

Involving Your Faculty Helps the Admission Process

It is imperative that you keep your faculty informed and actively involve them in the admission process. Teachers can help keep this process from becoming a numbers game.

To help your faculty members understand admission problems and to support successful student outcomes at your school, you must educate them and actively involve them in admission activities.

Below are three steps to help you improve the process.

1. Know the Faculty

When you promote your school to prospective students and their parents, you talk about your school's caring environment and its strong academics. In doing this, you are actually selling your exceptional faculty. You talk about their dedication, their years of experience, and their commitment to the students.

When considering a school for their child, parents seek a safe place, strong academics, and character development. Parents must buy into your mission. They have to trust that the teachers personify that mission. And it is essential for you to know your faculty (years of experience, academic credentials, etc.). In addition, learning how each teacher interacts with students and parents is essential.

When you are able to share stories about your chemistry teacher's participation as a Board member at the science museum or your Spanish teacher's involvement in the local theater, you will establish a level of enthusiasm about those who make up your school community. Knowing which teachers are particularly comfortable with visitors and which ones enjoy talking with prospective parents will also make your job easier.

2. Educate Your Faculty

Many teachers can be unclear about your role and responsibilities as an Admissions Director. In fact, even though they see you walk the halls with visitors, the admission tour itself may be a mystery.

At the beginning of each school year, make sure you get to present to the faculty what your responsibilities are at your school. Share with teachers the steps involved in taking an applicant from initial contact to sitting in a desk as a new student. Let them know how you attract students to your school, what paper work is involved and how you schedule visits and what information you request prior to a prospective student's visit to the school.

Invite teachers to take an admission tour with you so they can see the school from the eyes of a prospect. Teachers will be amazed at the elements that are important to visitors and the types of questions asked from prospective families.

Admission standards is another area most of your faculty will not be familiar. Let them know that one of the goals of Admissions is to enroll students whose needs the school can meet and who will enhance the student body.

3. Involving Faculty

Get your faculty involved in the admission process each year. Invite them to your office and encourage them to ask questions and to share their thoughts about the admission process with you. Ask the faculty what topic they might suggest for the required student essay. Request that certain faculty members participate in creating of brochures and communication materials that represent your school

Be sure to include teachers on the school's Admission Committee. Try to include a representative from each section of the school and each academic discipline.

Make certain that teachers always know when you have campus visitors. The experience will be much more productive when teachers include the visitor in class activities. Prepare enough desks or places at the table, and include the guest in activities when there are adequate materials.

Final Thoughts

By involving faculty in the admission process, teachers learn more about how a student becomes part of your community. They are an important part of the process, and it makes good sense to include them as early as possible. They develop a strong bond with the students as they move through the school. Teachers' contributions during the admission process can only enhance this bond.