

Admissions Counselor / Recruiter 101 General Calendar

You may use this calendar to ensure you stay on track during the course. Participants who complete the assignments will earn a certificate from AACRAO. **To use the checklist, download the file to your computer so that you can update it as you proceed through the course.**

Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	July 19 Orientation start Module 1	July 20	July 21 Orientation end	July 22	July 23	July 24
July 25 BREAK (optional)	July 26 Module 2	July 27	July 28	July 29	July 30	July 31
August 1 BREAK (optional)	August 2 Module 3	August 3	August 4	August 5	August 6	August 7
August 8 BREAK (optional)	August 9 Module 4	August 10	August 11	August 12 Closing exercises start	August 13	August 14

MODULE 1: Functioning as an Admissions Professional

- Enrollment Structures
- Contributing to the enrollment model
- Traits of a successful recruiter

MODULE 2: Fine Tuning Presentation Skills

- Identify key elements of the admissions presentation
- Considerations when preparing a presentation
- Avoid common mistakes in delivering admissions presentations

MODULE 3: Recruitment and Marketing

- Process of developing, implementing, and assessing recruitment tactics

MODULE 4: Recruitment Season

- Making the most out of recruitment travel (including college fairs, high school or community college visits)

OR

- Making the most out of campus visits