

LEVEL 1: FOUNDATIONAL KNOWLEDGE

COMPLETE THE ADMISSIONS COORDINATOR LEARNING PATH

LEVEL 2: PRACTICAL APPLICATION

STRATEGIC PLANNING – ANALYSIS

- Lead Source Analysis (25 m)** — Discover the school's CRM reports and metrics for analyzing the efficiency of each lead source and the school's marketing and recruitment efforts.
- Start Date Analysis (35 m)** — Learn the guidelines for analyzing enrollment for each start date and how to involve the school team in the start date analysis meeting.

STRATEGIC PLANNING AND GOAL SETTING

- The MAP (40 m)** — Practice using The MAP tool to set goals for the number of leads, prospects, tours, applications, and contracts necessary to achieve the yearly enrollment goals.
- Conversion Rates (30 m)** — Discover how the enrollment conversion rates are calculated, the internal and external factors that influence these numbers, and how to troubleshoot performance improvement.

PROFESSIONALISM

- Time and Focus Management (35 m)** — Reset your time management button and learn techniques for managing your focus. Learn to use the Eisenhower matrix, anchor method, power hours, and more.
- Professional Dialogue (1 hr 15 m)** — How you communicate a message is as important as the message. Discover the best practices on how to communicate like a pro while remaining authentic.
- Virtual Communication (45 m)** — Setting up your workspace, virtual meetings and resources, and tips for staying healthy, productive and positive while working remotely.

LEADERSHIP

- Mindful Leadership (2 hrs)** — This personal and professional development course for all team members features step-by-step ways to challenge and change your thoughts, actions and emotions about leadership. Discover mindfulness, meditation, and life balance practices.
- Coaching Team Performance (1 hr 30 m)** — This course focuses on assessing your coaching skill set and identifying how to build your coaching toolbox. Practice clarifying your communication and preparing for coaching sessions using the Communication Planner. Explore different methods to give feedback and redirect team performance.

ADMISSIONS LEADER LEARNING PATH

CONTINUED

- Visionary Leadership (1 hr)** — Challenge your leadership skills and learn different leadership and management approaches. Stack the deck in your favor by identifying the most important tasks to complete to perform effectively in a highly dynamic work environment. Become conscious of when to lead and when to manage your team by knowing the difference between leadership and management. Explore a unique approach to time management and other tools to help you become a more effective school leader.

SALON CAMPAIGN

- Salon Campaign and Placement (4 hrs)** — Perform a self-assessment of the school's salon campaign, design a salon campaign, and manage time outside of the school campus efficiently and effectively.

LEVEL 3: MASTERY

LEADERSHIP AND COMMUNICATION

- Inspecting and Guiding the Enrollment Team in School Director Download Meetings (1 hr 45 m)** — Learn to inspect, manage, and communicate with the enrollment team in the team download meetings.