

Developing an Admissions Ladder to Success

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Agenda

- Lawrence Tech Background
- Admissions Positions levels
 - Skills, Knowledge and Abilities (SKA's)
 - How they relate to LTU
- Building the Ladder of success
- Questions & Answers

Lawrence Tech Admissions

- 20 Student Assistants
- 10 Admissions Counselors
- 3 Application Specialists
- 1 Transfer Articulation Specialists
- 1 Technical Support
- 1 Part time data entry
- 1 Receptionist
- 2 Assistant Directors
- 1 Director

Lawrence Tech Admissions Counselors Responsibilities

- High School Territory
- Out of State Territory
- Undergraduate Program Liaison
- Graduate Program Liaison
- On Campus Program Planning
- Office Coverage/Appointment Blocks
 - Undergraduate
 - Evaluation of credit
 - Graduate/Doctorate
 - ESL
 - International

Service Philosophy

- Lawrence Tech Built a Student Service Center in 2006
- This A. Alfred Taubman Student Services Center brings together all the services a student needs to succeed.
- The values that determine the design of the building form the core of our service philosophy.
- In order to insure the success of our students, we will
 - Provide consistent high-level service.
 - Focus on customer satisfaction.
 - Create an environment of teamwork and improvement.
 - Commit to a never-ending search for a better way.

Admissions Counselor I – Entry Level

- Requires Supervision
- Basic Jobs
- Low level skills – rote activities
- No essential knowledge needed
- Recruitment territory trips
- Self taught college materials
- Lack of understanding of the “big picture”
- No real commitment or desire for development of a career
- Lack of understanding of the profession
- Beginners who stay beginners
- Our office has 4 Admissions Counselors in this level.

Admissions Counselor II

- Loyal
- Understanding of the “big picture”
- Dedicated
- Knowledgeable
- Developing leadership role
- Limited supervision
- Our office has 3 Counselors at this level

Assistant Director – Senior Admissions Counselor

- Developed strategies for territory management
- “Out of the box” Thinkers
- Works Autonomously
- Leader within the admissions office
- Our office has 3 Counselors at this level

Associate Director

- Supervision experience
- Manage projects/plans

Building the Ladder

- Interviewing Process
 - Three interviews
 - Phone interview
 - Interview with Director & Assistant Directors
 - Final interview – meet the office & deliver a presentation
- Director Expectations
 - Clear expectations on work ethics, accountability, and goals are discussed

Building the ladder Cont.

- Training – Associate Director
 - Review day to day functions
 - Understand the student information system
 - Manual
 - Example of topics covered
 - Office Policies
 - Recruitment expectations
 - Transfer credit process
 - International policies and procedures

Building the ladder Cont.

- Team Mentoring – goal is to view different styles and develop their own style
 - Attend a College Night & High School visits with a counselor
 - Shadow during office appointments
 - Shadow the receptionist

Building the ladder Cont.

- Faculty Mentoring
 - Departments attend our biweekly meeting
 - Visits to facility/labs
- Program Planning

Building the ladder Cont.

- Common Service Philosophy
 - Cross training between admissions, registrar & financial aid - professional development
 - Assist as advisors for new students
 - Register students
 - Plus students in courses that are at capacity
 - Waive prerequisites
 - Access to Financial Aid Screens
- Contribution to the enrollment management goals
- Breath and Depth understanding of all programs
 - Undergraduate, Graduate, International and ESL
 - Understanding of university strategic goals

Building the ladder Cont.

- Yearly Performance Reviews
 - Customer Focus
 - Job Knowledge
 - Problem Solving/Decision Making
 - Productivity/Quality
 - Adaptability/Initiative
 - Dependability/Accountability
 - Teamwork
 - Interpersonal Skills/Communication

Building the ladder Cont.

- Performance Improvement Plans
- Development of Goals to reach
- Admissions expectations/Philosophy

Building the ladder Cont.

- Continuous Improvement
 - Yearly assessment of each employee responsibilities
 - Identify strengths & weaknesses – tailor responsibilities to maximize on strengths
 - Develop plan to strengthen weaknesses
 - Hold people accountable
 - Recognize and reward SKA's often
 - Create opportunities for staff to work in teams within office

Building the ladder Cont.

- Integrate counselors/staff into the campus community
- Communicate enrollment plan and remind everyone of their “role”

Successful Ladder

- Essential Skills, Knowledge and Abilities trained and taught from the beginner to expert
- Successful admissions professional = healthy enrollments
- Successful admissions ladders = enhanced leadership and character amongst a critical department

Q & A

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