

NOW AND BEYOND: FOCUSING ON STUDENTS TO ADVANCE EDUCATIONAL OPPORTUNITIES

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NEACRAO (New England Association of Collegiate Registrars and
Admissions Officers) Annual Conference

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A Little About Me...

- I don't always go for a walk during lunch...

A Little About Me...

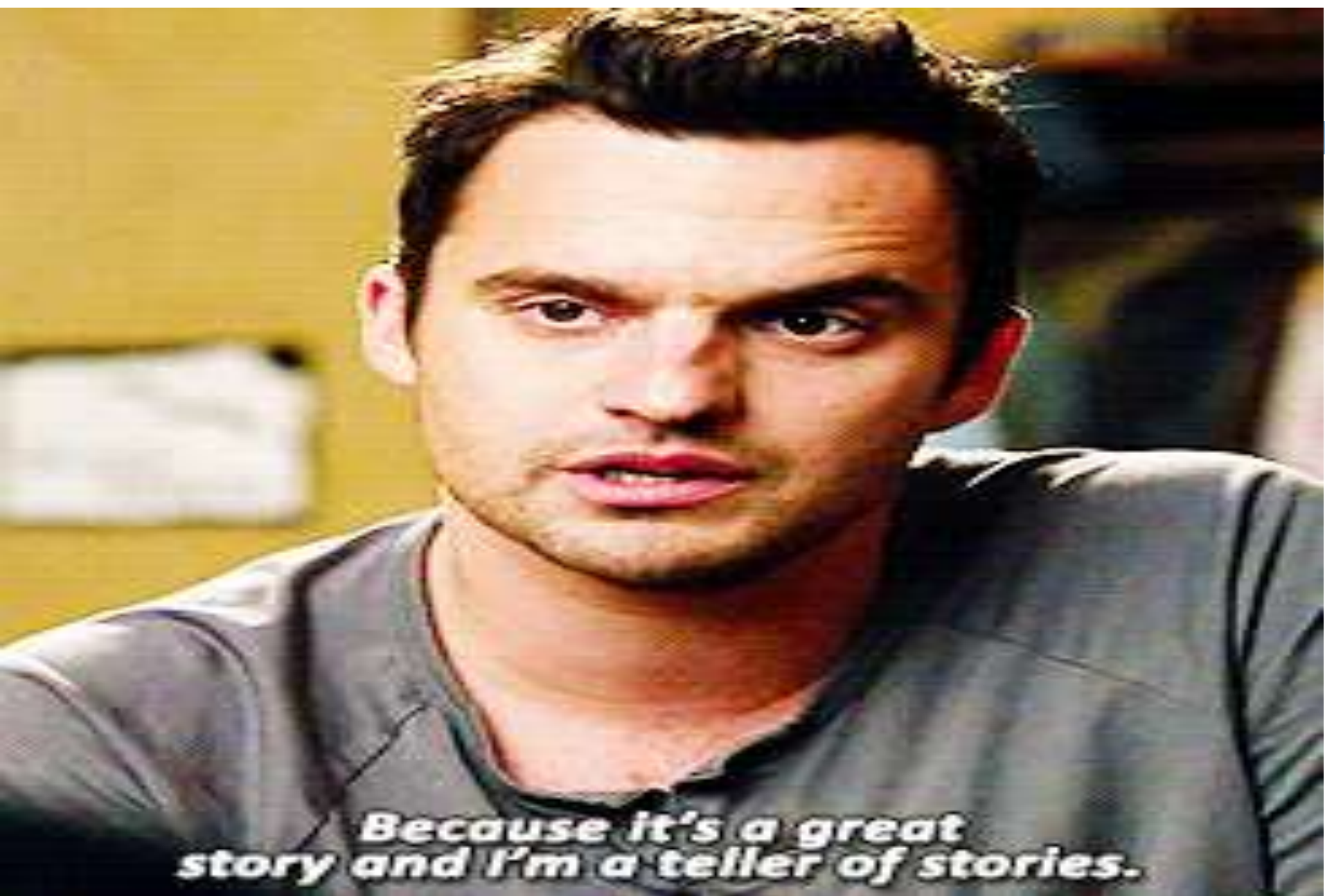
- I don't always go for a walk during lunch...
- And when I do, it's monumental!



A Little About Me...

- I don't always go for a walk during lunch...
- And when I do, it's monumental!
- I am...the most interesting VP talking with you right now!





Because it's a great story and I'm a teller of stories.

Beat The Clock



Who is in the room?

I mean idk

Supporting Students

Influence on Creating Policies, Programs, and Practices

- 6.8
- 14.4
- 21.84
- 31.59
- 20+ and 15-20

Average Age

- 29
- 38
- 42
- 56
- 44+ and 39-43

Average Age of Your Students



□ 18 - 21

□ 22 - 25

□ 26 +

Tell Me More

WHO THEY ARE TO YOU

MILLENNIALS

Tech Savvy: 2 screens at once
Communicate with text
Curators and Sharers
Now focused
Optimists
Want to be discovered

YOUR CURRENT STUDENTS & ALUMNI

vs.

GEN Z

Tech Innate: 5 screens at once
Communicate with images
Creators and Collaborators
Future focused
Realists
Want to work for success

YOUR PROSPECTIVE STUDENTS

Say What?!?!

Google



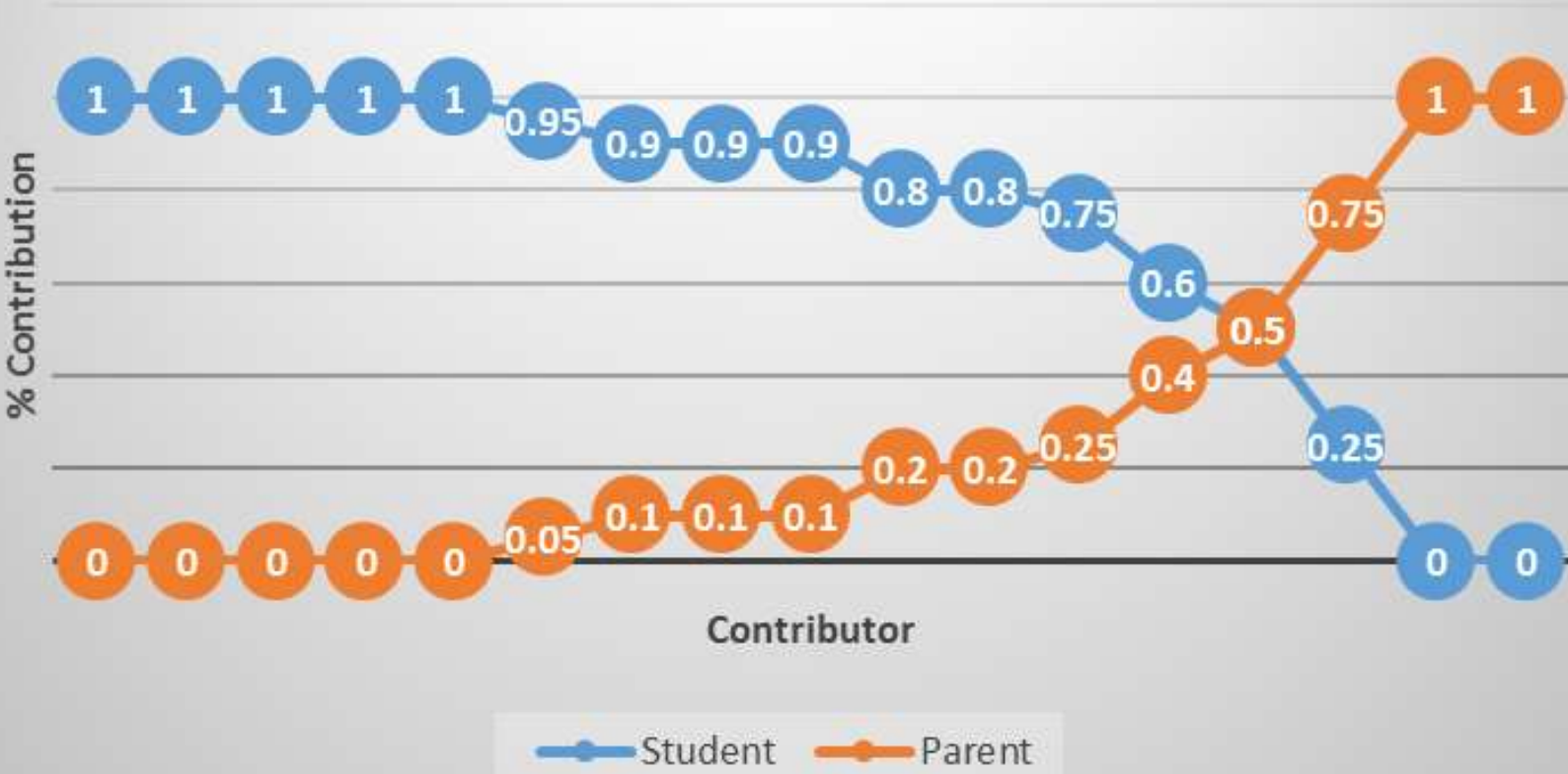
Communication

- Face to Face (>3/day)
 - ▣ 78.60% Pre-college
 - ▣ 79.30% During college
- Texting (>3/day)
 - ▣ 40.70% Pre-college
 - ▣ 42.30% During college
- Phone (1-2/day)
 - ▣ 42.90% Pre-college
 - ▣ 42.30% During college



Paying For College

Payment Mechanics (Year 2)



PECTAC



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Thank you!

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