

UMKC Conservatory of Music and Dance
Enrollment Management Guidelines
January 2011

The focus of the Conservatory enrollment management office is to attract, enroll and successfully educate the most qualified students. We do so in a four-step process that informs a student's journey from recruit to alum. First is getting students interested in study at the Conservatory. Second is admission/enrollment. Third is matriculation/retention and fourth, graduation and successful embarkation on their next step. Within this model, recruitment can be seen as the first and last step in this process. Our student's success is one of the best recruitment tools we have. However, the purpose of this document is to focus on the first step, getting students interested in study at the Conservatory and the role that faculty play in that process.

The recruitment of highly qualified students is a high priority for everyone in the Conservatory. All faculty, both academic and applied, are and should be an integral part of a successful recruiting process. The unique national/international scope of the Conservatory makes our individual and program-wide efforts even more crucial. Surveys and anecdotal evidence from prospective students show that the quality of instruction is the fundamental reason students choose to enroll in an institution. It is our philosophy that the Conservatory faculty is the number one reason that students choose to attend UMKC. Faculty contact with prospective students, whether through outreach activities, the audition process, or other campus visits is among the most effective recruiting tools. The other major concern for the Enrollment Management office is managing the rising costs of education. Through a combination of need-based and merit-based financial aid, it is our goal to make attending UMKC financially viable.

The purpose of this document is to provide faculty with useful points of departure to enable us to achieve the shared goal of bringing the most talented and qualified students to the UMKC Conservatory of Music and Dance. Many of the suggestions included are from the successful efforts of faculty and staff. This is not intended to be an all-encompassing document. The Enrollment Management office has been established to serve as a resource and as support for your recruitment activities. While we have access to several different databases, you are our most effective resource and we hope that these guidelines will help to focus your recruitment activities. Through our combined efforts we can continue to attract and enroll the best-qualified students.

Suggestions for all Faculty

1. Treat all prospective students, regardless of talent, with respect and fairness. Word of mouth travels fast, and students who visit an institution and leave with positive feelings, regardless of results, can have a great impact with peers. This is especially true in this new world of social networking. Students can post and tweet about their experience before they have even left campus.
2. Emphasize the positive aspects of study at UMKC. Focus on the high quality of faculty in all departments and the breadth of experiences available on campus. You can also mention the culturally rich environment of greater Kansas City and other positive aspects of studying in an urban environment.

3. The Enrollment Management Office has developed a database of prospective students. Your assistance in identifying outstanding students by informing us of competition winners, all-state lists and any students you have had contact with through lessons, festivals or other outreach activities will enhance the effectiveness of our recruiting efforts.
4. Work with the Enrollment Management Office to develop methods of informing prospective students of the accomplishments of your current and former students. This can include placing information on the Conservatory website, developing targeted emails to prospective students and private instructors in your field or use of social network streams (with discretion).
5. Work with us to invite prospective students to campus for various activities that demonstrate our artistic strengths. Workshops, master classes, recitals, ensemble performances that feature your studio or any other targeted performance opportunities that you feel can help sell the strengths of study at the Conservatory.
6. Remember to include parents in your recruitment efforts. While it is the students that we are interested in, no decision this big is made with input from the parents. Anything we can do to help them feel included is work the effort.
7. Always keep a few copies of the Conservatory's recruitment materials in your studio and be sure to ask for information to take with you as you travel to perform or present off-campus. Keep business cards with you at all times when you travel. Remember that any personal interaction with prospective students will always have a bigger impact than even the best-written material.
8. Answer correspondence from prospective students promptly and fully. Nurture a dialogue and respond by phone/or email as appropriate. Use any social networking tools with discretion to reach prospective students.
9. Keep your bio, photo, discography and other notations about you up-to-date on the Conservatory website. This is the primary source of information about you for prospective students and families.

Suggestions Specific to Performance Faculty

General

1. Be aware of and maintain contact with the teachers of your instrument, both private and high school. Inform the Enrollment Management Office of teachers and schools that have sent outstanding students to the Conservatory. We have the resources available to maintain databases of these contacts, to help provide communication support and help ease your tracking and contact with these individuals.
2. Develop contacts with the young musicians in your field in the Kansas City Youth Symphony, other preparatory ensembles and all-state ensembles. Several of our faculty members are intimately involved in these organizations. Participation in coordinated events can lead to productive partnerships.

3. Keep in touch with former students so that you know what they are up to. The activities of former students are of great interest to prospective students and their parents. Keep an updated list of accomplishments on the website and other social media.
4. Seek and accept invitations to present workshops, master classes and performances. Adjudicating can be tricky business but also very informative. Accept these engagements with the knowledge that you will get to know some of the best players but can also upset some prospective students and private instructors. Best advice is to be specific in both praise and correction. Help the students and teacher understand your expectations of technique and artistry.
5. Circulate to high schools and private teachers a list of ways in which you can help them and their students. This may be a prepared list for your entire department (i.e. UMKC Vocal Studies Division list of activities/opportunities for high school age students)
6. Encourage high school and private teachers to participate in activities of the Conservatory of Music. Recognize their contributions and find ways for them to contribute to our activities (i.e. share concerts)
7. Try to ensure that every applicant in your field coming to audition or interview has received in advance some communication from you in addition to the communications from the Enrollment Management Office. Personal communication is important in helping the applicant to identify with you

During the Audition

1. It is vital that you be present on scheduled audition days. These dates are set MANY years in advance for your planning purposes. Contact the Enrollment Management Office for a list of dates. Plan to attend the “meet and greet” sessions the morning of each audition day. This is a wonderful chance for prospective students and parents to meet you. Be sure to also introduce other appropriate faculty (i.e. Music Education, Music Therapy, etc.)
2. Although the schedule on audition days can be very hectic, any additional time you can spend with prospective students and parents can be very supportive. Invite students back to campus for a trial lesson, master classes or rehearsals.
3. Where possible, identify a personable and articulate students to serve your studio as a monitor on audition days. Position them outside your room, and ask them to talk with applicants and their parents in groups or individually while they wait for their audition. This can provide a student’s perspective on our programs, our faculty and the Conservatory as a whole.

Following the Audition

Keep in touch with the applicants following their auditions, especially the applicants you want most to recruit. Personal attention during the period when the applicant is making his or her decision is particularly important. Sometimes one phone call, coming at the right moment, makes the difference.

Suggestions for Recruiting Graduate Students

1. Many of the activities listed above can be adapted to recruiting graduate students. The key element, as always, is personal contact with them and with their teachers.
2. Colleagues you meet through the activities of professional associations are frequently considering graduate degrees and can often be recruited as graduate students. When you encounter outstanding individuals who have not completed their graduate studies, tell them about the opportunities available at the Conservatory.
3. Recruiting outstanding graduate students is an even more highly personalized activity than recruiting undergraduates. Personal interaction through emails and phone calls often determine where a prospective student will continue their studies.
4. When graduate students visit the campus for auditions or interviews, provide opportunities for them to meet the faculty in informal as well as formal settings, Let them spend time. Let them spend time with our current graduate students. Make it easy for a prospective student to see the level of work that's going on and imagine themselves within our community.

In all your contact with prospective graduate students, remember to emphasize the positive aspects of study at the Conservatory. Never criticize peer institutions or faculty.

Financial Aid

Specific inquiries regarding financial aid should usually be forwarded to the Enrollment Management Office or Associate Dean for Enrollment Management. However, a general working knowledge of financial aid issues is useful in the recruitment process. Here are some thumbnail facts about financial aid at the UMKC Conservatory of Music and Dance.

- Merit-based financial aid at both the undergraduate and graduate levels is administered directly by the Conservatory of Music and Dance. The University's Office of Financial Aid administers need-based financial aid.
- To apply for merit-based aid through the Conservatory, prospective students need to
 - 1) complete the application for admission to UMKC,
 - 2) Complete the Conservatory's supplemental application by the specific program deadlines and
 - 3) complete the Free Application for Federal Student Aid (FAFSA).

We **STRONGLY** suggest that they fill out all three of these applications on-line.

- Undergraduate and graduate merit-based awards are made on the basis of the quality of the audition/interview and their academic record.
- Merit-based scholarship offers are extended in writing by the Associate Dean for Enrollment Management. During March, faculty should work directly with his office and coordinate communication about possible offers. **DO NOT INFER OR PROMISE TO ANY STUDENT ANY LEVEL OF SCHOLARSHIP AID OR SUPPORT WITHOUT**

SPECIFIC AUTHORIZATION FROM THE ASSOCIATE DEAN FOR ENROLLMENT MANAGEMENT.

- Every undergraduate and graduate student who is a U.S. citizen or Permanent Resident Alien should apply for need-based aid through the Office of Financial Aid.
- April 15: Deadline for graduate students to respond to offers of admission and financial aid. Faculty may not suggest to a student that a response is required before this date. This is a national deadline date that all schools subscribe to. NASM ethics require us to observe this date.
- May 1: deadline for undergraduate students to respond to offers of admission and financial aid. Faculty may not suggest to a student that a response is required before this date. This is a national deadline date that all schools subscribe to. NASM ethics require us to observe this date.

Our scholarship resources for merit-based financial aid are substantial and continue to increase from year to year. However we cannot support, to the level we would like, all of the students who are admitted to the Conservatory of Music and Dance. When dealing with prospective students, it is vital that they get accurate information about award potential. Whatever your feelings about a specific award, continue to do your best to outwardly support the award and emphasize the positive attributes of study at UMKC.

If a prospective student or parent contacts you regarding a scholarship offer, please refer them to the Associate Dean for Enrollment Management. If a student mentions that an increase in the offer can make study at UMKC possible, please contact the Associate Dean for Enrollment Management for further conversation.