

ADMISSIONS COORDINATOR LEARNING PATH

This learning path guides Admissions Coordinators in a sequence of online training courses focused on the job description.

LEVEL 1: FOUNDATIONAL KNOWLEDGE

- Admissions Team Onboarding (1hr 30 m)** — This introductory e-course focuses on fundamental admissions systems including the school's CRM usages, lead management, the school's CRM, the school tour and career planning session, and much more.
- Welcome to Our Culture (1 hr)** — Learn about the unique Paul Mitchell Schools culture and your role to sustain it.

LEVEL 2: PRACTICAL APPLICATION

ENROLLMENT FUNDAMENTALS

- Trusted Advisor (30 m)** — Learn how to intentionally and ethically build trust to strengthen your relationships with others and to enhance your performance.
- Powerful Questions (25 m)** — Discover the types of questions and how to use them in the pre-enrollment process.
- Features, Benefits, and the Benefit of the Benefit (30 m)** — Exercise critical-thinking skills and discover the features, benefits, and the benefit of the benefit.
- Gaining Commitment (1 hr)** — Explore the science of persuasion, micro-commitments, and ethical techniques for gaining the prospective Future Professional's commitment.
- Overcoming Objections (25 m)** — Discover the origins of objections and how to help the prospective Future Professionals find solutions to overcome them.

LEAD MANAGEMENT

- Pre-Appointment Communication (1 hr 30 m)** — Learn the systems and practice pre-appointment communication strategies to help connect with the prospective Future Professionals. Topics include the strategy-lead follow-up system, text messaging success, and tips for putting your best voice forward.
- Admissions Initial Contact Systems (1 hr 45 m)** — Learn the key systems for initial contact, hear tips for sounding professional and authentic, and learn about asking questions.

SCHOOL TOUR AND CAREER PLANNING SESSION

- School Tour (30 m)** — Learn the flow of the school tour and career planning session, how to customize the school tour, and how to use the School Tour and Career Planning Session Feedback Forms.
- Virtual School Tour (1 hr)** — Access guidelines and resources to help your team design and lead virtual school tours.

SCHOOL TOUR AND CAREER PLANNING SESSION (cont.)

- Personal Interview and Career Planning Session (25 m)** — Learn how to prepare for the personal interview and career planning session, observe mentors asking powerful questions, and learn how to customize career planning sessions.
- Conducting a Financial Planning Session (40 m)** — This course focuses on how to guide the prospective Future Professionals in a financial aid planning session using the Financial Aid Possible Form.

FINANCIAL AID 101

- Financial Aid 101 (2 hrs)** — This course is an introduction to federal student aid, types of student aid, and how to lead a financial aid planning session.
- Completing the FAFSA (1 hr 30 m)** — Learn the best practices for advising the prospective and current Future Professionals on completing the Free Application for Federal Student Aid (FAFSA).

LEVEL 3: MASTERY

RECRUITMENT

- Lead-Generating Calendar (25 m)** — Learn how to achieve the school's enrollment goals using the system tools to create a game plan.
- High School Campaign (1 hr 30 m)** — Learn how to design and execute the school's high school campaign, including how to generate high school leads using the proper goal setting, strategy, and the event calendar. Use the school's CRM to build a database of future enrollment and execute strategic follow-up. Learn to document activities and when and how to follow up with the high school prospective Future Professional.
- Virtual High School Campaign (1 hr)** — See a sample overview of virtual high school campaigns, best practices for counselor and contact connections, and virtual recruiting events.