



The Admission Counselor's Guide to Achieving Recruiting Goals

TRAINING COURSE
JULY 11–AUGUST 12, 2022

REGISTER BY JULY 8, 2022

» rev.enrollmentfuel.com/admission-counselors





What Enrollment Leaders Have to Say About enrollmentFUEL Training



enrollmentFUEL's training was a great blend of historical context, current data, and practical applications. The exercises allowed us to identify pain points that our team experiences at the yield stage of the funnel. More importantly, the trainer helped us strategize the best ways to work through those challenges with students and families. It has made a difference already, just two weeks later.

— Shannon Hutchison Caraveo, Director of Undergraduate Admissions
Point Loma Nazarene University, San Diego, California

The training provided a different way to consider admission work—the transformational approach rather than the transactional method. This training experience reminded us of the true meaning and value of the important work we do every day. In these often challenging roles, that sense of purpose is refreshing and reinvigorating. Our training was a great development opportunity, even for those who have been in the role for a few years.

— Rachel Schmidtke, Associate Vice President of Admission
Hanover College, Hanover, Indiana

Providing professional development opportunities for staff is a key responsibility for leaders. It's great to know that enrollmentFUEL takes this need seriously by creating effective training programs that are also not cost-prohibitive. I found "The Admission Counselor's Guide to Achieving Recruiting Goals" course to be so informative—even after 30 years in the arena, I learned so much from the course!

— Dr. Brian Swords, Vice President
Southern Wesleyan University, South Carolina



The Admission Counselor's Guide to Achieving Recruiting Goals

Build confidence and knowledge as an Admission Counselor. This course equips learners with important background information about their role to broaden experience and master practical skills.

High-level learning objectives include:

- Understand the differences among the types of enrollment offices (admission, recruiting, SEM) and the work of each type
- Identify the critical stages of the admissions process and your institutional role as the admission counselor
- Develop an appreciation of the “arms race” in higher education, one’s market position within the “food chain” of postsecondary institutions, and the essential tradeoffs and considerations associated with institutional objectives around access, prestige, revenue, and growth

Registration and Pricing

- Registration for this course is available through July 8, 2022 at rev.enrollmentfuel.com/admission-counselor.
- Registration is per learner.
- The registration cost is \$1,250 per learner. (Client-partners, contact us for your special discount code.)
- Institutions registering 3+ learners may receive special pricing: \$2,799 for 3-10 learners per institution.
- On the day prior to the start of the course, attendees will be set up in enrollmentFUEL's online learning management system (LMS), Rise.
- All attendees will receive a course workbook and syllabus with dates and information, including how to attend online live sessions, access session recordings, and log into the Rise LMS.

Course Format

The format for "The Admission Counselor's Guide to Achieving Recruiting Goals" course includes:

- Live Zoom kick-off meeting (online)
- Five hours of asynchronous learning content available in enrollmentFUEL's Learning Management System (LMS), Rise
- Course workbook and resources
- Flipped classroom course training materials and videos available for download by participants
- Mid-cycle in-person course content presentation
- Three asynchronous online sessions available in the Rise LMS
- Live Zoom final session with prizes to recognize high-achieving participants
- Certificate of completion



What Participants Have to Say About enrollmentFUEL Training

I found the enrollmentFUEL training helpful and very practical, especially as it pertains to communicating through the admissions funnel. The list of techniques provided was so impactful. I left the training with a renewed sense of clarity as to what it looks like to be effective in my role as an admission counselor.

I thought the time spent with our trainer was great. I would love to have more enrollmentFUEL training in the future.

I loved our training. I think the trainer provided some of the best content I have received.



Course Sessions

These sessions provide participants access to approximately 5 hours of in-person and 17 hours of online learning content. The content and curriculum were designed to supplement institutional-specific training about internal systems and procedures and augment entry-level association training.

SESSION 1: History of Enrollment Management and the Admission Cycle

(Part of this session is in-person via Zoom)

In this session, participants learn about the various iterations of enrollment from admissions, recruitment, enrollment management, and strategic enrollment management (SEM). We will focus on the differences and expectations of counselors in each model. Additionally, learners will complete training with an understanding of the annual admission cycle and the outcomes required in each “season.”

SESSION 2: Territory Management, Closing the Sale, and the Funnel

This module focuses on how counselors manage their territory and how it differs from what happens in operations. We discuss the Admission Counselor’s friend, the CRM, and focus on sales (yes, admission is sales) along with the various modalities and best approaches for closing the sale. Finally, we review the admission funnel. We discuss what happens at each stage and how the division of labor works in an admission office to meet net tuition revenue goals.

SESSION 3: Admissions—Attracting, Admitting, and Enrolling

This is the meat and potatoes of admissions. How are students attracted to the institution, and what factors are most salient in a student’s decision to attend college? We will learn about tactics such as Student Search, geodemography, predictive modeling, and digital recruiting strategies. We will also review the various types of admission and all the “pieces” required to get a student to matriculate.

SESSION 4: Meeting your Goal—Planning, People, and Service

(Part of this session is in-person via Zoom)

Get ready to meet your goal—the exciting culmination of the cycle and how you prove your success as a counselor. Get insight into how different territories are set. Learn strategies to navigate your territory with a focus on planning and executing your personal strategy. Learn new ways to build relationships and engage people, and identify how to provide exceptional customer service. Lastly, we will discuss your title—admission counselor—what that means, and how you successfully fulfill your role requirements.

SESSION 5: Understanding the Competitive Playing Field: The Role of Marketing and Recruitment in Building a Class

(Part of this session is in-person via Zoom)

How does your college stand out? What makes it different? Do you know how to talk about your value proposition or your feature/benefit statements? In this session, you will learn the best tactics to be an exceptional recruiter and admission counselor. You also learn how the marketing team impacts enrollment and the various ways they augment the work you do.

After Registration

Attendees will receive a syllabus with additional information including dates for online events, how to access enrollmentFUEL’s learning management platform, Rise, and how to reach instructors.

LEARN MORE

» rev.enrollmentfuel.com/admission-counselors

If you have questions, please contact Dr. Laralee Harkleroad at rev@enrollmentfuel.com.



Frequently Asked Questions

What is covered in the registration cost?

The registration cost is \$1,250. Registration permits up to one learner from a single institution (defined as an individual college or university) to attend the training.

How do I sign up for my institution?

Go to rev.enrollmentfuel.com/admission-counselor. Register the learner (institution, name, and email) and pay online.

What if I hire an additional counselor later that would qualify me for the discounted price?

Each person would need to be registered, individually. However, institutions registering 3+ learners may receive special pricing: \$2,799 for 3-10 learners per institution. If you ultimately end up registering enough learners to qualify for the discount, simply email us at rev@enrollmentfuel.com, identifying all learners registered by your institution and we will apply your discount.

Who developed the curriculum and who are the trainers?

The course curriculum was developed by Jacquelyn D. Elliott, Ed.D., Lisa Branson, M.Ed., and the enrollmentFUEL team. In-person sessions will be led by Dr. Elliott and others on the enrollmentFUEL staff. The online portion is self-guided, with quizzes to determine if the information has been mastered.

Does this course qualify for continuing education credits?

Not at this time, but all participants who complete the course will receive a certificate of completion.

Is there a time limit for completing the material in this session?

Yes, all sessions must be completed by August 15, 2022, to receive the certificate of completion, which will be mailed to your supervisor. The sessions will close at that time, but content can still be accessed through November 30, 2022. After that date, learners will no longer have access to the content, as FUEL will be updating it for the next cycle.

What if I have more questions?

Contact Dr. Laralee Harkleroad, Associate Vice President of Marketing & Learning, at rev@enrollmentfuel.com.

About Us

enrollmentFUEL is a national Student Search company. We are committed to helping the people who recruit people create better ways to achieve their goals through strategic solutions, insightful consulting, and practical training.

Our team has walked in your shoes. We understand your challenges, and we know you make a significant difference at multiple levels. Your institution depends on the revenue you generate, and you transform the lives of students by helping them find a place that feels like home while supporting their first steps on a new life path to career fulfillment.

This training was designed to supplement standard training received by admission counselors at their institution. Along with practical skills, "The Admission Counselor's Guide to Achieving Recruiting Goals" provides learners with a greater end-to-end understanding of their role within the recruiting cycle. It can deepen a counselor's sense of purpose and broaden their view of meaningful career opportunities in enrollment management.

The content and curriculum were developed by the enrollmentFUEL team. The team was led by company president, Jacquelyn D. Elliott, Ed.D. Along with her expertise in all aspects of Strategic Enrollment Management, Dr. Elliott is an internationally-recognized trainer and educator who has received numerous awards for her achievements, including ACCRAO's 2019 Award of Excellence in International Education. Information on financial aid, which is critical to recruiting success, was developed by Lisa Branson, M.Ed., enrollmentFUEL's Vice President of Client Relations, an accredited subject matter expert and trainer on the topic.

***If you have questions, please contact
Dr. Laralee Harkleroad, Associate Vice President of Marketing & Learning,
at rev@enrollmentfuel.com.***

©2022 enrollmentFUEL



306 West Franklin Street, Suite F
Chapel Hill, NC 27516

enrollmentFUEL.com

