



## Developing the Enrollment Team

The successful enrollment program requires strong, visionary leadership and a talented, committed staff capable of implementing the annual enrollment plan effectively. Training and developing enrollment leaders and staff should focus on three essential requirements for effectiveness:

- **Knowledge** – Enrollment managers and staff members need to know and master a wide body of knowledge to be effective in their work.
- **Skills** – Enrollment managers and counselors should be highly skilled in a variety of areas and those skills should be taught, practiced, and evaluated in order to improve them.
- **Attitudes** – While attitudes that lead to success are difficult to teach, they can be discussed and modeled. A training program should set expectations for the winning attitudes that staff members should bring to work each day.





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We approach staff training and development as a process and not as an event.

We offer ongoing training programs for both enrollment managers and for admissions counselors.

Training topics include, but are not limited to the following:

### The Effective Enrollment Manager

- The role of the effective enrollment manager
- Areas of expertise needed for effectiveness:
  - Institutional knowledge (mission, vision, strengths and weaknesses, core competencies, student outcomes, competitive advantages and disadvantages, etc.)
  - Market knowledge (environmental threats and opportunities, market and demographic trends and projections, competitor knowledge, primary, secondary, and tertiary markets, etc.)
  - Leadership and change management
  - Planning and strategy formulation
  - Managing and mentoring people
  - Structuring for success
  - Using technology effectively
- Fundamentals of a successful enrollment program
- Outsourcing and managing the use of outside resources
- Budget management

### The Effective Admissions Counselor

- The role of the effective admissions counselor
- Knowledge, skills, and attitudes needed for success
- Fundamentals of enrollment management
- The enrollment funnel
- Territory planning and management
- Communication and promotional strategies
- College decision models and college choice factors
- Counseling-selling
- Using financial aid and scholarships appropriately in recruitment
- Effective interviewing skills
- Effective telecounseling skills
- Effective presentation skills