

# Supervising Regionals

from a regional's perspective

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**National**  
**Conference**  
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# Agenda

- Benefits of Having Regional Experience in a Supervisory Role
- Explanation of Regional Structures
- Tips and Strategies
- Survey Results
- Implementation
- Discussion



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# Benefits of Having Regional Experience While Supervising

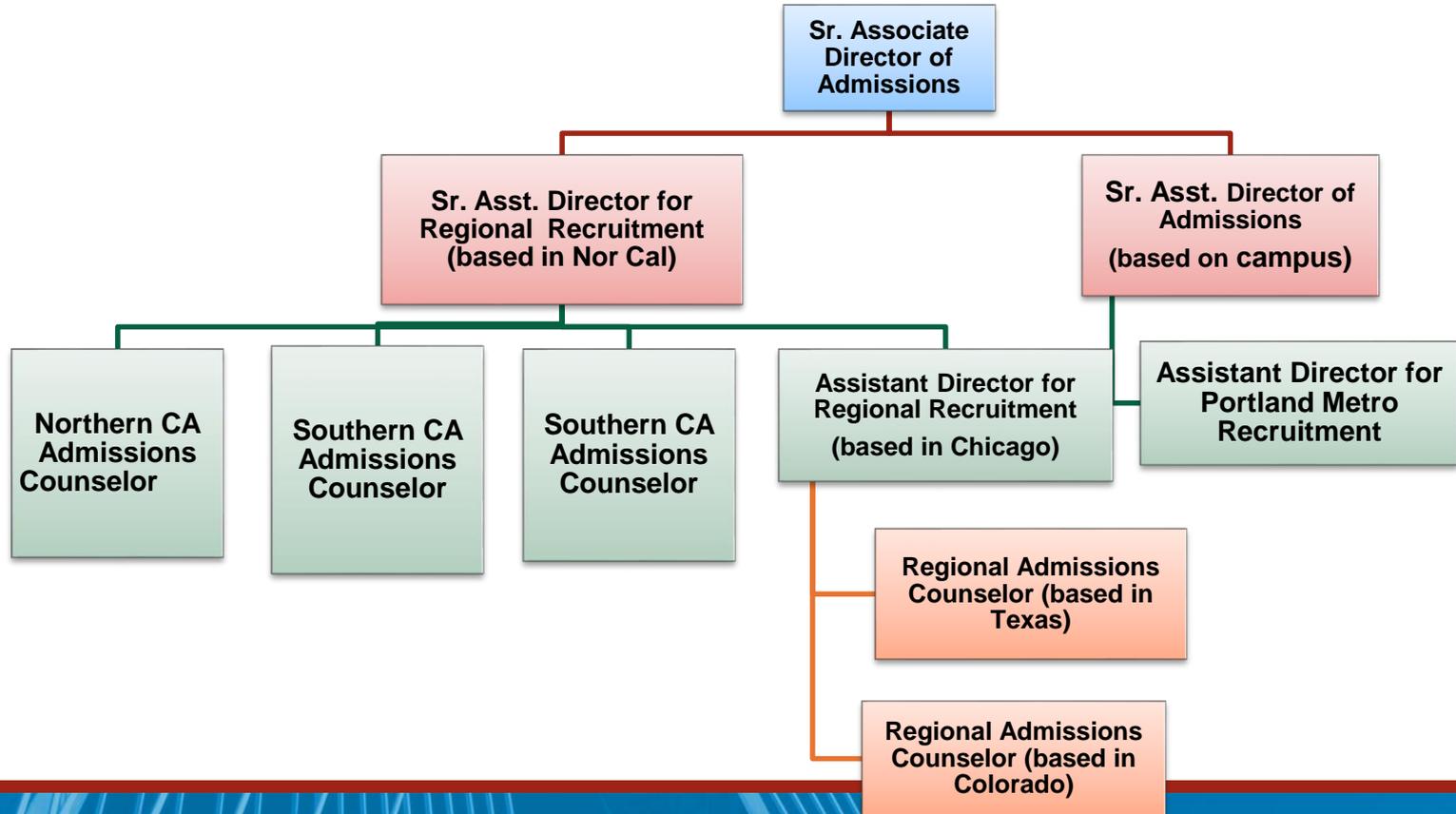
- We have walked in the shoes of a regional counselor. We know:
  - That communication is essential (both directions)
  - The day-to-day life, working in a home office (or in coffee shops)
  - The travel can be different than our on-campus colleagues
  - It can sometimes be lonely and/or overwhelming
- We have local knowledge
- We can be more specific in our areas



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# University of Oregon Regional Staff



# Some Things That Work For Us



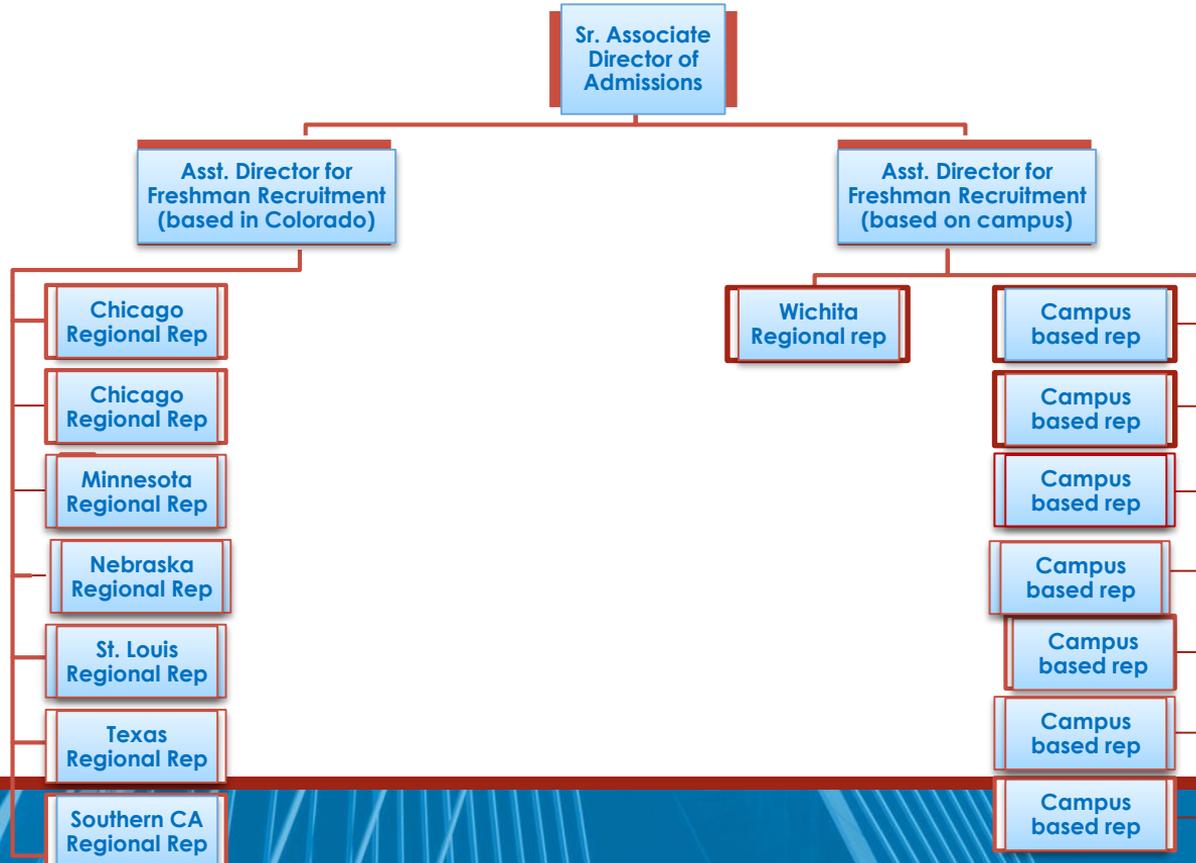
- Travel together
- Help in each others territories
- Send campus staff to the territory for back up
- Share stories about students in our territories/  
have student Ambassadors travel with us
- Weekly staff meetings and bi-weekly check ins
- Yearly all staff retreat



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# University of Kansas Regional Staff



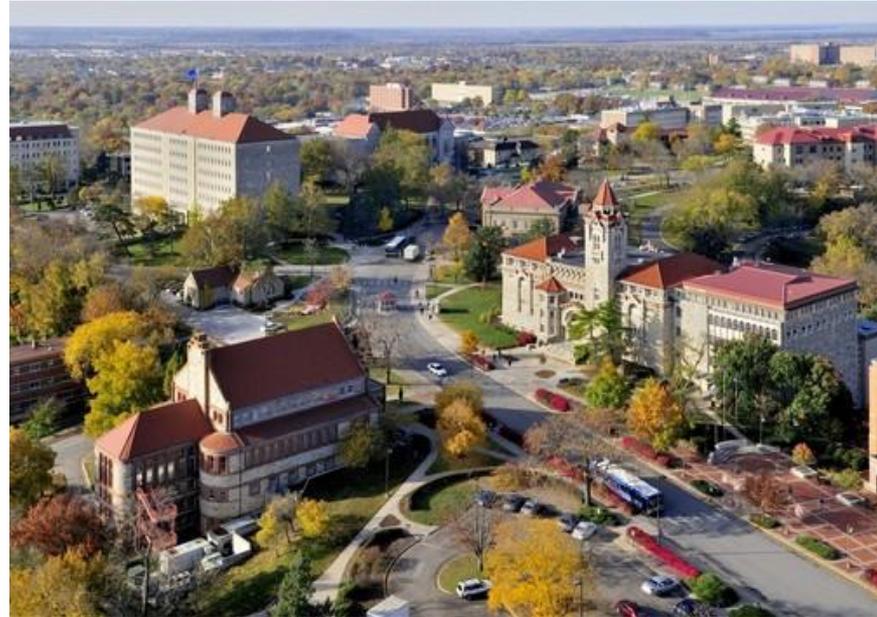
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# Some Things That Work For Us



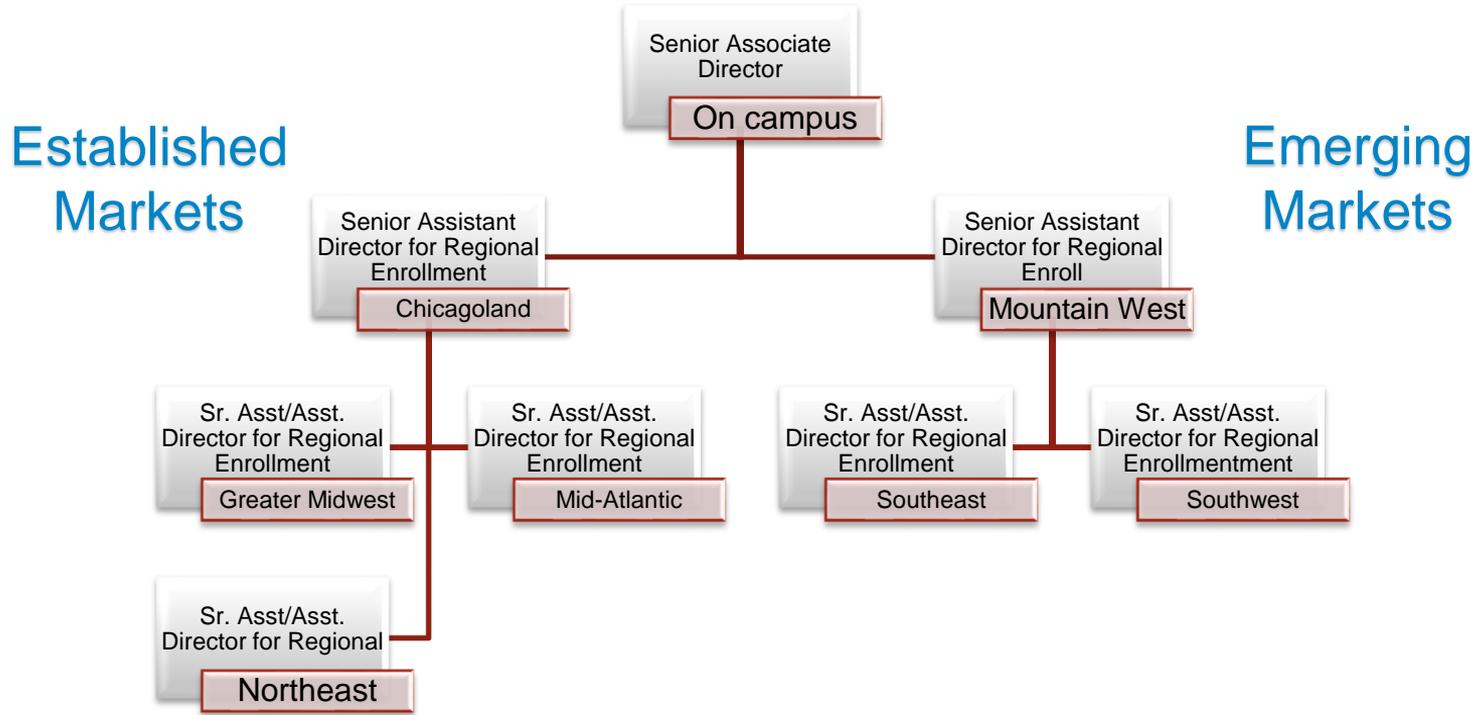
- 10-month contracts
- Shared reporting documents and expectations
- Regional responsibility for department email account
- Weekly regional and weekly recruitment meetings
- Required professional experience
- All KU alumni (regional and on campus)



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# Miami University Regional Staff



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# Some Things That Work For Us



- Division of regional team based on market position
- Flexibility for change in structure
- Open lines of communication with leadership
- Staff Facebook page to share travel stories/highlights throughout the year



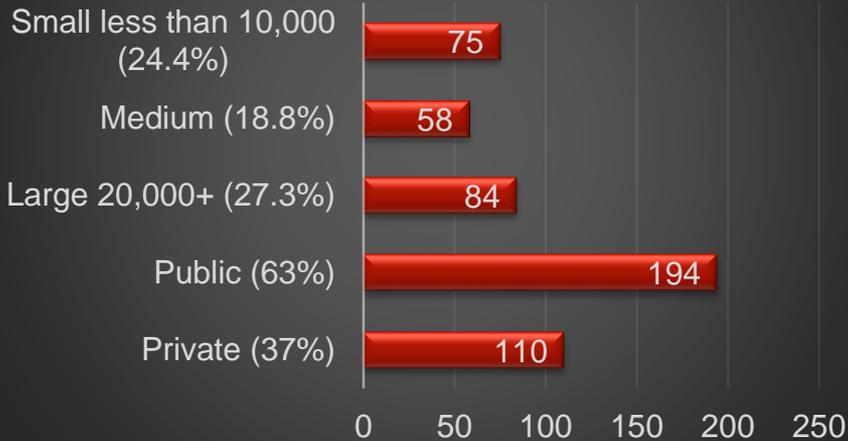
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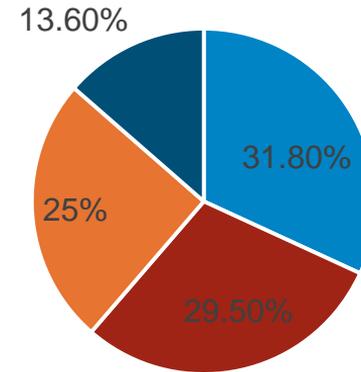
# Survey Results

## 308 Responses Total

### Campus Type of Those Surveyed



### How Many Regional Counselors are in Your Office?



■ 0 to 2 ■ 3 to 5 ■ 6 to 10 ■ More than 10

**Out of all regional counselors surveyed, 44.5% have been regional for less than 2 years**

# Supervising Regionals

## Based on the 308 Surveyed

- 76.9% Regional Counselors
- 13.3% Supervise Regionals
- 9.7% Both

**Of the 61 respondents who supervise, 35 (57.3%) said they have been a regional counselor and it helps in their supervisory role.**

## Most Important Characteristics from the Supervisors Perspective

1. Autonomy, trust of individual in the position
2. Staff members overall communication
3. Meetings/phone calls with supervisor
4. Staff member's knowledge of day to day happenings in the office

# Training & Communication

## Build Trust Through Training

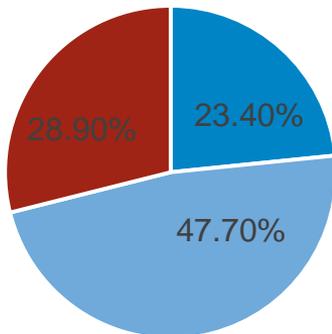
- Techniques include:
  - Spending time on campus
    - And then continue the information
  - Sending people from the office to the territory
  - Staying connected with what's happening on campus (activities campus wide)

## Keep Trust Through Communication

- Techniques include:
  - Regularly scheduled meetings with supervisor
  - Asking questions – OFTEN!
  - Using IM, emails, whatever it takes
  - Seasonal planning sessions
  - Keeping the counselor connected

# Regionals Traveling to Campus

How Often Do  
Regionals Travel to  
Campus Each Year?



- 1 to 2 times
- 3 to 5 times
- 6+ times

## For What?

- Admissions Events 81.1%
- Team Building 73.4%
- Other Events (Orientation, Alumni Events, etc) 35.1%
- Training (27%)
  - Saturday office coverage
  - Counselor Fly Ins
  - Specific Out-Of-State Trainings
- Other answers included:



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# When Visiting Campus

## Cons When On Campus

- Make it meaningful - remember, counselors are out of their own offices
  - No office space on campus, different time zone
- Remember time of year – fall is busy
- Don't pack the time so full, leave time for connecting
- Also don't have a regional counselor on their laptop the whole time

## Pros When On Campus

- Connecting with colleagues and other departments on campus
- Seeing events/ visit programs
- Training and getting to know campus
- Overall, if there is a purpose for a counselor to be on campus, it is welcomed

# Travel to Territory

- When asked the question “How often do you visit a regional in his/her territory” the majority of the answers were either:
  - 1-2 times a year
  - Never
- So we ask the question...
  - Is this an underutilized way to make connections and see our regional counselors in their region?
  - Could we get a glimpse of what life looks like in that region, if we were to visit?



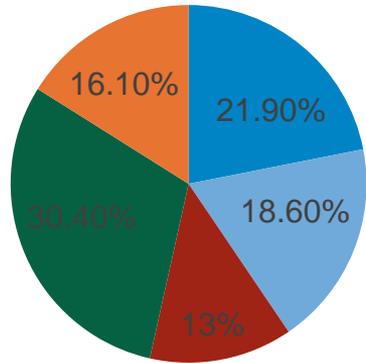
# What Do You Wish Your Colleagues Knew About Your Job?

- “Los Angeles isn't all sunshine and happiness!”
- “I may have some down time, but the Fall time makes up for it because I have so many schools to visit”
- “The amount of travel it entails all year round. Having to balance life in a car, emails, phone calls, etc. Opposite of an 8-5. Also the traffic in our territories can make it harder to schedule things which makes longer work days.”
- “How much time in planning and outreach is done and travel time to and from events. How large an area we cover compared to other counselors.”
- “That we appreciate the knowledge that comes from the on-campus counselors so much.”



# Meeting with Supervisor

How Often Do You Meet With Your Supervisor?



- Once a Week
- Once a Month
- Other

- Every Other Week
- Not Regularly Scheduled

# Best Ways to Foster Professional Development for Regional Counselors

- Regional ACAC affiliates
- Online communication through Blackboard/Google Hangout/Slack
- Time dedicated to making regionals feel like they are part of the team
- Support autonomy and knowledge of their territory
- Use technology as much as possible to stay connected
  - Podcasts
  - Webinars

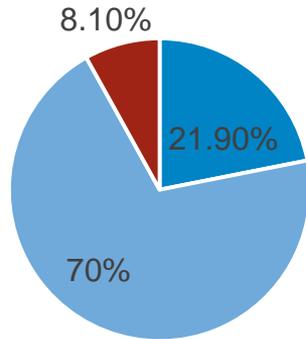


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# Connection to Campus

How connected do you feel to the people in your office?



- Very well connected
- Somewhat connected
- Not at all connected

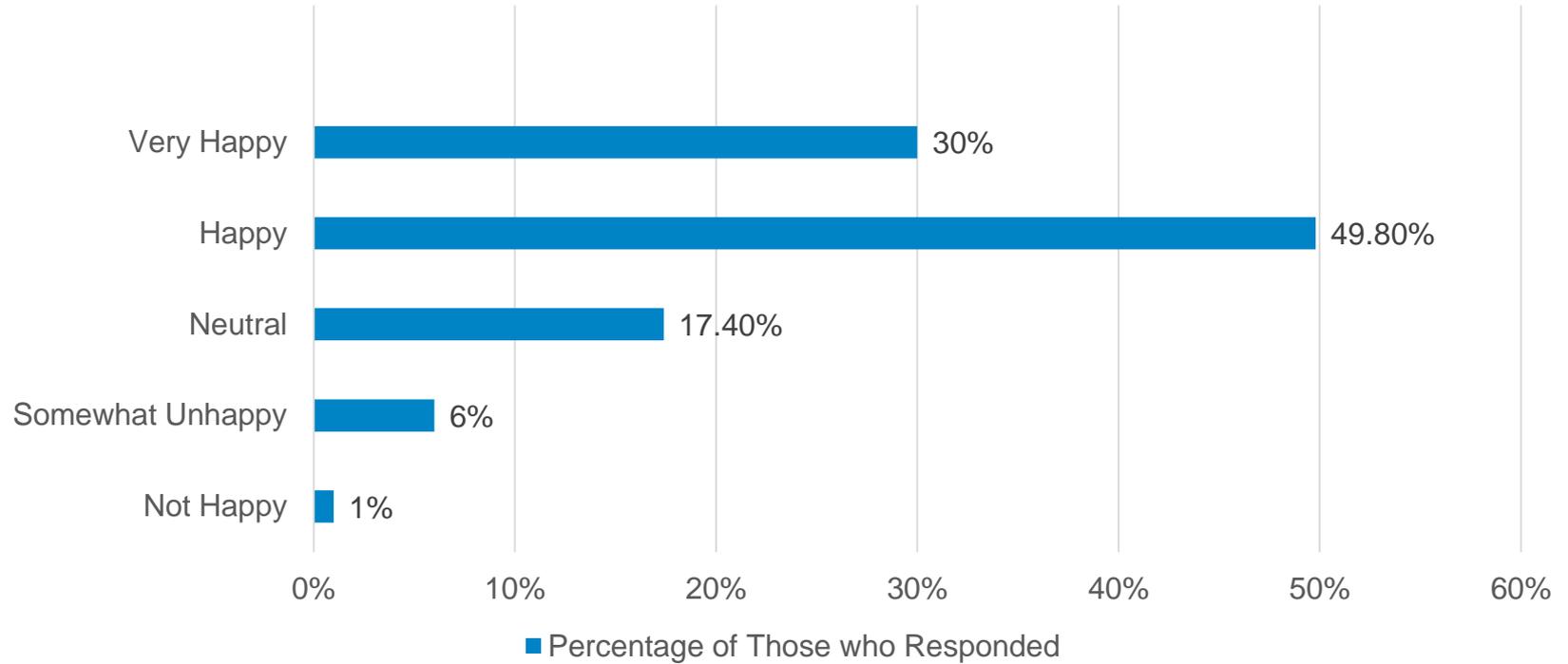
Comments:

- “I miss out on some staff bonding due to being the only regional, but both the team and I are working on connecting more online and through meetings to be more connected and cohesive.”
- “I have a strong communication plan in order to stay connected with my co-workers. This includes bi-weekly one-on-one meetings with my supervisor and fast responses to my co-workers and keeping them informed.”
- “Though I am not on campus every day, I am pretty connected with some of my colleagues. Our office tries pretty hard to involve me in activities and events.”

# More Comments about Connecting to Campus

- “Sometimes I feel that the on-campus staff doesn't believe we regionals do the same work that they do.”
- “I am left out of some decisions from time to time because they forget about me.”
- “I'm our only regional which means I think it's a little easier to be forgotten on various communications.”
- “I speak with my supervisor on a regular basis but not really any one else. When I try to reach out, I don't get much response.”
- “I am connected with those in my region, but not outside of that.”

# How Happy Are You in your Current Regional Position?





# What Do You Enjoy Most About Your Job?

- “I like the independence and ability to create my own schedule. I love working with students and making them feel calm during a positive time in their life.”
- “Believe 100% about what I am selling, and I appreciate the "trust" and "autonomy" given.”
- “Relationships built with students and high school counselors; flexibility to manage schedule, camaraderie with other regional admissions counselors”
- “I love our programs, and I work for a fantastic Director. I am trusted to do what I need to do when I need to do it without being micromanaged. I am supported when I need to be and left to succeed on my own when I need to be.”



# Overview

- Communication and information are the keys to regional recruitment!
- Think about traveling to the territory where you have regionals
- Find ways to keep them connected and involved.
- Having regionals is a two-way street. Everyone can help get them connected.
- Make sure they are taking advantage of regional professional development opportunities
- Ask Questions (on both sides)



Thank you!!

