



Building Relationships with College Admissions Representatives

1) Make Time for One-on-One Conversations

- Prioritize meeting with reps when they visit, even if students don't attend.
- Use these meetings to learn about updates, scholarships, and opportunities available to your students.
- Building a relationship with reps ensures they know your school, your students, and their unique needs, which strengthens your advocacy efforts.

2) Offer Hospitality

- Small gestures, like offering a quiet space or a bottle of water, can make a big impact.
- A welcoming atmosphere encourages reps to return and engage more with your school.

3) Build a Partnership, Not Just a Transaction

- Admissions reps are more than just application processors; they're partners in student success.
- Open communication can lead to better advocacy for students in the admissions process.

4) Get Reps on Your Calendar Early

- Reach out at the beginning of the year to schedule visits or invite them to events.
- Including them in planning can help ensure their participation in key initiatives.





5) Take Advantage of College-Sponsored Opportunities

- Many colleges offer advisory boards, counselor fly-ins, and special events for school counselors. Engaging in these programs can provide deeper insight into institutions and their admissions processes.

6) Communicate Regularly and Thoughtfully

- Share important updates about your school and students that might help with the admissions process.
- Keep in touch beyond application season to maintain a strong connection.

7) Express Gratitude & Share Success Stories

- A simple thank-you note or email acknowledging their support can go a long way.
- Let reps know when their admitted students are excelling—it strengthens the bond between your school and the institution.

