



Telecounseling

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Wichita State Stat Card

- 4-year, public university
- Over 70 undergraduate, 25 Masters, and 9 Doctoral programs
- 14,000 students
 - 10,700 undergrads
 - 3,300 grad students
- Home of the Shockers!



Admission Stats

- 21,151 Inquiries
 - 16,837 Freshman
 - 3,824 Transfer
- 6,286 Applicants
 - 3,319 Freshman
 - 2,081 Transfer
- 4,820 Admitted
 - 2,478 Freshman
 - 1,531 Transfer
- 2,956 Enrolled
 - 1,187 Freshman
 - 1,073 Transfer



Teles

- Team of six (we have one vacancy we haven't filled due to budget)
- One Telecounseling Supervisor (student)
- Supervisor answers to AD for Recruitment



Teles

■ Make calls to:

- Inquiries
 - Prospecting (measure interest)
- Applicants
 - Deadlines (scholarship, enrollment, etc.)
- Admitted
 - Give a student perspective of life at WSU
 - Deadlines (enrollment)
 - How to read online screens

Why they stay...

- It's their job....
- Team atmosphere
- Incentives
- Chance for promotion!!!
- Development program





It's Their Job

- We have to pay well
 - Wichita has over 500,000 people in the MSA
 - Jobs for college students are plentiful
 - Tell them at hiring it is our expectation we are their top job priority



Team Atmosphere

- They naturally developed good camaraderie
- Work in close quarters
- Mentor system established
- Telecounseling supervisor



Incentives

- Gathered by Telecounseling Supervisor
 - Restaurants, spa treatments, athletic tickets, concert tickets, food
- Movie nights
- Food
- Book Scholarships
- Food



Development Program

- From training at hiring to last day of employment
- Speakers from campus departments
- Resume development
- Projects
- Challenges



Chance for Promotion

- Program has been established in its current form three years
 - 2 promotions to Telecounseling Supervisor
 - 3 additional jobs on campus through recommendations
 - 1 accepted to university in England for graduate school
 - 12 letters of reference for jobs upon graduation
 - 6 reference calls from those letters
 - 1 hired full-time as a rep upon graduation who was also promoted to Communication Coordinator



Questions