JOIN THE

DREAM TEAM

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

2020 Toolkit & Guide
Introduction

Welcome and THANK YOU for taking this big step with us. This new effort will encourage the best and brightest students to choose the University of Nebraska at Kearney.

We hope you feel comfortable sharing your story about what makes UNK so special. Use this toolkit as a guide and resource 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.

We hope you will find your participation on the DREAM TEAM rewarding, and we are grateful for your continued loyal service to UNK.

Lucas Dart
UNK Alumni Assoc. Vice President

Dusty Newton
Director of Undergraduate Recruitment and Admissions

Kelly Bartling
Vice Chancellor Enrollment Management and Marketing
Be a Social Influencer

See below for 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. Like, follow and share content from the main UNK channels including Loper Athletics. Post memes and other graphics promoting UNK. Access digital content at unk.edu/dreamteam.

facebook.com/unkearney | twitter.com/unkearney | instagram.com/unkearney
facebook.com/unkathletics | twitter.com/UNK_Athletics | instagram.com/unk_athletics
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. Share your UNK story and what made it a special experience. What were your favorite memories? How were you involved on campus? Which faculty did you connect with the best? Were you a first generation student? And if so, how did UNK help provide resources to guide you. Finally, what was the outcome? Did you get hired right away or go on to graduate school?

Then, follow that up with the latest info about UNK and all the exciting changes that have taken place. See the Admissions Guide and other promotional materials in your toolkit to shape this part of the conversation.

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.
As perhaps the most effective engagement effort, we encourage you to connect directly with prospective students. Who do you know at your church, your place of employment, your hometown, or your own extended family? Drop them a note encouraging them to explore UNK. Send them an email or a direct message on social media with links to key recruitment pages at UNK (see toolkit for suggestions). Invite them to lunch or coffee and share your personal story. Offer to connect them with a UNK recruitment specialist or campus leader.

Set your goal: Can you make 25 personal contacts? Two weekly social media posts? Host a coffee or invite 3 high-schoolers out for lunch?

Stretch your reach. When you’ve gained an interested contact, use the referral form at unk.edu/student-referral.
Your Toolkit Includes:
Locate the digital toolkit at unk.edu/DreamTeam

ADMISSIONS GUIDE
This publication provides key information about UNK including a list of majors and programs, housing info, student involvement, athletics, cost information and more. Study this guide and you should be able to answer several basic questions regarding life at UNK.

ACADEMIC MAILERS
This series of 7 brochure mailers is sent to many prospective students. This provides an overview with a bit more detail - as well as student testimonials regarding 7 key areas of academics.

CAMPUS VISIT POSTCARD
This postcard reveals basic information for any student interested in visiting UNK. The on-campus visit continues to be an important part of the college search process. Please encourage anyone you talk with to visit campus for a true taste of life as a Loper.

SOCIAL MEDIA CONTENT
To access this digital content for sharing on your social media platforms, please visit unk.edu/DreamTeam.

IMPORTANT RECRUITMENT LINKS
Admissions: unk.edu/admissions
List of Majors: unk.edu/majors
Cost & Financial Aid: unk.edu/costs
Scholarships: unk.edu/scholarships
Housing: unk.edu/housing
Athletics: lopers.com
Student Life: unk.edu/studentlife
UNK News: unknews.unk.edu (visit this page to subscribe to the newsletter)