

PRACTICAL
ADVICE FOR HOW
TO DIG IN

BNSU

AND CONNECT
WITH
STUDENTS

A GUIDE TO
LOVE, ENERGY, AND INFLUENCE



THIS BHSU FIELD GUIDE BELONGS TO:

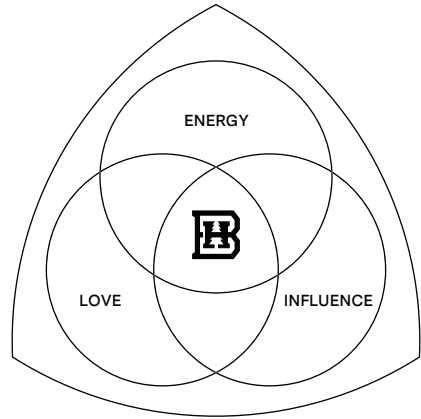
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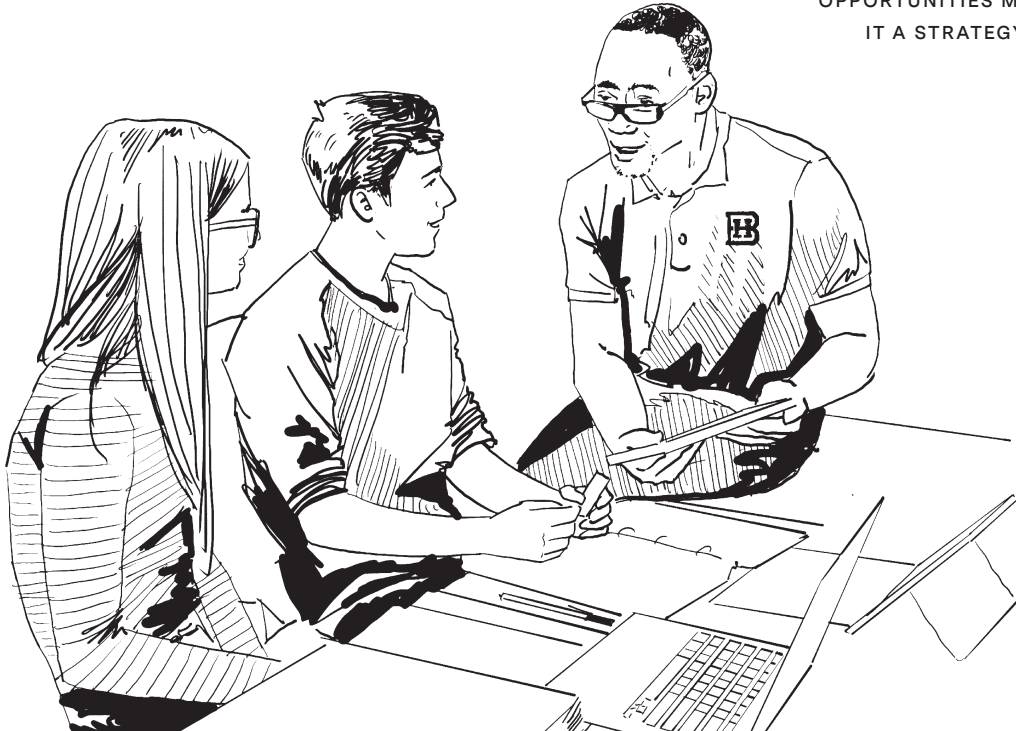
QUICK MEMO

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.

1

THERE'S OPPORTUNITY IN
AUTHENTICITY

OWNING WHO WE ARE IS
THE GOAL. COMBINING
AUTHENTICITY WITH
OPPORTUNITIES MAKES
IT A STRATEGY.



2

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.

I GET TO
USE THE
ENVIRONMENT
AS A
TEACHING
TOOL.

RESILIENCE V. RELIANCE

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

YOU CAN
REACH
YOUR GOALS
QUICKLY.

IT'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.

When you get
overwhelmed,
remember that
this is just a small
slice of life.

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.

I have a voice
to make a
change.

EVERYONE
CARES ABOUT
YOUR PERSONAL
LIFE AND
KNOWS WHAT'S
GOING ON.

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.

3

THREE-PART HARMONY

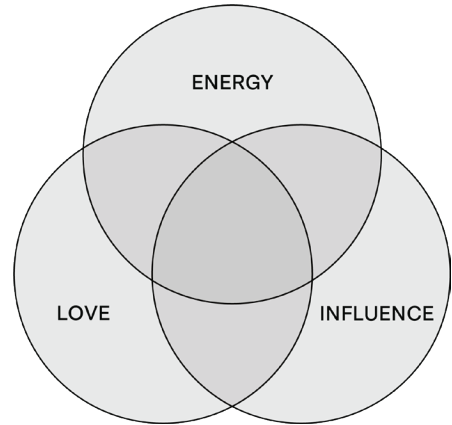
STORIES ABOUT
WHAT MAKES
US SPECIAL ARE
ENDLESS, AND
THE BEST STORIES
ABOUT BH HAVE
THREE PARTS:
LOVE, ENERGY,
AND INFLUENCE.





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.



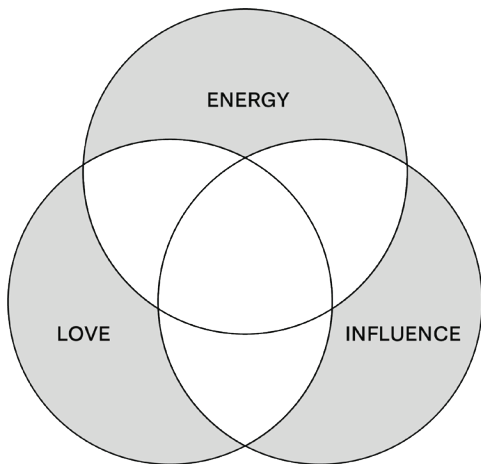
STORYTELLING IN THE CIRCLES

LOVE
ENERGY
INFLUENCE

STORYTELLING BETWEEN THE CIRCLES

LOVE + ENERGY
ENERGY + INFLUENCE
INFLUENCE + LOVE

STORY TITLE:

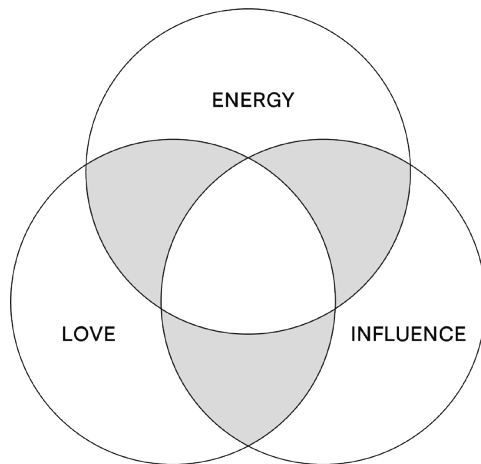


LOVE:

ENERGY:

INFLUENCE:

STORY TITLE:

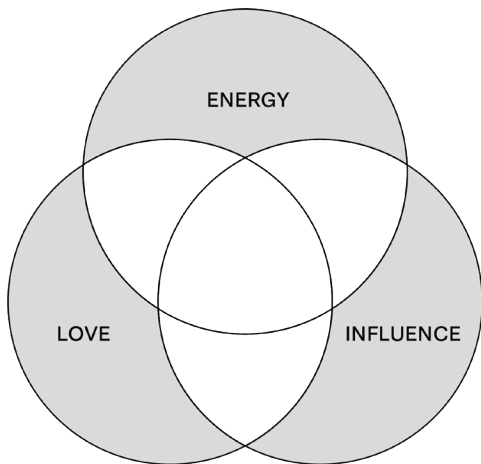


LOVE + ENERGY:

ENERGY + INFLUENCE:

INFLUENCE + LOVE:

STORY TITLE:

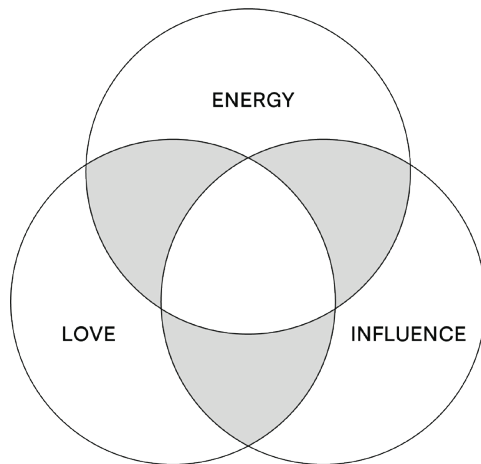


LOVE:

ENERGY:

INFLUENCE:

STORY TITLE:

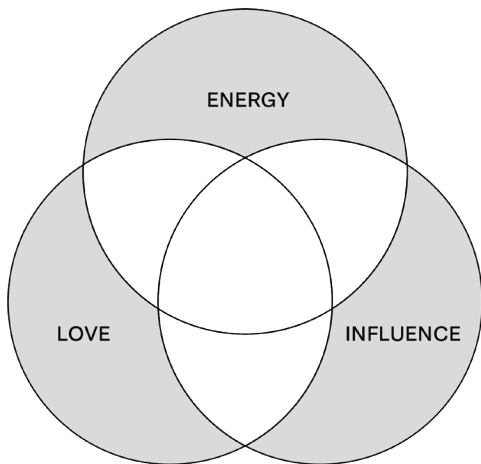


LOVE + ENERGY:

ENERGY + INFLUENCE:

INFLUENCE + LOVE:

STORY TITLE:

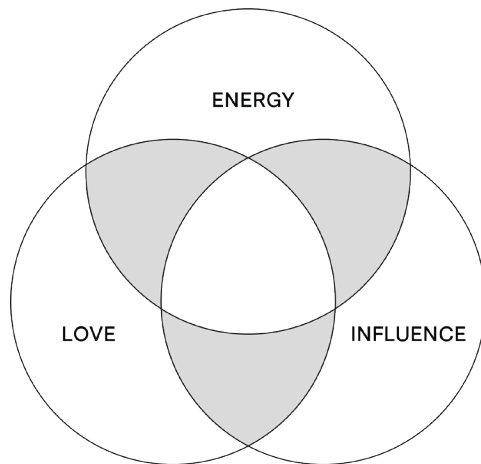


LOVE:

ENERGY:

INFLUENCE:

STORY TITLE:



LOVE + ENERGY:

ENERGY + INFLUENCE:

INFLUENCE + LOVE:

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

