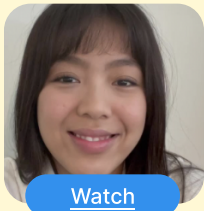


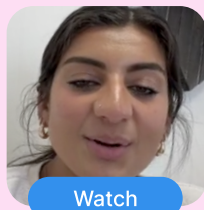
Having a diverse student population is critical to the student experience, academic culture and long-term sustainability of your institution. Whether students are applying from abroad or coming from an underrepresented background, it should be noted that a 'one-size-fits-all' recruitment strategy won't cut it.

The team here at Goodkind wanted to share some tips on how using video allows you to facilitate a more dynamic recruitment process and why it is the most effective method when considering your DEI initiatives.

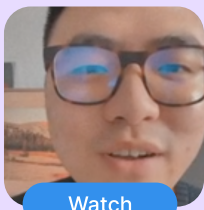
Here's Why Video Works

[Watch](#)


Building trust starts with a smile. By using video, you can show you care and be sincere with students. When a student feels that the person they are receiving communication from is genuine, they will be more likely to ask questions and involve themselves in the recruitment process.

[Watch](#)

Video messaging has yet to be widely used for student recruitment. It is a new, emerging form of outreach which appeals to a new generation of students. Video make personalization very easy, as a recorded video directed at a student never looks like a template.

[Watch](#)

Representation is about visibility. This is where students and faculty act as resources to create relevant outreach. Hearing from someone who attends the school and has had a similar lived experience signals the presence of an existing community for inbound students.

 **IMPORTANT!** Students should feel represented but not tokenized. Showing **that they belong in the community** is the most important piece.

Learn more at [Goodkind.com](https://www.goodkind.com)

