

# Breaking Silos

## Part 2

*One Voice in a Louder World*

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### **Where Students Fall Out of Belief**

A 30-Minute Alignment Huddle for Your School

**School / Campus:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Facilitator:** \_\_\_\_\_

# WHERE STUDENTS FALL OUT OF BELIEF

A 30-Minute Alignment Huddle for Your School

**Students today are asking harder questions than ever before:**

*Will this career still exist? Will I actually get hired? Can I trust this school?*

Most schools do not lose students because they lack caring staff or strong programs. They lose students when **belief breaks** somewhere between departments, conversations, hand-offs, and moments of silence.

**Goal: One conversation. One improvement. One stronger student journey.**

School / Campus: \_\_\_\_\_

Date: \_\_\_\_\_

Participants: \_\_\_\_\_

## 1

### THE THREE QUESTIONS

*Every prospect is quietly asking these -- is your team answering them consistently?*

**Will this career still exist?**

**Will I actually get hired?**

**Can I trust this school?**

**Alignment Check -- Does every department answer these questions the same way?**

Yes

Mostly

Sometimes

Honestly... no

**Discussion Prompt -- Where do answers become inconsistent between departments?**

Admissions

Financial Aid

Instructors

Career Services

Leadership

Notes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 2

### WHERE STUDENTS FALL OUT OF BELIEF

*Map the moments where excitement drops and doubt fills the gap*

**Student Journey Reflection**

Student Moment	What They Should Feel	Where Belief Starts to Break
Inquiry	Curious / hopeful	_____
Tour / Appointment	Excited / inspired	_____
Financial Discussion	Clear / reassured	_____
Enrollment	Confident / committed	_____
Before Day 1	Connected / prepared	_____

**Team Reflection**

Where does excitement noticeably drop at your school?

\_\_\_\_\_

What is the most common moment where students become uncertain?

\_\_\_\_\_

**3 THE STITCH**  
*The gap between enrollment and Day 1 -- your highest-leverage moment*

**The Stitch** is the thread between Enrollment and Day 1. One of the highest-leverage moments in the entire student journey.

**What currently happens after enrollment?**

- Personal welcome call or video
- Belonging signal (buddy, cohort intro)
- Practical prep (what to bring, where to go)
- Human check-in before Day 1
- Nothing consistent yet

**What fills the silence gap right now?**

- Doubt
- Outside opinions
- Fear about money
- Fear about career relevance
- Competing schools
- Uncertainty about starting

**AI is the system. The human is the soul.** Use AI to schedule welcome touchpoints and trigger staff reminders so no enrolled student goes silent for more than 3 days. Every AI-triggered action must end with a human moment.

**Our First Stitch Action -- ONE thing your school will consistently do between enrollment and Day 1:**

\_\_\_\_\_

Owner: \_\_\_\_\_

Timeline: \_\_\_\_\_

## 4 TURN AI INTO YOUR SHARED SCHOOL VOICE

Use AI individually. Align collectively. Fight isolation.

**AI is already in your building.** The question is whether it is strengthening alignment -- or quietly creating new silos.

**AI should make your team sound more like each other -- not less.**

**LIVE AI EXERCISE**

Ask the same student-facing question in two different AI chats:

*Example prompt: "Write a follow-up message to a student who toured our program but is unsure whether the career is stable and worth the investment."*

CHAT A -- No Instructions

What felt generic or inconsistent?

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CHAT B -- With School Voice

What improved?

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## 5 BUILD YOUR SCHOOL VOICE INSTRUCTIONS

Give AI the right operating system -- your voice, your values, your proof

Our School Voice Should Feel:

- Warm
- Practical
- Encouraging
- Honest
- Professional
- Consultative
- Supportive
- Other: \_\_\_\_

Our School Should Never Sound:

- Pushy
- Generic
- Robotic
- Overpromising
- Dismissive
- Transactional
- Other: \_\_\_\_

**Our Common String -- In 12 words or fewer: Why is your school worth it?**

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**Proof Points Every Department Should Use**

- |                     |                         |                           |
|---------------------|-------------------------|---------------------------|
| • Placement rates   | • Employer partnerships | • Graduate outcomes       |
| • Licensure success | • Hands-on training     | • Student support systems |

Add your school-specific proof points:

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**Our Empathy Rule -- When a student is uncertain, our team should always:**

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**Draft School Voice Instructions**

*When helping us communicate with students or prospects:*

- Use a warm, honest, consultative tone.
- Reinforce our Common String.
- Use real proof points whenever possible.
- Never pressure or overpromise.
- Address the student's concern first.
- Focus on helping the student make a confident decision.
- Every interaction should sound like it came from one aligned school team.

Add your school-specific instructions:

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**ONE MORE THING: SET UP A SHARED AI WORKSPACE**

Once you have your School Voice Instructions, the most important next step is making sure **everyone on your team uses them** -- not just the people in this room today.

The simplest way to do this: set up a **shared team AI account** for your school. One account. One set of instructions. Everyone starts from the same place.

With a shared workspace your team can:

- Upload your Common String, proof points, and voice instructions once -- so every staff member draws from the same source
- Share prompts that work across departments (admissions, finance, student services)
- Update the instructions when your messaging evolves -- and it updates for everyone
- Prevent the Individual AI Silo: each person doing their own thing with their own version of your school

*This is not about buying software. It is about giving your team one shared starting point. The tool is incidental. The alignment is the point.*

*Suggested starting point: ChatGPT Team (openai.com) · Claude for Teams (claude.ai) · Microsoft Copilot (if your school uses Office 365)*

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**THE 30-DAY COMMITMENT**

*Pick what matters. Do it. Measure it.*

**In the next 30 days, we will:**

- Test School Voice Instructions with Admissions
- Create one Stitch process
- Review student-facing communication for consistency
- Improve one hand-off moment
- Align AI usage across departments
- Add stronger proof points into conversations

**ONE ACTION WE WILL TAKE:**

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Owner: \_\_\_\_\_

Date: \_\_\_\_\_

*Review rule: If it takes more than 3 hours to launch or more than 30 days to measure -- park it for later. Keep only what moves a number.*

**AI will make your school faster. It will not make your school clearer.**

**Clarity comes from alignment.**

And alignment shows up in every moment your students experience.