Dream Team

Develop, Recruit, Engage and Motivate
The Next Class of Outstanding Lopers

unk.edu/DreamTeam

2021 Toolkit Guide
ENGAGEMENT OPPORTUNITIES

WORD OF MOUTH can be the best form of advertising. Sharing your story about UNK in a positive way will help shape a strong perception in your community. Connect with your friends, neighbors, community members, and others in your area. Start conversations about the importance of college and ways UNK has helped you achieve success. Look at speaking engagements or just one-on-one conversations.

TALK ABOUT
- Your favorite memories
- How were you involved on campus?
- Which faculty did you connect with the best?
- Where you a first-generation student? If so, how did UNK help provide resources to guide you?
- What was the outcome? Did you get hired right away or go on to graduate school?

Tell about the latest and greatest changes taking place at UNK. To receive UNK news stories, subscribe at unknews.unk.edu. The Admissions Guide and other material in your toolkit can help shape this conversation.

BE A SOCIAL INFLUENCER

Here are examples of how digital content can be shared through your social media platforms. Put a frame, filter, cover or avatar image featuring UNK on your social media profiles. Tweet, share and engage with stories from UNK News. Post memes, like, follow and share content from UNK channels including Loper Athletics. Access digital content at unk.edu/DreamTeam.

UNKearney  |  UNK Athletics
facebook.com/unkearney  |  twitter.com/unkearney  |  instagram.com/unkearney
facebook.com/unkathletics  |  twitter.com/UNK_Athletics  |  instagram.com/unk_athletics
THAT MAKE A Difference!

CONNECT DIRECTLY with prospective students. It’s a very effective engagement effort. We all know students from our church, place of employment, hometown, extended family, and other places. Provide a student guidance with a sincere conversation about their plans and goals and how UNK can help.

WAYS TO CONNECT
• Send students a note encouraging them to explore UNK and visit campus.
• Send students an email or a direct message on social media with links to key recruitment pages at UNK (see toolkit for suggestions).
• Invite students to coffee or lunch and share your personal story and experiences at UNK.
• Offer to connect students with a UNK recruitment specialist or campus leader.
• When a student shows interest, provide UNK student information by using the referral form at unk.edu/student-referral.

SET GOALS
• Make 25 personal student contacts.
• Make a point to share UNK Facebook posts or make your own social media posts that includes info about UNK – tag UNK.
• Invite 3 high schoolers to lunch or coffee.
THANK YOU

We appreciate you taking this big step with us in joining the DREAM TEAM. This new effort will encourage the best and brightest students to choose the University of Nebraska at Kearney.

Sharing your story about what makes UNK so special is powerful. Use this guide and our toolkit to support your efforts. At UNK, we remain dedicated to providing a special college experience for students. The quality, hands-on education matched with an affordable price makes UNK a tremendous value and a place to call home.

The community of Loper alumni and constituents are an integral part of our success. Students often connect with alumni for internships, job opportunities, mentoring, networking and more.

Now, we’re adding “Influencer” to your role. You will help us grow through your outreach efforts to prospective students. You will wave the Loper flag with pride and take bold steps to expand our reach. You will paint the region blue and gold and shine a bright spotlight on Kearney, Nebraska.

BE BLUE. BE GOLD. BE BOLD.

Your DREAM TEAM participation will be a rewarding one, and we are grateful for your continued loyal service to UNK.

DIGITAL TOOLKIT:
Find at unk.edu/DreamTeam

ADMISSIONS GUIDE
Study this guide and you should be able to answer basic questions about UNK. It covers key information including majors and programs, housing, student involvement, athletics, costs and more.

ACADEMIC BROCHURES
Our series of 7 brochures provides students an overview of programs, as well as student testimonials.

CAMPUS VISIT POSTCARD
Campus visits are an important part of the college search process. This postcard provides general information for any student who wants to visit UNK. Please encourage students you talk with to visit us for a true taste of Loper life.

SOCIAL MEDIA CONTENT
Visit unk.edu/DreamTeam to access digital content for sharing on your social media platforms.

IMPORTANT RECRUITMENT LINKS

Admissions.................... unk.edu/admissions
Majors & Programs ............ unk.edu/majors
Cost & Financial Aid .......... unk.edu/cost
Housing.......................... unk.edu/housing
Athletics........................ lopers.com
Student Life..................... unk.edu/studentlife
Visit Campus.................... unk.edu/visit
Virtual Tour.................... unk.edu/#virtualtour
UNK News.................... unknnews.unk.edu
(Subscribe to news on this page)

Lucas Dart
UNK Alumni Association Vice President

Brad Green
Interim Director of Undergraduate Recruitment and Admissions

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Vice Chancellor Enrollment Management and Marketing