



Emerging Leaders: A Training Course for Your Leadership Journey

JUNE 1–JUNE 30, 2022

REGISTER BY MAY 30, 2022
» rev.enrollmentfuel.com/emerging-leaders





What Enrollment Leaders 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





Emerging Leaders:

A Training Course for Your Leadership Journey

Whether you are a seasoned leader hoping to continue to grow your career, or you have recently stepped into your first leadership role, the mantle of leadership often weighs heavy, and understanding your leadership journey can be overwhelming. This course gives you the knowledge and tools to develop the confidence you need to be a successful leader in higher education and beyond.

High-level Learning Objectives Include:

- Examine different leadership styles, apply them to real world situations, and evaluate your own leadership style through reflective practices.
- Analyze your communications for clarity and identify methods of effective communication using various feedback analysis tools.
- Identify thought distortions and how to reframe them, understand how perception can create an imagined reality, and develop approaches to difficult conversations.
- Explore the perception of "failure" and create tools that promote a growth mindset after a setback.
- Develop approaches to leading in ambiguity or areas in which you are not the subject matter expert.
- Discover effective methods of delegation and learn steps to empower your staff.
- Understand how trust is fostered in a team and develop tools you can use to grow trust in your own team.
- Study the concept of followership, understand its role in leadership, and develop your own personal leadership style statement to use moving forward.

Registration and Pricing

- Registration for this course is available through May 30, 2022 at rev.enrollmentfuel.com/emerging-leaders.
- The registration cost is \$1,250 per person. (Client-partners, contact us for your special discount code.)
- 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 logging into the Rise LMS.

Course Format

The format for the REV "Emerging Leaders" course includes:

- 3 hours of asynchronous video content, available in enrollmentFUEL's LMS, Rise
- Course workbook and resources
- In-person Zoom kick-off meeting (online)
- Three asynchronous online modules available in enrollmentFUEL's online LMS, Rise
- Live in-person Zoom final session (online)
- All participants who complete the course quiz by June 30, 2022 will be mailed a course completion certificate.



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

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



What Is Your Leadership Journey?

What is leadership and why should you spend time exploring and developing your own leadership style?

People who set and achieve lofty goals take time to understand how their unique talents contribute to the larger picture. Beyond hard work, initiative, goal setting, and nurturing strong working relationships, they explore ways to not only use but grow their skills.

At the end of this course, you will have a 'journey' that incorporates the learning objectives covered and will serve as a helpful tool to use in the future when challenges arise.

LEARN MORE

» rev.enrollmentfuel.com/emerging-leaders



ABOUT YOUR INSTRUCTOR:

Dr. Cié Gee serves as the Associate Vice Provost of Career Engaged Learning, Director of the QEP, and clinical faculty member at The University of Texas San Antonio. Her other higher education roles have included Director of Strategic Planning and Assessment for

Enrollment Management, Director of Registration and Records, Assistant Director Admissions, and Orientation Leader. She led a faculty and staff executive training and development program for 10 years and is passionate about higher education leadership cultivation. Cié served as the 2019 president of SACRAO. She was awarded outstanding presenter for SACRAO in 2014 and AACRAO in 2015 and has received other accolades for her presentation skills. Cié is a graduate of the AACRAO Strategic Enrollment Management Endorsement Program and is currently serving as an evaluator for future graduates. She has been published in SEM Quarterly, the SACRAO Journal, and is a regular contributor to AACRAO's Field Notes. Cié has a BA and MA in Communication and an Ed.D. in Educational Leadership from The University of Texas San Antonio. Her dissertation focused on the journey to leadership for senior level women in higher education.

Don't Miss This Opportunity to Level Up Your Leadership.

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. The registration fee covers one learner from a single institution (defined as an individual college or university).

How do I sign up for my institution?

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

What if I want to add additional people to the training?

Each person needs to be registered individually. If you want to register more than three learners, please contact us for bundled pricing.

Who developed the curriculum and who are the trainers?

The course curriculum was developed by leadership development subject matter expert, Dr. Cié Gee, in cooperation with REV: FUEL's Learning Series. Cié will lead both the in-person kick-off and live final sessions. The online portion is self-guided, with a final quiz 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?

The course must be completed by the end date indicated to receive the certificate of completion, which will be mailed to individual registrants. The course will close at midnight of the final week, but content can still be accessed for six weeks after the course end date. Participants will receive notification of that date and reminders leading up to it. 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 on a mission to create more effective and efficient Student Search communications and strategies. The company has extensive expertise in geodemographic research, predictive modeling, creative design and messaging, CRM implementations (including Slate), look-alike modeling, Forensic Lead Generation™, web analytics, and all aspects of digital advertising (household targeting, retargeting, geotargeting, geoframing, matchBACK, etc.). Building on organizational values of teaching and learning, REV: FUEL's Learning Series, provides affordable and high-value professional development and training for higher education professionals. With proprietary technology and innovative thinking, enrollmentFUEL provides successful outcomes and actionable insight to the people who recruit people. For more information, please visit enrollmentfuel.com.

enrollmentFUEL's **"Emerging Leaders: A Training Course for Your Leadership Journey,"** offered through our REV: FUEL Learning Series, provides new leaders (and leaders wanting to reach a deeper level of understanding of their leadership story) the tools they need to succeed in higher education.

The course content and curriculum were developed by leadership development subject matter expert, Dr. Cié Gee, in cooperation with REV: FUEL's Learning Series. Cié led a faculty and staff executive training and development program for 10 years, has authored features in a variety of higher education and leadership publications, and is passionate about higher education leadership cultivation.

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

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

enrollmentFUEL.com

