Breaking & Embracing Your School’s Stereotypes

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Introductions

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What is your school’s stereotype?
## Review of Survey Data

<table>
<thead>
<tr>
<th>Positive Stereotypes</th>
<th>Negative Stereotypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>➔ “We are well known for our generous merit scholarships.”</td>
<td>➔ “Party School/Back-up School”</td>
</tr>
<tr>
<td>➔ “The ‘Return on Investment’ School” or “Will graduate with a job.”</td>
<td>➔ “Racist History” or “We are not welcoming to students of color due to our past”</td>
</tr>
<tr>
<td>➔ “Liberal Arts Leader”</td>
<td>➔ “The nerdy school”</td>
</tr>
<tr>
<td>➔ “The Most Beautiful Campus”</td>
<td>➔ “School only appeals to certain racial demographics”</td>
</tr>
<tr>
<td>➔ “The ‘Medical &amp; Sciency’ Place” or “STEM School”</td>
<td>➔ “Boring town”</td>
</tr>
<tr>
<td>➔ “Elite School”</td>
<td>➔ “Elite School”</td>
</tr>
</tbody>
</table>
Breaking Stereotypes

- Refute when the stereotype is false
  - Put a positive spin on it!
- Educate the entire community (admin, teachers, counselors, coaches, families)
- Stereotypes can depend on geographic location that you are recruiting in
- Be aware of stereotypes before recruitment activities.
- Incorporate into office wide trainings.
- Utilize current students and alumni of your institution
  - Use them in your recruitment efforts as personal testimonies.
  - Develop a focus group to hear a variety of current student perspectives.
Embracing Stereotypes

- Own it- don’t apologize!
  - Examples: Cost, Location of School, Admissions Process
- Educate the entire community (admin, teachers, counselors, coaches, families)
- Great time to show transparency in light of admissions scandals.
- Embrace your past.
Collective Masterminding

1. Do you have any pointers on changing the conversation with students/relevant stakeholders?
2. Any examples of conversations you’ve had with students?
3. Any stereotypes you aren’t sure how to break?
Let’s Connect!

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