



KENT STATE UNIVERSITY AT STARK
Office of Admissions



Cultivating Relationships with Community College Feeder Institutions

Ohio Transfer Conference
Paul Wells
Kent State University at Stark
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Kent State University at Stark

- Opened in 1946
- 200-acre commuter campus in North Canton, Ohio
- Enrolls more than 7,250 students year-round
- The largest of the seven regional campuses of the university
- Offers 20 bachelor's degree programs and three associate degree programs that can be completed in their entirety at this campus





Relationship Marketing

"Relationship marketing is a strategy designed to foster customer loyalty, interaction and long-term engagement. It is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication."

- Steve Olenksi,
Forbes Magazine
May 9, 2013





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TRUST





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THE TRUSTED ADVISOR



"An invaluable road map to all those who seek to develop truly special relationships with their clients."

—Carl Stern,

CEO, Boston Consulting Group

DAVID H. MAISTER,

Author of *Managing the Professional Service Firm* and *True Professionalism*

**CHARLES H. GREEN &
ROBERT M. GALFORD**





A Trusted Advisor:

- is the first point of contact for an individual who is assisting or guiding any prospective transfer student
- can be the first point of contact for an individual with questions about the transfer process to any institution
- seeks answers and identifies solutions
- provides industry best practices that are mutually beneficial to the both institutions of higher education and the student





The more that a colleague or student trusts you, the more likely that she or he will:

1. Reach for your advice
2. Be inclined to accept and act on your recommendations
3. Bring you in on more advanced, complex, strategic issues
4. Treat you as you wish to be treated
5. Respect you
6. Share more information that helps you to help them, and improves the quality of the service you provide





**The more that a colleague or student trusts you,
the more likely that she or he will:**

7. Refer you to their friends and business acquaintances
8. Lower the level of stress in your interactions
9. Give you the benefit of the doubt
10. Forgive you when you make a mistake
11. Protect you when you need it (even from their own organization)





**The more that a colleague or student trusts you,
the more likely that she or he will:**

12. Warn you of dangers that you might avoid
13. Be comfortable and allow you to be comfortable
14. Involve you early on when their issues begin to form, rather than later in the process (or maybe even call you first!)
15. Trust your instincts and judgments (including those about other people such as your colleagues and theirs)





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Key Stakeholders

- Staff
 - Transfer Advising
 - Academic Advising
 - Student Support Services
- Faculty
- Students





Considerations

1. Organizational hierarchy
2. Organizational politics
3. Organizational culture





Project Implementation

Barriers to Success

Strengths and Opportunities

Stakeholder Ownership





Action Items

1. Identify key stakeholders
2. Develop mutually-beneficial goals
3. Implement "Phase 1" initiatives
4. Assess!
5. Nurture and foster relationships
6. And.... Repeat.





*“We can’t be all things to all people.
We must identify our strengths and
opportunities. Who needs us?”*

- Tabitha Messmore Martin,
LaunchNET,
Kent State University





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If you would like to discuss this topic further,
or would like to have a copy of this presentation
emailed to you, please contact me at:

Paul Wells

pwells8@kent.edu

330-244-3251

@PaulSWells

