



New to Admissions: Admissions & Enrollment Essentials

A Six-Week Cohort for New Admission & Enrollment Professionals

Program Overview

Whether you're new to admission and enrollment or transitioning into the profession, this six-week cohort provides the essential knowledge, practical skills, and professional network needed to build confidence and succeed in your role.

Each week combines a live interactive learning session, peer discussion, practical application, and guided reflection. Participants will leave with an individualized action plan and a network of colleagues they can continue to rely on throughout their careers.

Program Format

Weekly Virtual Sessions

Weekly Schedule

Week 1

Welcome to the Profession

Topics

- The independent school landscape
- The admission and enrollment lifecycle
- Roles and responsibilities
- Understanding your school's mission
- Building your professional network

Application Activity

Create your professional development goals.

Week 2

The Enrollment Journey

Topics

- Inquiry through enrollment
- Family engagement
- Customer service
- Campus visits
- Funnel
- Communication best practices

Application Activity
Map a family journey.

Week 3

Building Relationships that Matter

Topics

- Working with families
- Faculty partnerships
- Student ambassadors
- Internal collaboration- Business Office/Administrative
- Difficult conversations

Application Activity
Reflect on one relationship you want to strengthen.

Week 4

Marketing, Communication & Storytelling

Topics

- School messaging
- Admissions communications
- Social media
- Events
- Brand consistency

Application Activity
Evaluate one current communication piece.

Week 5

Data, Financial Aid & Enrollment Strategy

Topics

- Enrollment metrics
- Basic financial aid concepts
- Reporting
- Yield
- Retention

Application Activity

Identify one enrollment metric you want to better understand.

Week 6

Professional Growth & Leadership

Topics

- Ethical practice
- Time management
- Career pathways
- Leadership habits
- Professional development

Application Activity

Develop a 90-day professional growth plan.
