

University of

# Regina

*Keeping it Personal at the U of R*



Founded Regina College in 1911

Became the University of Regina in 1974





12,748 students

930 hectares in Wascana Park over 2 campuses

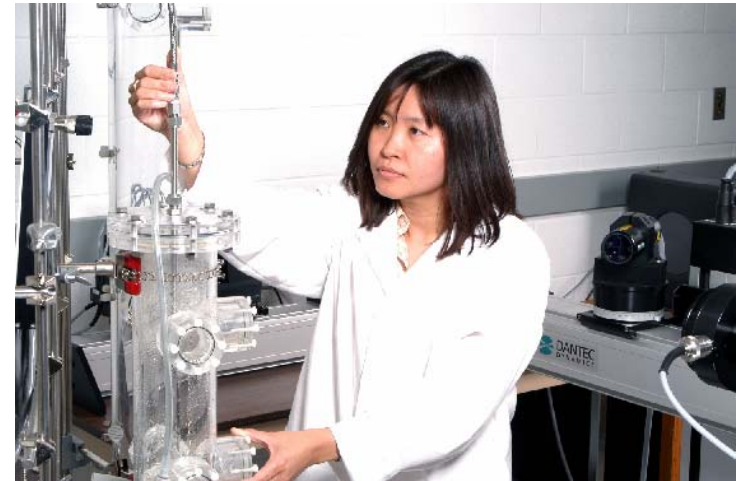
9 Faculties

25 Departments

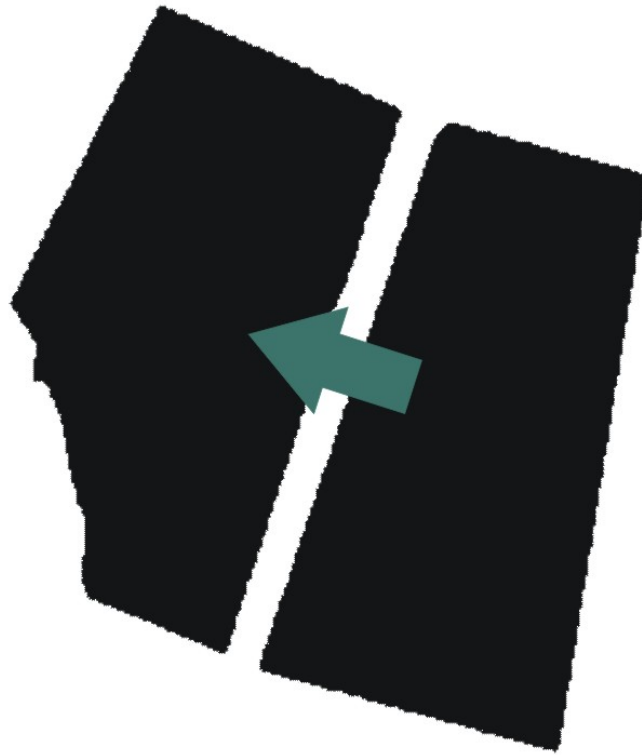
3 Federated Colleges



Known for...our unique programs



Where do our students come from?





## The Campus Visit

Why is the campus visit so important?

- “The Moment of Truth”
- Noel-Levitz
- CUSC
- Our own findings



## History of the Campus Visit Program at the U of R

### Big Student Program – late 1980s

- Full day program
- Grade 12 students spend the day with current U of R students (one-on-one)



## Big Students become Ambassadors

- The beginnings of the University of Regina Ambassador Program (URAP)
- Half day program (mornings)
- Grade 12 students still paired with current students





## Personalized and Personal

- “Making the match”
- Positive feedback from students
- Positive feedback from Guidance Counsellors

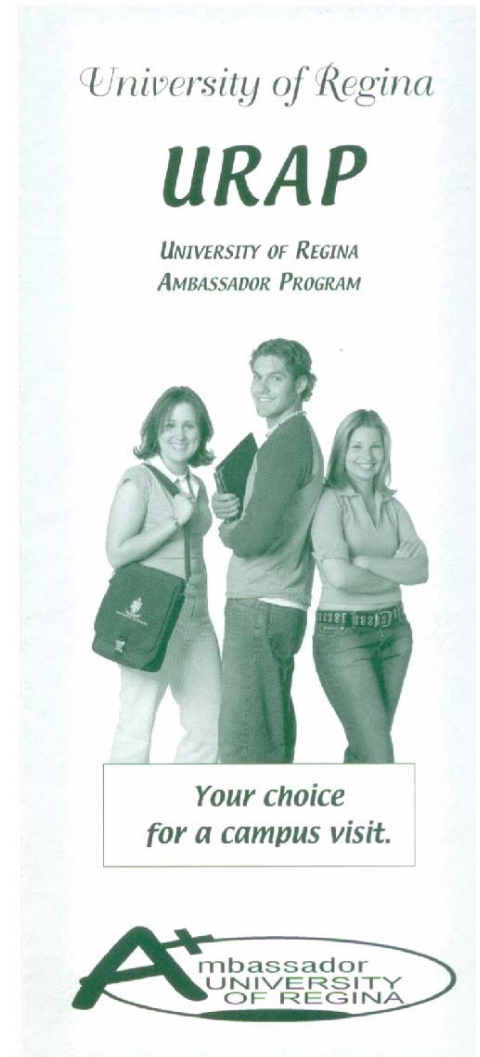
I found the tour very helpful. I knew that this school was a top choice before coming on the tour, but after being on campus and seeing the surroundings it is number one. My 'tour guide' was extremely helpful. This is the best tour I have ever been on; you get one-on-one which is very helpful and more in-depth for the area you want.

- student from Wynyard, SK

## More Personal

Changes after 1999/2000:

- Follow-up
- Advising appointments
- Adding participants: Grade 11 students, Regional College students



## Ambassadors

- What does it mean to be an Ambassador?
- The importance of training
- Emergence of Tour Guide Handbook
- Focus groups – stealing all of their best ideas





## Ambassadors

### Benefits

- Incentive point system
- Reasons for volunteering



## Faculty Advisors

- Overall were supportive of URAP
- Did they see the “big picture”?
- Federated colleges’ role



## Success of URAP

- Yield from participants
- Over the past few years...





## Downside of URAP

- Time consuming
- Making the match
- Few students
- Federated colleges and advisors



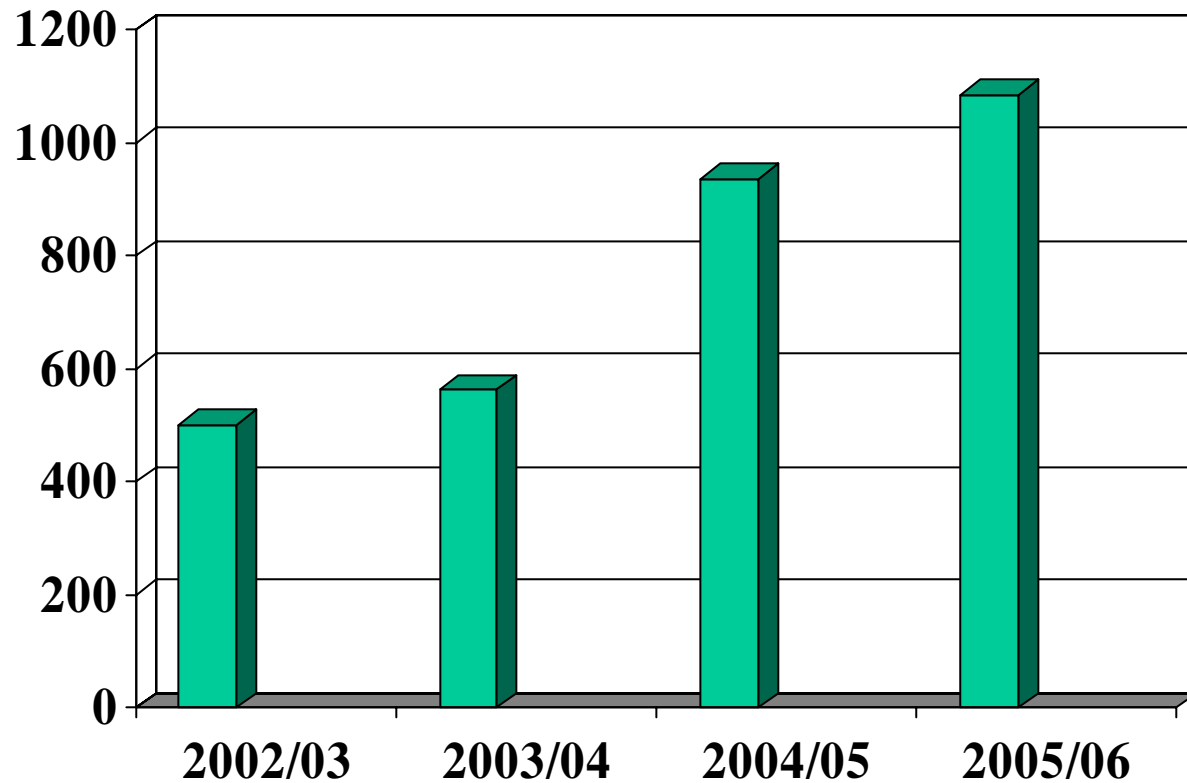
## The times they are a changin'

- Different recruitment climate
- So-called "Millennials" – why are they so special?
- New role for parents – are they really hovering?
  - Co-purchasers and co-decision makers
- The numbers game
- The explosion of specialized campus tours – small groups and individuals



## The Numbers

Tour requests:





Pros and cons of change or staying with the tried and true

- R & R at the U of R – Review and Reorganization
- EM Audit

### Beginnings are Messy

- “Beginnings are always messy” – John Galsworthy
- Skipping change management and transition
- The nay-sayers (and very silent majority)
- What do you mean “open house”? (2004)

## As One Who Serves

- Find the right fit for the U of R – fitting in with our communications with prospective students, families and guidance counsellors (UR Update, UR Ready, orientation)
- Finding a place for parents and guidance counsellors
- Avoiding the Feeding Frenzy – WOW without NOW

## Some help along the way

- Unit Review
- Campus community became more interested





## Persuasion 101 – Back to the reps (2005)

- Getting Campus Buy-in – faculties, federated colleges, Student Affairs
- Focusing on the enthusiastic supporters; the early adopters and not asking for total buy-in
- The Transition Year – this time working through change

## Our Ambassadors

- Volunteer vs paid
- Professional and personal – the importance of the campus tour
- Consistent messaging



- Highlights
- Feedback
- Comments
- Follow-up



## Future

- The end of URAP as we know it
- Plans for 2006/07
- How to sell the idea to our constituents
- Responding to key areas
- Asking for money
- Sneaking in an “open house”
- Managing change
- The support of the few





## Lessons Learned Along the Way

- Listen to target groups
- There will always be nay-sayers
- Respect transition phases
- Promote your supporters
- It's okay to ask for money
- Learn from your mistakes
- Endings are opportunities to get excited about the future
- Create events that fit your campus community and identity

A new way of making the match

# UR AMBASSADOR



UNIVERSITY OF  
REGINA