



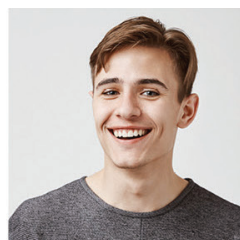
# Fortifying Your Front Line Strategy:

A Training Course to  
Help You Build a  
Strong Student  
Ambassador Program

**SEPTEMBER 1 - SEPTEMBER 30, 2022**

**REGISTER BY AUGUST 29, 2022**

» [rev.enrollmentfuel.com/ambassadors](https://rev.enrollmentfuel.com/ambassadors)





# 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



# Fortifying Your Front Line Strategy:

A TRAINING COURSE TO HELP YOU BUILD A  
STRONG STUDENT AMBASSADOR PROGRAM



Ambassadors. In many ways our lives depend on them. Their enthusiasm for our institutions, their ability to tell their own stories, their methods of engagement, and sometimes, even their capacity for remembering specific details and authenticity can make or break a campus visit. Building an ambassador program that motivates students to not just participate, but to ENGAGE (even those campus tours when it's 20 degrees or 102 degrees outside), is essential for the success of any college or university.

## High-level learning objectives include:

- Determine whether or not your Ambassador Program should be a paid position within your college or university
- Learn ways to compensate Ambassadors other than financial remuneration
- Make your Ambassador Program one of the sought after “jobs” on campus
- Develop subject area teams to assist with topics other than the campus tour
- Hire, train, and motivate your Ambassadors
- Assess Ambassador performance
- Incorporate your Ambassador program into the overall EXPERIENCE of the campus visit
- Know the complete “campus visit journey”—when it actually begins and when it ends
- Create an environment in which Ambassadors enhance their collaborative, leadership, and service/volunteer-skills

## Registration and Pricing

- Registration for this course is available through **August 29, 2022** at [rev.enrollmentfuel.com/ambassadors](https://rev.enrollmentfuel.com/ambassadors).
- 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 overview 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 **"Fortifying Your Front Line Strategy: A Training Course to Help You Build a Strong Student Ambassador Program"** includes:

- 3 hours of asynchronous video content, available in the Rise LMS
- Course workbook and resources
- In-person kick-off meeting (online)
- 3 asynchronous online sections, available in Rise
- Live, in-person final session (online)
- 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.*

## How do you create a successful and sustainable student ambassador program?

In this course, you will learn how to hire, train, and motivate the best students to tell your institutional story. Course participants will also learn how to identify gaps in their existing Ambassador Program, assess issues that need to be resolved, and determine ways to minimize unforeseen future issues.

LEARN MORE

» [rev.enrollmentfuel.com/ambassadors](https://rev.enrollmentfuel.com/ambassadors)



### About Your Instructor

**LeAnn Hughes** serves as the Vice President of Enrollment and Marketing for Illinois Wesleyan, where she is responsible for first-year and transfer admissions, enrollment, financial aid, marketing, and communications.

Prior to her role at Illinois Wesleyan, LeAnn served as Vice President of Enrollment and Marketing at Tusculum University in Greeneville, TN. She was recruited to her vice presidency at Tusculum after spending 12 years at King University in Bristol, TN., where she was named Vice President of Marketing and Enrollment Management in 2005 after serving in leadership roles for fundraising and communications operations.

During her tenure at King University, LeAnn helped lead a regional college of 800 students into position as a doctoral granting institution with an international enrollment, and achieved 350% growth in enrollment.

**Don't miss this opportunity to build a top-notch student ambassador program!**

*If you have questions, please contact Dr. Laralee Harkleroad at [rev@enrollmentfuel.com](mailto: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 register?**

Go to [rev.enrollmentfuel.com/ambassadors](https://rev.enrollmentfuel.com/ambassadors). 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 register individually. If you wish to register 3 or more learners, please visit [rev.enrollmentfuel.com/ambassadors](https://rev.enrollmentfuel.com/ambassadors) and follow prompts for registering 3 to 10 participants.

## **Who developed the curriculum and who are the trainers?**

The course curriculum was developed by enrollment and marketing subject matter expert, **LeAnn Hughes**, Vice President of Enrollment and Marketing for Illinois Wesleyan University. LeAnn will lead both the in-person kick-off and live final sessions. The online sections are 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](mailto: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](https://enrollmentfuel.com).

enrollmentFUEL's training opportunities, offered through our REV: FUEL Learning Series, provide higher education professionals wanting to reach new heights and a deeper level of understanding the tools they need to succeed.

All FUEL learning content and curricula are developed by industry leaders and subject matter experts in cooperation with REV: FUEL's Learning Series.

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

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