The Value of Student Ambassadors & Alumni when Recruiting Gen Z

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How can incorporating current students, faculty, staff, and alumni into the recruiting process lead to success and win over a Gen Z recruit?
Ag Advocates at Penn State University

- 26 Undergraduate Students in the College of Agricultural Sciences
- Representing 14 of our 17 undergraduate programs
- 8 Males and 18 Females
- 6 Out of State and 20 Instate Students
- 2 Underrepresented Students
- 3 Sophomores, 12 Juniors and 11 Seniors
Getting Involved Before Prospective Students Step Foot on Campus

Visibility at events is important to Gen Z students in efforts for them to build a connection

- 4-H and FFA events
- High School Visits
- University Events
- Community Events
  - State Fair, Ag Progress Days, Farm City Days, etc.
First Impressions on Campus Matter

- Ag Advocates are the first faces prospective students see when they visit Ag Hill

  - Helps the families and student to relax and ask questions before they meet with faculty and staff

  - Gives prospective students the opportunity to meet and have “real talk” with someone in their intended major

  - Gives families the chance to explore campus and stretch their legs after arriving on campus
Building a Relationship and Maintaining It

- Ag Advocates follow up with students right after each visit with business cards and thank you note.

- Ag Advocates write congratulations cards to each student they toured with once that student is accepted.

- Ag Advocates welcome students back to campus for Accepted Student Programs.

- Ag Advocates are the first ones they see once they move onto campus.
Not Your Average College Tour and More

- **Special Events**
  - Tour of facilities (barns, laboratory's, greenhouses, etc.)
  - Take a prospective student to class
  - Alumni Panels
  - Invite prospective students to special events

- **Social Media**
  - College Take Overs!
  - Own Student Run Account
Value of Incorporating Alumni Into the Recruitment Process

- Utilize your Alumni!

  - Bring in alumni to Accepted Student Programs and Open House events

  - Provides prospective students the opportunity to meet and have “real talk” with someone that has graduated from the program and been successful

  - Include alumni in the yield process

  - Provides mentorship opportunities to current students
Thank You!

Gen Zer's say that college is not the only path to a good education. Let's use of Ambassadors and Alumni and show them what we have to offer!