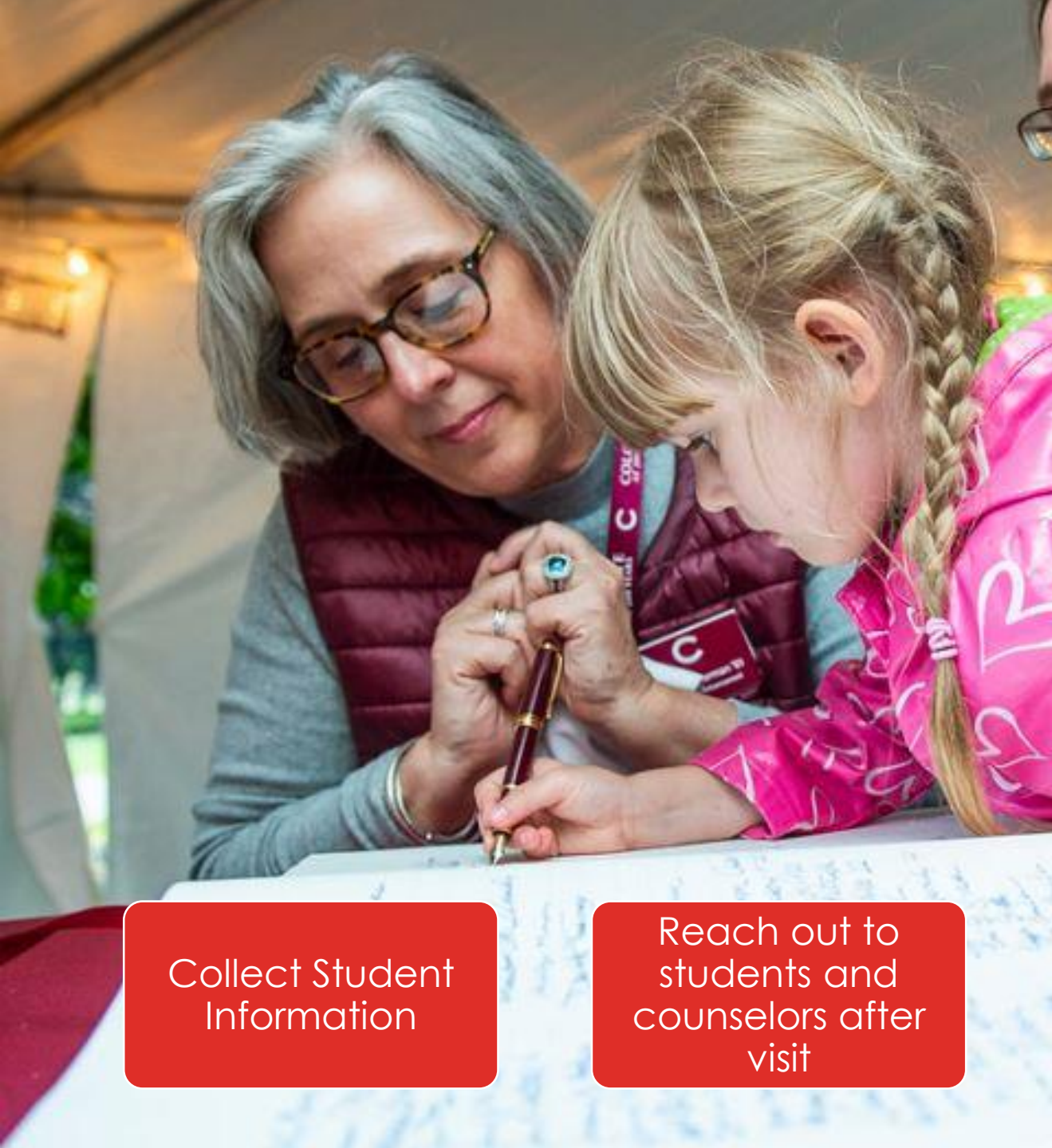
Be sure to practice. Practice. Practice!

## High School Visit

- Do not assume anything of the students. ASK!
- What do students/ counselors want to learn about
- Use “Peer Voice”
- Enable the student to visualize themselves at your institution
- Do not go on auto pilot or lose your zeal
- Have updates on hand
- Reiterate important messages
- Make the most of positive parallels or differences between your institution and the high school

## On-Campus Presentation

- Where are the visitors from, who is in the room?
- Provide full coverage of information, especially for larger groups
- Utilize student voice throughout presentation
- Divide information session and tour guide presentation content so that they compliment not replicate each other
- Have appropriate contingency plan in place for technical failures
- Mention any other sessions or departments families can visit while on campus



# PHOLLOW-UP

to stay relevant to your students and counselors

- Always get students to fill out inquiry cards when possible, this will allow you to follow up with them.
- The handwritten note still goes a long way with students.
- Try new enticing locations for student meet-ups in their area: ice cream shops, top golf, co-working spaces etc.
- Region specific marketing materials.
- Learn from feedback collected

Collect Student Information

Reach out to students and counselors after visit

Track if the student applied, visited, or deposited

Utilize CRMs to help you keep track of progress

# OTHER TIPS

to ensure a  
SPECTACULAR session

- ❖ Learn to read your audience
- ❖ Elaborate vs. short and simple responses
- ❖ Getting back to someone is OK!
- ❖ Stay confident through tough questions
- ❖ “I know a little about a LOT of things”
- ❖ Reflect on each individual session



**QUESTIONS?  
...or APPLAUSE  
ARE WELCOME**





**THANK YOU**  
**for attending this session!**

**We'd love to hear from you!**

Please submit a session evaluation  
via the conference mobile app  
or from [www.pcacac.org](http://www.pcacac.org).