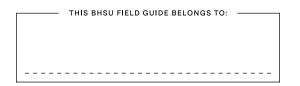
PRACTICAL ADVICE FOR HOW TO DIG IN

AND CONNECT WITH STUDENTS

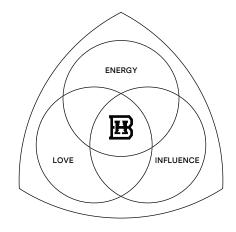
A GUIDE TO LOVE, ENERGY, AND INFLUENCE











Recruiting and retaining students is an adventure. With the proper training, knowledge, and preparation, everyone with a vested interest in the next generation of Yellow Jackets can help us attract and connect with students who will thrive at Black Hills State University. This guide offers insights into strategic opportunities and market position, as well as exercises to prepare you to share your unique story.



EMBRACE OUR SHARED EXPERIENCE.

While we'll continue to adapt, grow, and transform, the heart of our experience remains consistent across generations. The sense of warmth, opportunity, and awe unite everyone who's spent time on campus.

New things will always come, but our spirit remains the same.

FAVOR BENEFITS OVER FEATURES.

While other universities lean into promoting their latest features, we lean into our "small market" advantages by sharing the benefits of a personalized education that lets students dig in right away.

Benefits add more color to our story.

A STRONG CULTURE ATTRACTS THE RIGHT PEOPLE.

Students are used to being marketed to, so let's make sure we're seen and not seen through. Be straightforward, share why students thrive at BH, and tell them exactly where to find us.

There's only one Black Hills State University.

QUICK NOTES



WE'RE SOME THINGS MORE THAN OTHERS

WE CAN'T BE EVERYTHING TO EVERYONE BUT WE'RE EXACTLY WHAT SOME PEOPLE NEED. IF WE LEAN INTO WHAT MAKES US SPECIAL, WE'LL ATTRACT THE RIGHT PEOPLE.



PRESENCE V. PURSUITS

Our environment is a gift. We're at our best when we live in the moment and focus on how we can help each other today.

RESILIENCE V. RELIANCE

Our students work hard. We're at our best when we can accommodate their unique paths and leverage their tenacity.

I GET TO VSE THE ENVIRONMENT AS A TEACHING TOOL.

You CAN REACH YOUR GOALS QUICKLY.

TT'S SHOCKING HOW OFTEN PEOPLE WALK STUDENTS TO EACH OTHER'S OFFICES.

You can be somebody here.

WARMTH V. WELL-WISHES

Our professionals show care. We're at our best when we enjoy doing the little things and work as a team.

CONNECTION V. TRADITION

Our students thrive in a niche. We're at our best when we encourage students to be themselves and when we embrace new ideas.

BALANCE V. MOVEMENT

Our students are well-rounded. We're at our best when we invest in the whole student and help them make the most of their short time here.

CREATIVITY V. THEORY

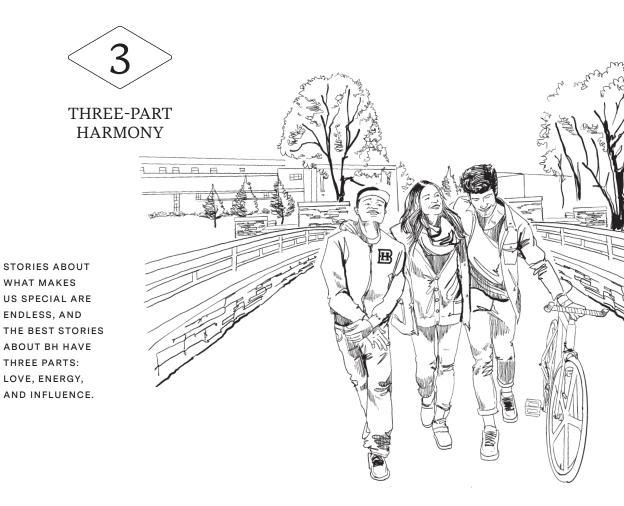
Our students learn by doing. We're at our best when we let students dig in immediately and get involved outside of class.

QUICK NOTES

FUERYONE CARES KESO

VISIBILITY V. VARIETY

Our size is an asset. We're at our best when we make ourselves accessible and value where our students come from.



LOVE

QUICK NOTES

Shows how students are cared for, seen completely, and invested in.

WARMTH VISIBILITY BALANCE

ENERGY

Shares how students can dig in, share their voices, and collaborate.

CREATIVITY PRESENCE

INFLUENCE

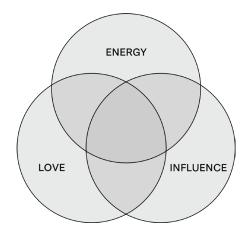
Highlights how students will make meaningful connections and bring new ideas home.

RESILIENCE CONNECTION



CONNECT WITH LOVE, ENERGY, AND INFLUENCE

WHETHER YOU NEED TO POST A CAMPUS JOB, PROMOTE YOUR PROGRAM, OR SHARE EXTRACURRICULAR OPPORTUNITIES, CONSIDER HOW STUDENTS WILL EXPERIENCE EACH VALUE OR WHAT UNIQUE BENEFITS LIVE AT THE INTERSECTION OF THE VALUES.

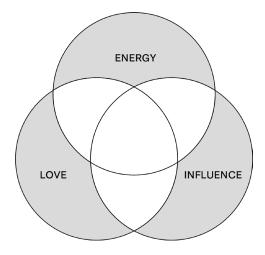


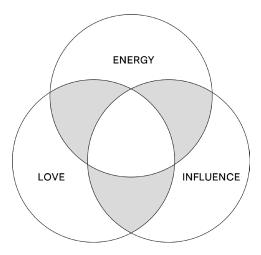
STORYTELLING IN THE CIRCLES

LOVE ENERGY INFLUENCE

STORYTELLING BETWEEN THE CIRCLES

LOVE + ENERGY ENERGY + INFLUENCE INFLUENCE + LOVE STORY TITLE:





LOVE:

ENERGY:

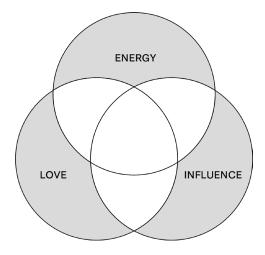
INFLUENCE:

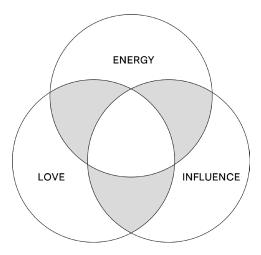
LOVE + ENERGY:

ENERGY + INFLUENCE:

INFLUENCE + LOVE:

STORY TITLE:





LOVE:

ENERGY:

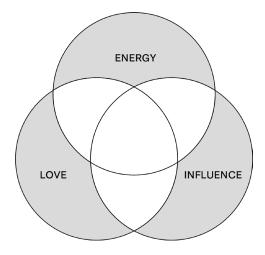
INFLUENCE:

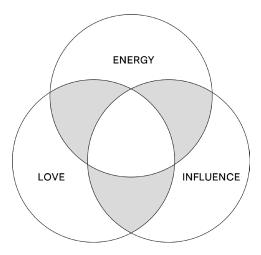
LOVE + ENERGY:

ENERGY + INFLUENCE:

INFLUENCE + LOVE:

STORY TITLE:





LOVE:

ENERGY:

INFLUENCE:

LOVE + ENERGY:

ENERGY + INFLUENCE:

INFLUENCE + LOVE:

Scan the QR code to share your story with the marketing team.



