

Travel Smarter, From Planning to Perks

James Sargent

Assistant Director of Admissions, Trinity College

New England Association of College Registrars and Admissions Officers Annual Conference

November 3, 2016

Recruitment travel is hard.

- It will always be hard. There is no secret to making it not hard.
- Taking advantage of available tools and resources can make it more effective, relaxing, and rewarding.
- Three key areas: Planning, Pampering, and Perks

Planning Smarter

A few advance steps from the comfort of your desk can make life on the road much easier and more effective.

Secret Weapon:

Optimap

The screenshot displays the Optimap web application interface. On the left is a control panel with the following sections:

- Destinations**: Includes a text input field for "Add Location by Address:" with an "Add!" button, and a note "or Bulk add by address or (lat, lng)."
- Route Options**: A section with a dropdown arrow.
- Export**: A section with a dropdown arrow.
- Edit Route**: A section with a dropdown arrow.
- Help**: A section with a dropdown arrow.
- About**: A section with a dropdown arrow.
- Calculate Fastest Roundtrip**: A button.
- Calculate Fastest A-Z Trip**: A button.
- Start Over Again**: A button.
- Save**: A button.

On the right is a Google Maps view of the Portland, Oregon area, showing major highways (I-5, I-205, I-84, I-405) and cities like Vancouver, Portland, Tigard, and Gresham. The map includes standard Google Maps controls like "Map/Satellite" and a zoom slider.

Optimap

- Billed as “fastest roundtrip solver”
- Helps you separate schools/destinations into groups to minimize travel time
- Found at <http://www.gebweb.net/optimap>

Strategic Stopovers

- To break into a new territory, it's not easy to justify an entirely separate trip.
- Search multi-city flights

Using Stopovers to Visit New Territories

Hartford ↔ Seattle

- \$419.00 Round Trip

Recruiting in an amazing territory? Yes.

Making the most of your time and budget?

Probably not.

Hartford → Boise → Seattle → Hartford

- \$492.00 for Entire Trip

For a small additional investment, you can spend even just one day in a new territory.

Don't wait for apps from a new territory. Go get them!

Beyond the High School Visit

Diversify your programming on the road.

- Counselor breakfasts
- Regional information sessions
- Academically themed presentations
- Meeting with student groups or classes
- Alumni/Counselor Receptions
- Interviews

How to live large(ish) without breaking the bank.

- Groupon – Stretch your travel budget!
- Miles & Points
 - Join them all, but pick your brand if you can.
 - Be aware of airline/hotel partnerships.
 - Delta SkyMiles Dining

Additional Resources



waze
OUTSMARTING TRAFFIC, TOGETHER



Safe travels!
Keep in touch!

James Sargent
Trinity College

james.sargent@trincoll.edu

@JimSargent