



The Admission Counselor's Guide to Achieving Recruiting Goals

BROADEN KNOWLEDGE. MASTER PRACTICAL SKILLS. MEET GOALS.

JULY 10—AUGUST 11, 2023

REGISTER BY JULY 7

rev.enrollmentfuel.com/admission-counselors



FUEL Learning Series



enrollment**FUEL**





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 style
- Identify the critical stages of the admissions process and your 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 7, 2023 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 as a group may receive special pricing: \$2,799 for up to 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.

Course Format

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

- 5 high-impact learning modules
- Over 23 hours of instruction
- In-person kick-off, mid-cycle, and closing meetings (via Zoom)
- Flipped classroom course training materials and videos available for download by participants
- Built with a focus on practical skills by enrollment experts
- Recommended reading
- Course workbook
- Additional resources in the form of takeaways, tip sheets, and more
- End-of-course quiz to assess learning outcome success
- Certificate of completion for participants who pass the end-of-course quiz



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 Sections

These sections 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.

SECTION 1: History of Enrollment Management and the Admission Cycle

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

In this section, 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.”

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

This section 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.

SECTION 3: Admissions—Attracting, Admitting, and Enrolling

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

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.

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

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.

SECTION 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 section, 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.

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 as a group may receive special pricing: \$2,799 for up to 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 team. The online portion is self-guided, with recorded lecture content and 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 16, 2023, to receive the certificate of completion. The sections will close at that time, but content can still be accessed through December 1, 2023. After that date, learners will no longer have access to the content, as enrollmentFUEL 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 comprehensive Strategic Enrollment Management (SEM) solutions provider. Our holistic, tailored, and institution-specific approach uses detailed analysis, emerging and proven technologies, actionable reporting, and targeted tactics to help you meet your enrollment goals.

With well over 300 years of collective enrollment management experience, we provide specific, 360-degree solutions to meet your needs. Our services bring together all the elements of admissions and financial aid, including Student Search, digital marketing, effective communication plans, recruitment strategies, scholarship metrics, financial aid policy and process enhancements, CRM solutions, temporary staffing, coaching, and training.

enrollmentFUEL is on a mission to delight, champion, and stretch college and university leaders with our winning culture, distinctive core values, and demonstrated expertise. For more information, visit 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.

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.

*If you have questions, please contact
Dr. Laralee Harkleroad, Associate Vice President of Marketing & Learning,
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