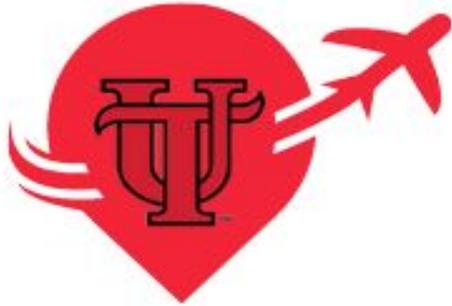


Planning Your Recruitment Travel Season

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Recruitment Ready

University of Tampa
Undergraduate
Admissions

Our company **Recruitment Ready** was formed with the purpose of training The University of Tampa's Office of Admissions on how to plan a successful territory travel season to improve UT's application volume and quality of students.

The Problem

- Loose verbal directions currently provided to Admissions staff during travel training.
- Lack of uniformity, as many admissions counselors perform these tasks differently.
- Miscommunication, as you will get different answers on travel related questions depending on who you ask.

Our Goals

- Increase application numbers for the upcoming admissions cycle.
- Diversify the UT undergraduate student body.
 - Majors, gender, race, class, ethnicity, location
- Prepare all UT admissions counselors with the resources provided with Recruitment Ready's instruction to successfully answer questions from prospective students and families, promote UT and the undergraduate programs, and be independent problem-solvers on the road.

Instructional Objectives

After completing this conceptual instruction, UT undergraduate admissions counselors will be able to:

- Map out their individual territories
- Develop their recruitment strategy
- Research and create recruitment events
- Book events and means on travel
- Promote the events they attend
- Record their travel for data and future reference

Theory

We based our Instructional Design Plan off of Keller's ARCS Model of Motivation and Gagne's Nine Events of Instruction.

- ★ **ARCS Model of Motivation**
 - **Attention, Relevance, Confidence, Satisfaction**
 - Opening with perks, discussing relevance to role, training counselors to be confident with real-time problems, and making sure they are satisfied with their training so they can capitalize on perks
- ★ **Gagne's Nine Events of Instruction**
 - This complements the ARCS model as we aim to gain counselors' attention at the outset.



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Attention- Perks of Traveling

Make your work travel work for you!



Relevance

This training is relevant to our learners because it is a crucial aspect of their job responsibilities. All counselors are required to travel or at least be trained on travel to execute their roles.

Confidence

Train each UT admissions counselor in full with our travel training to obtain personal confidence within each employee to confidently go out on the road, recruit students, and be real-time problem solvers if anything were to arise.

Satisfaction

This training will provide positive reinforcement for a job well done by awarding travel points for personal use whenever an employee joins a rewards program for hotel, flight, and rental car loyalty. These points can then be used for recreation and personal travel.

Materials & Resources

Materials

- Work laptop or tablet
- Wifi
- Articulate Rise 360
- Working audio to view graphics including videos and audio components
- UT IT support contact information for technical difficulties

Pre-Instruction Resources

- New hire admissions counselor training manual
- Research of respective admissions territory

Lessons

Counselors will go through a series of nine lessons, in order, to learn about planning a recruitment season. The lessons, shown to the left, cover everything from knowing your territory to processing reimbursements after a trip has concluded.

- ☰ Introduction & Overview - Perks of Traveling! ✓
- ☰ Understanding Your Territory ○
- ☰ Finding Recruitment Events Within Your Territory ○
- ☰ Scheduling Events ○
- ☰ Gaining Travel Approval ○
- ☰ Booking Travel Logistics ○
- ☰ Promoting Events ✓
- ☰ Attending Events ○
- ☰ Expensing All Travel Fees For Reimbursement ✓

Assessment

All counselors who have completed the training will complete a post-instruction quiz to assess their knowledge and ensure they are set before traveling.

Example questions:

- List three different ways to schedule visits.
- Unscramble the order of events (i.e. expense report, scheduling visits, territory knowledge - which comes first, middle, last).
- Identify appropriate figures for hotel stays, flights, and per diem amounts.
- Identify who approves all travel plans and all expense reports.

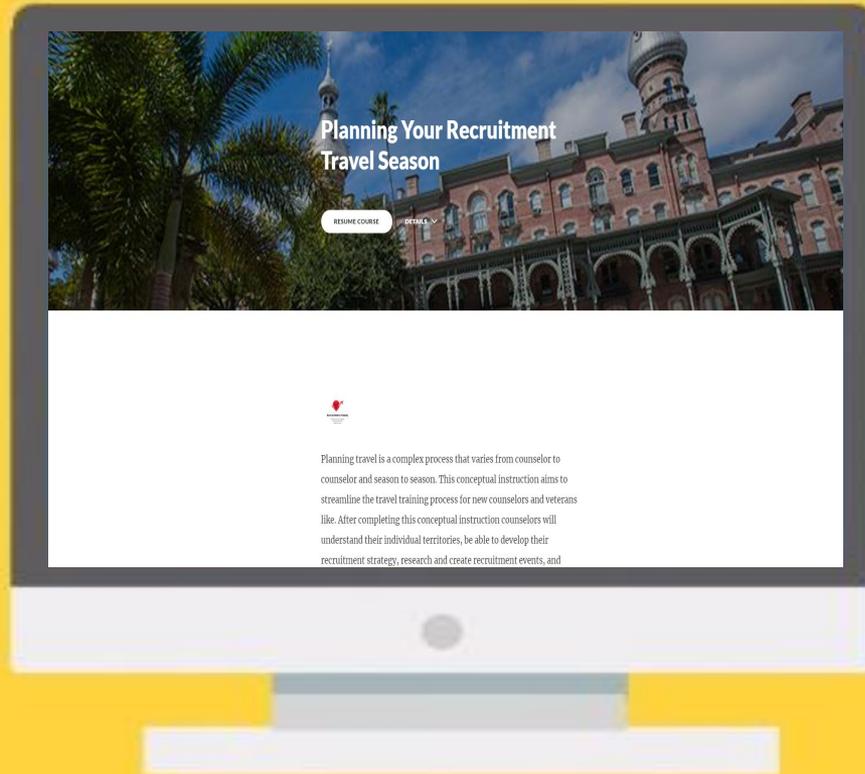
Formative Evaluation

All counselors who have completed the travel training and work on-site will be invited to an open forum discussion following a weekly enrollment meeting (to encourage participation).

This forum will cover:

- Training content strengths and weaknesses
- Training platform strengths, weaknesses, ease of use
- Travel tips and pointers from fellow counselors

Link to Instructional Materials



[https://rise.articulate.com/share/N6VnVOb9i48uqqfHQHb82R2u88CZJfZM#/
/](https://rise.articulate.com/share/N6VnVOb9i48uqqfHQHb82R2u88CZJfZM#/)

Questions?
