

DREAM TEAM

DEVELOP, RECRUIT, ENGAGE AND MOTIVATE
THE NEXT CLASS OF OUTSTANDING LOPERS

unk.edu/DreamTeam

2022-2023 TOOLKIT GUIDE



**BEST
COLLEGES**

& WORLD REPORT
U.S. News

BEST VALUE SCHOOLS
2022-2023

RANKED #2

**BEST
COLLEGES**

& WORLD REPORT
U.S. News

REGIONAL UNIVERSITIES
MIDWEST
2022-2023

RANKED #7

UNIVERSITY OF NEBRASKA

UNK

KEARNEY

ENGAGEMENT OPPORTUNITIES



WORD OF MOUTH can be the best form of advertising. Share your story about UNK in a positive way to 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 Campus 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!*

BE CONNECTED

SET GOALS

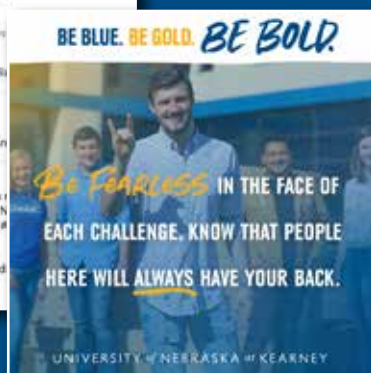
- Make 25 personal student contacts.
- Make a point to share UNK Facebook posts or make your own social media posts on Facebook, Instagram, etc., that includes info about UNK – tag UNK.
- Invite 3 high schoolers to lunch or coffee.



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.



THANK YOU

We **APPRECIATE YOU** taking this big step with us in joining the DREAMTEAM. 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 can help us grow through your outreach efforts to prospective students. Wave the Loper flag with pride and take bold steps to expand our reach. Paint the region blue and gold and shine a bright spotlight on Kearney, Nebraska.

BE BLUE. BE GOLD.
BE BOLD.

DIGITAL TOOLKIT:

Find at unk.edu/DreamTeam

ADMISSIONS GUIDE

Study this guide and you will 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 10 academic brochures provide students an overview of programs and outcomes.

AFFORDABILITY SCHOLARSHIPS BROCHURE

Reviews our top scholarships, compares UNK cost to other Nebraska universities, and provides next steps for students to apply for financial aid.

VISIT POSTCARD

Email this postcard to students and encourage them to visit UNK for a true taste of Loper life. Campus visits are an important part of the college search process.

SOCIAL MEDIA MATERIAL

Share digital content on your social media platforms.

IMPORTANT RECRUITMENT LINKS

Admissions.....	unk.edu/admissions
Cost & Financial Aid	unk.edu/cost
Majors & Programs	unk.edu/majors
Athletics.....	lopers.com
Student Life & Housing	unk.edu/studentlife
Visit Campus	unk.edu/visit

Your DREAMTEAM participation will be a **REWARDING ONE**,
and we are grateful for your continued loyal service to UNK.



Lucas Dart
UNK Alumni
Association
Vice President



Jodi Holt
Director of
Admissions



Jael Johnson
Assistant
Director for
Campus
Community