

Explore the World of Admissions

# A DAY IN THE LIFE

of an Admissions Counselor and  
Director of Admissions

and

# CAREER LIST

**BE THE TALENT SCHOOLS CAN'T  
LIVE WITHOUT**

Guide and mentor as an Admissions Counselor or Navigate  
the Strategic Landscape as a Director of Admissions

# Student Centered Roles and Transferrable Skills

UNLIMITED OPPORTUNITIES

Whether your interest is getting into a professional career you can be proud of, changing careers for salary and opportunity, or moving into a leadership role our program is designed to take you from zero experience to hero experience in **10-weeks**.

Our admissions bootcamp has been meticulously designed to maximize job opportunities and career growth for participants. Through our comprehensive, project-based, fully mentored learning model, participants are immersed in the entire student experience in admissions from the role of admissions counselor to the leadership role of Director of Admissions. This holistic approach to learning allows participants to develop a diverse range of student engagement and student-centered experiences and allows them an edge in all roles dealing with students.

According to recent data from PayScale (2022), the average salary for an admissions counselor is around **\$54,667** with the range exceeding **\$90,000**, while leadership positions in admissions can command much higher salaries with an average of **\$87,664** with the range exceeding **\$109,000**. For those looking at long term advancement opportunities in positions such as Vice President of Enrollment and Campus President positions the salary range can be from **\$150,000** to above **\$200,000**.

Admissions professionals are the trailblazers of the student lifecycle—the guides who embark with students on their transformative journeys right from the very beginning. From the moment a student expresses interest in an educational institution, admissions steps forward to cultivate one of the strongest and deepest relationships imaginable. They support and champion students as they navigate the complexities of enrollment, laying the foundation for their future success.

But it doesn't end there. Even after students matriculate, admissions professionals continue to serve as unwavering allies. When challenges arise or guidance is needed, students often turn to their trusted admissions counselors, attributing their educational journey to the unwavering belief and support they received. From first-generation students forging their own paths to families with a long legacy of educational pursuits, the breadth of experiences and encounters in admissions is boundless.

Here's where the true power lies: understanding students at this profound level equips admissions professionals with a wealth of knowledge and expertise sought after by other student-centered positions. From recruiting and engagement, to the student and family consultation, to relationship building, to overcoming obstacles and challenges, to dealing with the barriers of the cost of tuition the admissions teams learn every aspect of any business function in any industry. The talent pool in this niche field is scarce, making the experience gained in admissions highly valuable to educational institutions as well as other industries. The doors that swing open are countless, offering pathways to roles in student services, career counseling, enrollment management, and beyond.

# Career List

Potential job titles and types of institutions that the Admissions Counselor and Director Bootcamp can lead to.

- **Admissions Counselor**: Work in colleges, universities, trade schools, bootcamps, and other educational institutions to recruit & market, consult and interview, and guide prospective students through the admissions process.
- **Director of Admissions**: Lead and manage admissions teams, develop strategic enrollment plans, engage marketing plans, training & development, and oversee the admissions process in educational institutions.
- **Senior Director of Admissions**: Lead and manage entire admissions departments including administrative teams, enrollment teams, and a team of directors. Responsible as the chief marketing office, head of training & development, creating and achieving yearly plans, hiring and staffing projections and succession plans.
- **Career Services Advisor/Consultant/Manager**: Assist students in exploring career options, developing job search strategies, and connecting them with employment opportunities, typically in educational institutions or career counseling firms.
- **Financial Aid Advisor/Manager**: Help students navigate the financial aid process, provide guidance on scholarships, grants, loans, and assist in financial planning for education, typically in educational institutions. Includes leading the team.
- **Assistant Director of Admissions**: Assist director of admissions in managing a part of the team, usually a trains new hires and completes individual training for higher student outcomes. Can be an events director in conjunction and often has a smaller student plan to allow for other duties.
- **Student Services Coordinator/Manager**: Support student success and well-being, oversee student engagement programs, and provide resources and support services in educational institutions. Includes leading the team.
- **Sales Representative/Consultant**: Apply the sales skills acquired during the bootcamp in various industries where selling products or services to clients is crucial, such as education technology companies, consulting firms, or software companies. Includes sales management.
- **Account Manager**: Work in companies that provide services to educational institutions, managing relationships with clients, ensuring client satisfaction, and driving business growth.
- **Education Consultant**: Provide expert guidance and advice to educational institutions on admissions strategies, enrollment management, and student recruitment. Gig worker, consultant, and sole proprietor.
- **Higher Education Administrators and Vice Presidents of Admissions**: Hold administrative roles in colleges, universities, or educational organizations, overseeing various aspects of admissions, enrollment, and student services.

Please note that this list is not exhaustive, and the potential career paths can vary based on individual interests, experiences, and the specific needs of the job market.

A Day in the Life  
**Admissions Counselor**

UNLIMITED OPPORTUNITIES

Step into the thrilling world of an Admissions Counselor and experience the exhilaration of guiding students on their transformative educational journey. Every day is a new adventure filled with purpose and excitement, as you play a pivotal role in shaping the future of aspiring students.

As the sun rises, you join your dynamic team for a team huddle, setting the stage for a day of collaboration and shared objectives. Together, you delve into the realm of forecasting, analyzing enrollment objectives, and strategizing the best approaches to meet and exceed them. With a passion for helping students achieve their dreams, you embark on a mission to bring in the next cohort of talented individuals.

Armed with a phone and a keyboard, you become the lifeline for countless students. Responding to emails and making engaging phone calls, you engage with prospective students, addressing their inquiries, and igniting their curiosity about the educational opportunities that lie ahead. You're a master storyteller, artfully showcasing the unique value of your institution and its programs.

With each conversation, you dive deeper into the aspirations, fears, and dreams of these individuals. You conduct interviews, delving into their backgrounds and passions, skillfully helping them discover the academic paths that align with their goals. You become a trusted guide, walking them through the challenges and uncertainties, ensuring a seamless and supportive admissions process.

Your role extends beyond the acceptance letter. You assist students in navigating the maze of financial aid, moving into student housing, coming in as an international student, connecting them with resources and opportunities to make their dreams a reality. You coordinate testing appointments, ensuring students have every chance to showcase their abilities. You collaborate closely with the faculty and staff, aligning class schedules and ensuring a smooth transition into their chosen programs.

Throughout the day, you encounter hurdles and challenges, but your determination and unwavering commitment to student success keep you going. You work closely with the Director of Admissions, reviewing new student profiles, discussing strategic initiatives, and forecasting the exciting future that lies ahead.

Beyond the desk, you're a social orchestrator, extending invitations to events, guiding students to explore campus life, and immersing them in the vibrant community of your institution. You assist in organizing and executing engaging events, where prospective students can experience firsthand the transformative power of education.

In this fast-paced and ever-evolving role, no two days are the same. You thrive on the energy and excitement that comes with helping students discover their passions and unlock their potential. Why not do something for you and your future? Embark on a fulfilling career that combines your passion for education, your talent for communication, and your unwavering commitment to making a positive impact on students' lives. Together, we'll shape the future, one student at a time.



# Admissions Counselor

## Student Planning

### APPLICATION & TUITION PLANNING

Assist through the application process, work with departments on financial aid, housing, moving etc

### CONNECTING & ENGAGEMENT

Keep student connected through open houses, orientation, student events

### ACCEPTANCE PROCESS

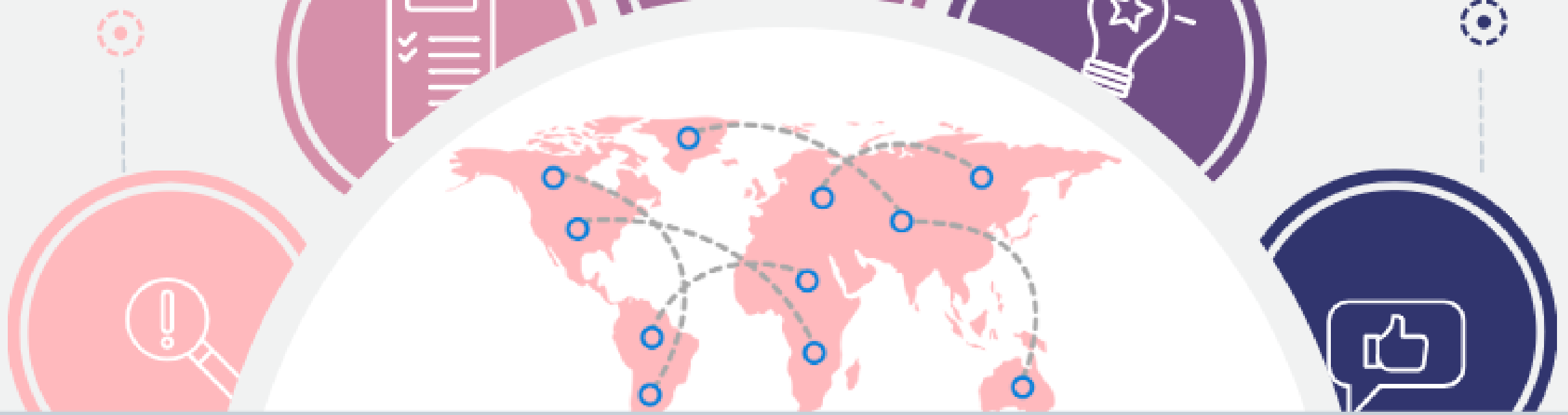
Congratulating student, completing tuition planning, registration, finding a part time job connecting to student services, scheduling for orientation and beginning class.

### ORIENTATION & MATRICULATION

Final steps to beginning class, preparation, meeting instructors, learning about all student resources and beginning class.

### MARKET & RECRUIT

Recruit, engage, and get to know student and parent goals, what they need to achieve, challenges they could face. Real relationship building and real coaching and guidance.



*then....*

# IT'S TIME TO CELEBRATE

ATTEND YOUR STUDENT'S GRADUATION CEREMONY BEFORE THEY HEAD OUT INTO THE WORLD TO START THEIR NEXT CHAPTERS IN LIFE

A Day in the Life

# Director of Admissions

UNLIMITED OPPORTUNITIES



Step into the dynamic world of a Director of Admissions and experience a day filled with excitement, collaboration, and transformative impact. As a leader in the admissions realm, you'll start your day by rallying your dedicated team for a daily huddle, setting the tone for success and ensuring everyone is aligned with enrollment goals. With a strategic mindset and a passion for student success, you'll guide your team through the intricacies of the admissions process, leveraging your keen eye for talent and potential.

Throughout the day, you'll immerse yourself in the fast-paced environment, listening, observing, and fine-tuning the processes of your admissions counselors, offering valuable insights and guidance to maximize their efficiency and effectiveness. As a mentor and coach, you'll empower your counselors to thrive by honing their skills in student engagement, providing them with the tools to match prospective students with their ideal educational pathways.

The excitement doesn't end there. As a Director of Admissions, you'll foster strong relationships with faculty and staff, collaborating on enrollment strategies and ensuring a seamless integration between admissions and financial aid, student services, career services, academic advising and athletic programs. By effectively managing class schedules, coordinating open houses and orientations, and implementing innovative recruitment initiatives, you'll shape the future of your institution, one student at a time.

In this ever-evolving field, you'll stay at the forefront of industry trends, constantly seeking ways to enhance the admissions process and leverage technology for efficiency and personalization.

Your day will be filled with analyzing data, utilizing metrics, and forecasting enrollment trends, empowering you to make informed decisions that drive the success of your team and institution.

Do something challenging yet rewarding in a very special way - unlock the path to a rewarding career, where each day presents new opportunities to make a lasting impact on the lives of students and shape the future of higher education.



## Marketing

## Performance Management

### Inquiry Management

Inquiry volume vs run rate & daily, weekly, monthly conversions compared to goal

### Orientation

Assure students are complete at time of orientation by inspecting weekly run rates

### Rep Generated Leads

student and event referral contact and development of fun opportunities for student involvement

### Director Follow Up Calls

Building relationships for future events, and alumni relations. On the spot updates on potential challenges in preparation for matriculation

### Morning Prep

Team huddles & Meetings provide team updates, daily plans, and on the spot training

### Training & Development

Review team data to determine training opportunities and development for growth and succession plans

### New Student Review

Assure admissions is assisting with student needs, acceptance, tuition planning & fin aid. Update records, work through student challenges, update forecast

### Event Management

Determine events needed to achieve student contact, program growth and overall meeting of enrollment targets and run rates to plan monitoring

Director of Admissions

# Celebrate your team!

# Learn, strategize, rinse & repeat.

LEAD YOUR TEAM TO GREATNESS

# The Benefits of Career Focused Bootcamps for Employers

A growing demand for workers with advanced skill sets in a variety of fields, and that bootcamps and professional development programs can provide an effective way for workers to acquire these skills and advance their careers. Admissions requires a combination of business, finance (due to financial aid) and data analysis which is part of the Director of Admissions Bootcamp.

01

## 50% Need More Upskilling

According to a report by the World Economic Forum, up to 50% of all employees will need reskilling or upskilling by 2025 and bootcamps and professional development programs will lead the way.

02

## Understanding Data

A survey by LinkedIn found that the top skills that employers are looking for in 2021 are critical thinking and creativity with regard to data and data analysis in creating strategic plans for goals and targets.

03

## All Industries Benefit from Bootcamp

A report by Burning Glass Technologies found that those who have completed a bootcamp or professional development for in-demand fields is on the rise due to lack of specific role skill set.

04

## Specific Admissions Skills Needed

According to Higher Ed Chronicle, Colleges are confronting the tough realities of today's hiring climate. Institutions are seeing fewer applications from admissions qualified candidates. They don't have the specific skills needed.

05

## Bootcamp Hiring Increases

According to a study by Indeed, job postings for bootcamp graduates increased by 98% between 2018 and 2020.

# It's time!

# Get in and begin your new life.

## APPLY NOW

Our Admissions Counselor and Director of Admissions Online Bootcamp is your fast-track ticket to learning the skills, insights, and practical experience needed to excel in the dynamic field of admissions. Discover the satisfaction of helping students navigate their educational journey, while honing your own professional growth. Enroll in our bootcamp today and let us guide you towards a future where passion meets purpose.

[www.admissionslearninggroup.com](http://www.admissionslearninggroup.com)