

THE NEW ADMISSION DIRECTOR

Presenter: Mary Yorke Oates, IAP-L,
Director of Admissions, Charlotte Latin School

A DISTANCE LEARNING COURSE

SYLLABUS

This virtual workshop, designed specifically for new Admission Directors, maps out key concepts all offices should consider. Combining key ISM theories with both tactical and strategic systems, this course aspires to help all new Admission Directors build a successful foundation for a productive office.

Members will begin with an individual pre-conference session to speak specifically about his or her own school challenges and/or opportunities. For our first session, we will identify key concerns and determine small group topics. From Monday through Wednesday, we will have two live sessions, lasting approximately 90 minutes. In addition, we will have breakout sessions and office hours daily.

Please block these times off in your schedule and join the virtual classroom via your computer. We ask that everyone participate with their camera turned on so that we can see one another and interact more naturally.

DAY 1 – SUNDAY, OCTOBER 24, 2020

PRE-RECORDED LESSONS:

- ISM Videos
to be viewed prior to the workshop

LIVE SESSION: 3:00 PM ET/12:00 PM PT (APPROX. 120 MINS)

Session 1 - Introductions and Breakout Overview

- Topic #1: Introduction
 - Topic #2: Topics for Breakout Group
 - Topic #3: Blueprint for the Week/ISM Theory Discussion
-

DAY 2 – MONDAY, OCTOBER 26, 2020

LIVE SESSION: 11:00 AM ET/8:00 AM PT (APPROX. 90 MINS)

Session 2: The Admission Team

- Topic #1: Boots on the Ground: The Admission Office
- Topic #2: Mobilize and Feature: Faculty, Students, Ambassadors
- Topic #3: View from the Top: Your Head and Board

Breakout Groups: TBD (Training, Director's Role, Everyone's Job)

LIVE SESSION: 1:30 PM ET/10:30 AM PT (APPROX. 90 MINS)

Session 3: Admission Events

- Topic #1: Marketing: Beyond the Open House
- Topic #2: Hosting: Capture (and Manage) the Vibe
- Topic #3: Onboarding: Retention and Word of Mouth

Breakout Groups: TBD (Open Houses, Fairs, Swag, CRM@Data)

OFFICE YAPPY HOURS: 5:00-6:00 PM ET/2:00-3:00 PM PT (IT IS 5:00 SOMEWHERE!)

DAY 3 TUESDAY, OCTOBER 27, 2020

LIVE SESSION: 11:00 AM ET/8:00 AM PT (APPROX. 90 MINS)

Session 4: Admission Calendar, Timeline

- Topic #1: The Four Phases of the Calendar
- Activity: Building a Map so Your Process Builds

Breakouts: TBD (Rolling, Priority Round, Retention)

ASYNCHRONOUS WORK: DRAFTING YOUR SCHOOL MAP

LIVE SESSION: 1:30 PM ET/10:30 AM PT (APPROX. 90 MINS)

Session 5: Inbound/Outbound Marketing with Susan Carpenter

- Topic #1: Marketplace 101: Materials, Channels, Events
- Topic #2: Persona Work/Target Audience
- Topic #3: Basic Toolbox: Bang for your Buck

Breakouts: TBD (Social Media, Testimonials, Persona, Ambassadors)

OFFICE HOURS WITH SUSAN & MYRO 4:00-5:00PM ET/1:00-2:00PM PT

Homework: Review the Pre-Recorded Session: The Selection Process

DAY 4 – WEDNESDAY, OCTOBER 28, 2020

PRE-RECORDED LESSONS:

- The Selection Process: File Review and the Committee
-

LIVE SESSION: 11:00 AM ET/8:00 AM PT (APPROX. 90 MINS)

Session 6: Compliance (and why it matters)

- Topic #1: Confidentiality
- Topic #2: Inclusivity
- Topic #3: Financial Aid/Enrollment Contracts/Record Retention

OFFICE HOURS: 1:30-2:30 PM ET/9:30-10:30 AM PT

LIVE SESSION: 3:00 PM ET/12:00 PM PT (APPROX. 90 MINS)

Session 7: The Wrap Up

- Topic #1: Maximizing Yields
- Topic #2: Reports, Data and Why
- Topic #3: Focus Groups, Exit Interviews, Climate Checks