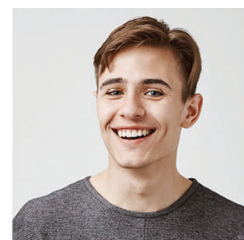




# The Admission Counselor's Guide to Achieving Recruiting Goals

TRAINING SESSION  
JULY 12–SEPTEMBER 30, 2021

REGISTER BY JUNE 30, 2021  
» [training.enrollmentfuel.com](https://training.enrollmentfuel.com)





# 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. More importantly, it 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

*Training from enrollmentFUEL is not a “one-and-done” deal. After our training session, I sent an email with a few follow-up questions and received a quick, personalized, and informative answer. I also appreciate their holistic approach and the information presented. In one session, we covered emotional intelligence, and how it relates to our position and institution. As the training finished, our whole team was grateful and inspired.*

— Colin Dempsey, Assistant Director of Admissions  
Keystone College, La Plume, Pennsylvania



# The Admission Counselor's Guide to Achieving Recruiting Goals

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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, institutionally
- 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
- Learn **financial aid basics** like the financial aid application process, student eligibility, student needs analysis, and how students are awarded
- Recognize the saliency of **demographic changes** in American society and how they influence marketing and recruitment decisions in higher education

## Registration and Pricing

- Registration for this session is available through June 30, 2021
- Registration is by institution
- The registration cost is \$1,250 per institution
- One registration covers up to 10 attendees from a single institution
- At the time of registration, you will be asked for the name and email of your attendees
- After registration, the attendees will be set up in enrollmentFUEL's online learning management system (LMS)
- All attendees will receive a class syllabus with dates and information, including how to attend online live sessions, access session recordings, and logging into the LMS

## Course Format

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

- In-person kick-off meeting (online)
- Seven asynchronous online modules available in enrollmentFUEL's online learning management system
- Flipped classroom course training materials and videos available for download by participants
- Mid-cycle in-person course content presentation
- Follow-up online group discussion sessions
- Last session in-person meeting with prizes to recognize high-achieving participants
- Certificate of completion



## What Admission Counselors Have to Say About enrollmentFUEL Training

*I found the enrollmentFUEL trainer 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 7 hours of in-person and 23 hours of online learning content. Content and the 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)**

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: 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.

### **SESSION 4: Admissions – Attracting, Admitting, and Enrolling (This session is in-person)**

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. Also, we will review the various types of admission and all the “pieces” required to get a student to matriculate.

### **SESSION 5: Understanding Financial Aid Basics – The Application Process, Student Eligibility, and Awarding**

This engaging session helps you prepare for financial aid discussions, an integral part of your counseling work with applicants. We will review the federal guidelines for applying, financial aid award letters, the various aid elements that comprise them, and how discount rates impact the enrollment process.

### **SESSION 6: Understanding the Competitive Playing Field: The Role of Marketing and Recruitment in Building a Class**

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.

### **SESSION 7: The Demographic Cliff—A Look into the Future of Enrollment**

While this sounds ominous, don’t worry. We review the trajectory of national trends expected to affect the demography of enrollment. While it is predicted there will be fewer students to recruit for classes in the future, there are important strategies to consider. If you are pursuing a career in the field, this will be an essential strategy session for you.

### **After Registration**

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

**REGISTER AT**  
**» [training.enrollmentfuel.com](https://training.enrollmentfuel.com)**

*If you have questions, please contact Dr. Jacquelyn D. Elliott at [jacqui.elliott@enrollmentfuel.com](mailto:jacqui.elliott@enrollmentfuel.com)*



# Frequently Asked Questions

## **What is covered in the registration cost?**

The registration cost is \$1,250. This permits up to 10 Admission Counselors 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 **[training.enrollmentfuel.com](https://training.enrollmentfuel.com)**. Registration is by institution, and you can pay online. During registration, you will be asked for a list of attendees, including their names and emails.

## **What if I hire another counselor at a later date? Can I sign them up to attend without an additional charge?**

Yes, as long as we receive the name before June 30, 2021. Send an email to Yanery Rodriguez at [Yanery.Rodriguez@enrollmentfuel.com](mailto:Yanery.Rodriguez@enrollmentfuel.com). Let us know the name and email of the person you would like to add to your training roster.

## **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.

## **Do these courses 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 all the sessions?**

Yes, all sessions must be completed by September 30, 2021, 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 February 25, 2022. After that date, learners will no longer have access to the content, as FUEL will be updating it for the next cycle.

# 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 revenues 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" connects learners to 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 for Enrollment Systems, an accredited subject matter expert and trainer on the topic.

***If you have any questions, please contact  
Dr. Elliott at [jacqui.elliott@enrollmentfuel.com](mailto:jacqui.elliott@enrollmentfuel.com).***

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