

# Supervising Regionals

from a regional's perspective

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**NACAC**  
**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

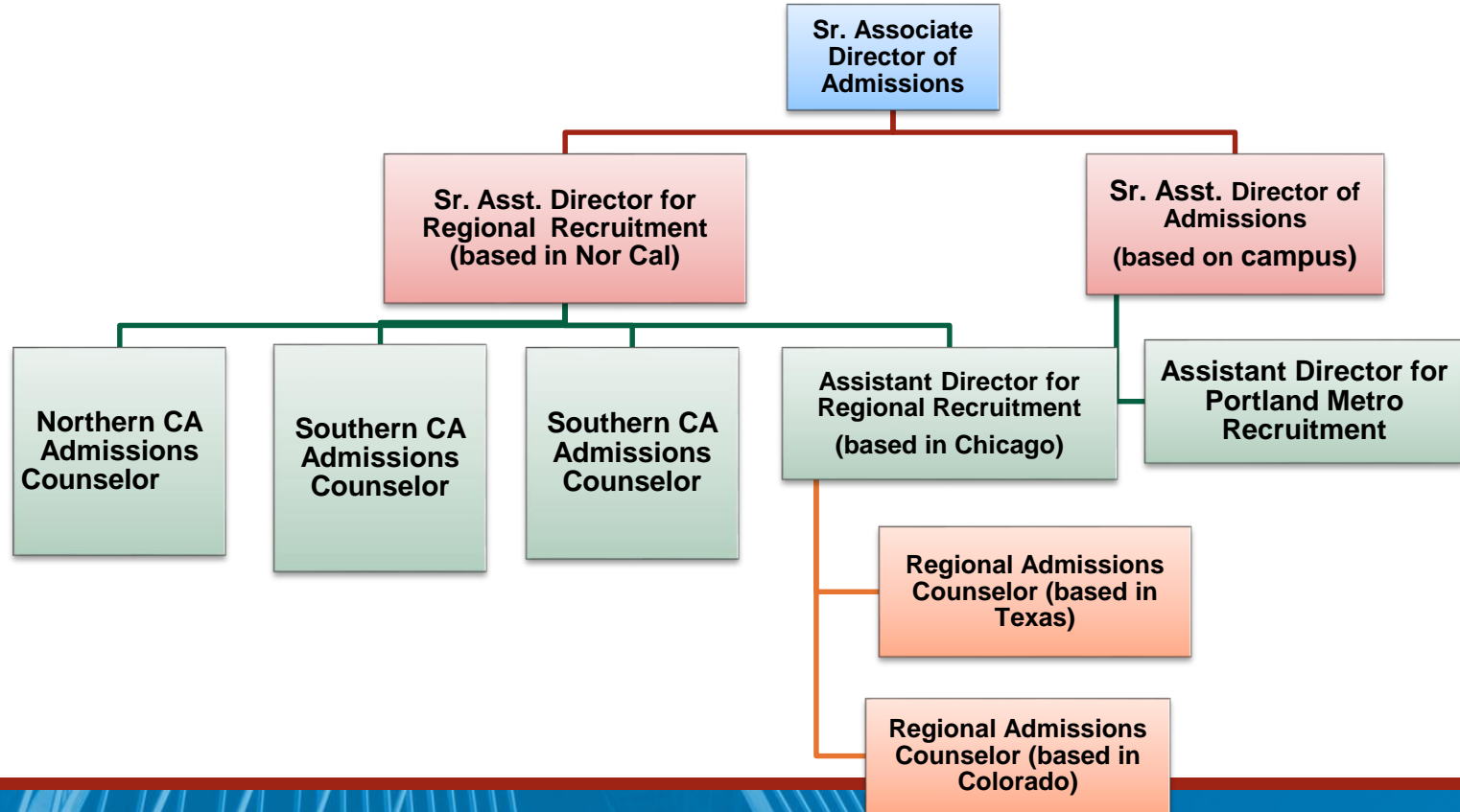
- We have walked in the shoes of a regional counselor. We know:
  - That communication is essential (both directions)
  - The day-to-day life, working in a home office (or in coffee shops)
  - The travel can be different than our on-campus colleagues
  - It can sometimes be lonely and/or overwhelming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



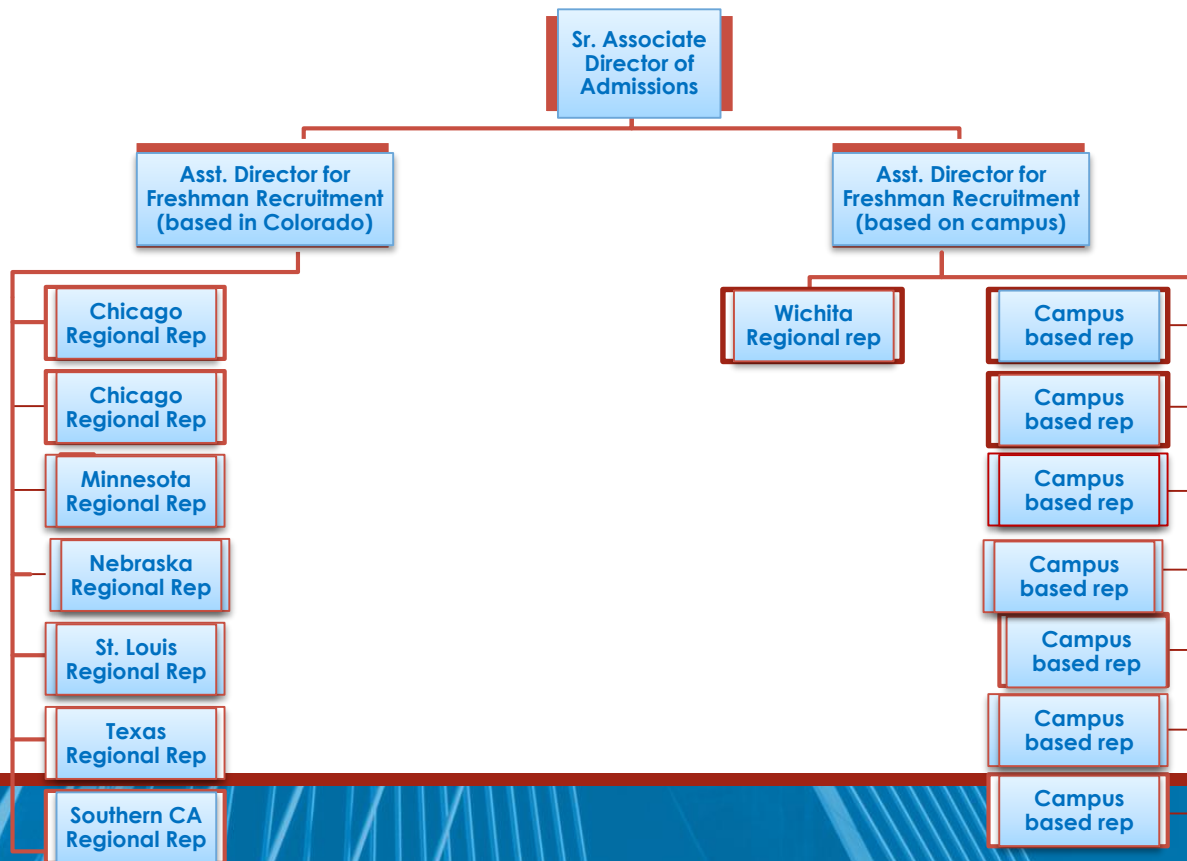
- Travel together
- Help in each others territories
- Send campus staff to the territory for back up
- Share stories about students in our territories/  
have student Ambassadors travel with us
- Weekly staff meetings and bi-weekly check ins
- Yearly all staff retreat



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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)



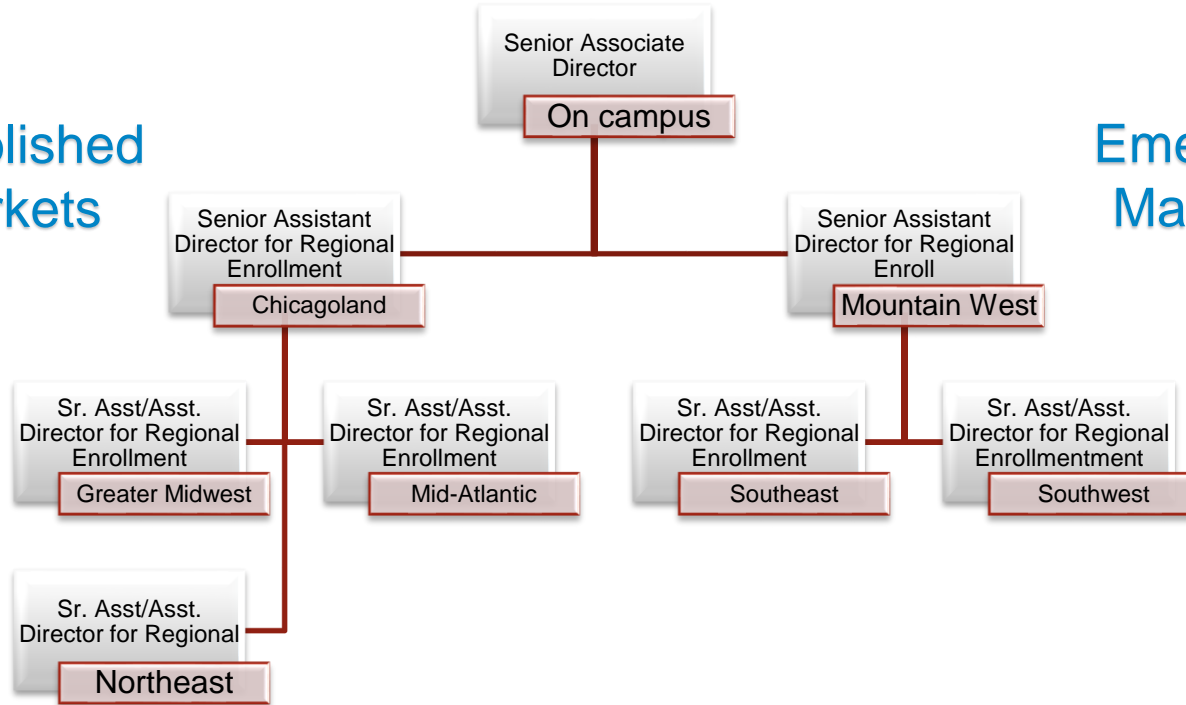
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# Miami University Regional Staff

Established  
Markets

Emerging  
Markets



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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



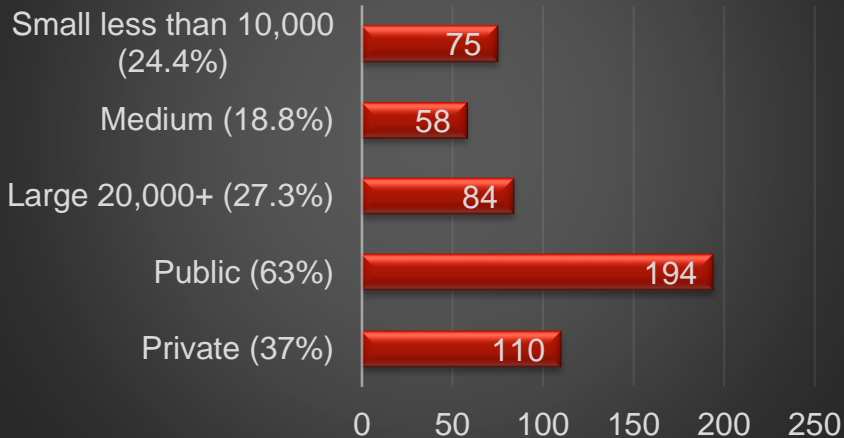
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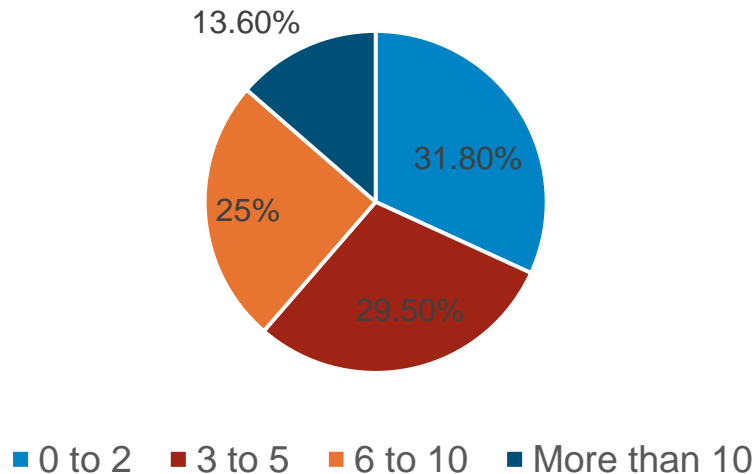
# Survey Results

## 308 Responses Total

### Campus Type of Those Surveyed



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



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



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# 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)

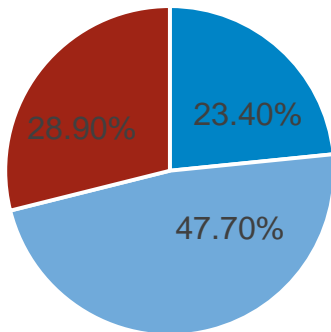
## Keep Trust Through Communication

- 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%)
- Other answers included:
  - Saturday office coverage
  - Counselor Fly Ins
  - Specific Out-Of-State Trainings



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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?



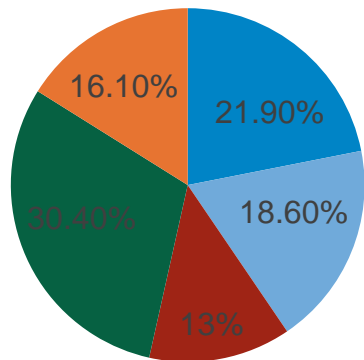
# What Do You Wish Your Colleagues Knew About Your Job?

- “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

■ Every Other Week

■ Once a Month

■ Not Regularly Scheduled

■ Other



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# Best Ways to Foster Professional Development for Regional Counselors

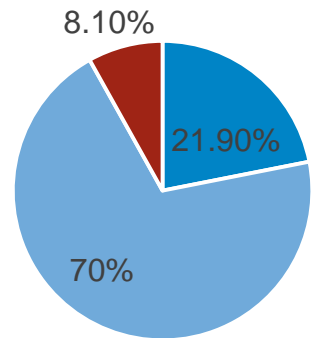
- Regional ACAC affiliates
- Online communication through Blackboard/Google Hangout/Slack
- Time dedicated to making regionals feel like they are part of the team
- Support autonomy and knowledge of their territory
- Use technology as much as possible to stay connected
  - Podcasts
  - Webinars





# 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.”



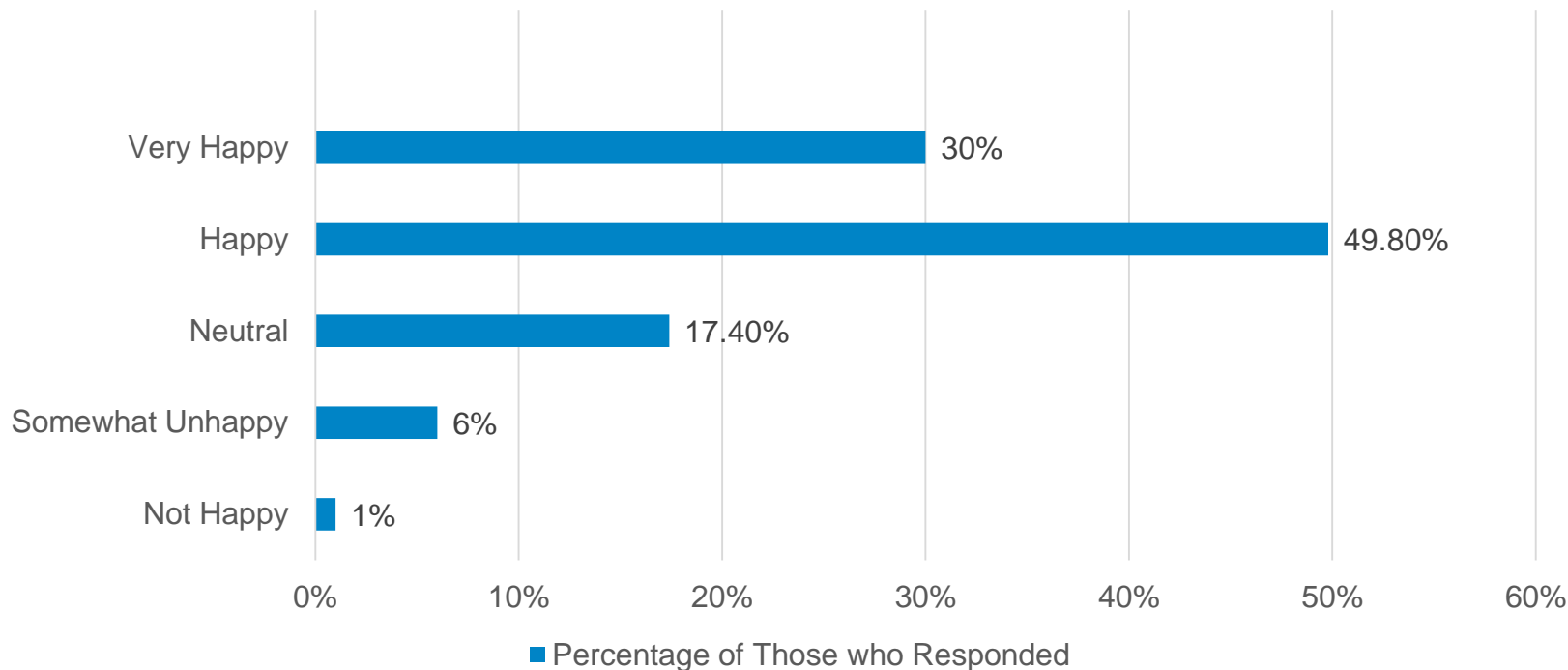
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# More Comments about Connecting to Campus

- “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 Could Your Office Do To Make Your Job Better?

- “Continuing to include regionals as key players in long term decisions such as hiring, strategic change, etc.”
- “Sending weekly campus updates, exciting news in or outside of the office and ask for input. Timeliness is huge and small pieces of recognition for hard work that sometimes goes unnoticed.”
- “Be more transparent about goals and how the university is doing and why we do the things we do. Listen to the regionals more about what the landscape is like and what is changing, becoming challenging etc.”
- “Make regional representatives feel more included and respected.”
- “\$”

# 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)



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Thank you!!

