

A New Era in Admissions Training

Dr. Amir Moghadam
President/CEO
MaxKnowledge, Inc.

In light of recent events in the higher education community, private sector colleges and universities are placing a much stronger emphasis on employee training and development, particularly in the area of admissions. Career college executives are seizing the opportunity to improve and enhance their admissions training programs to reflect current realities in our sector of higher education.

In concert with the demand for effective and complaint admissions training, we have been asked to develop new coursework in the context of our changing regulatory environments. Below is a short review of some of the online training courses that we have recently developed in response to our clients needs.

Best Practices in an Ethical Enrollment Process

Ethical behavior in recruitment is essential to student and institutional success, and is a crucial component of a compliant institution. This course provides a framework to evaluate your current admissions interview process and offers new tools that allow for meaningful connections with today's students. An ethical enrollment process will help your students make their own best decisions and will increase the effectiveness of your admissions personnel.

Communication Essentials

Effective communication skills are essential in every aspect of life - especially in our work with students. This course provides a foundational understanding of all forms of communication and offers new techniques to improve admissions performance. In addition, a communication hierarchy provides participants with an advanced understanding of rapport building and connecting with today's students.

Powerful Telephone Techniques

Whether your admissions personnel work exclusively by telephone or use the phone to for setting a face-to-face appointment, they need a tool kit of powerful telephone techniques to be successful in working with students. This course provides best practices for both inbound and outbound calls. Admissions professionals learn how to project professionalism and a positive attitude in their telephone personality, and identify methods for conducting effective and appropriate calls.

Connecting with Today's Students and Each Other

A majority of success in helping students begins with "connecting" in a meaningful way. These "connections" are formed through our ability to understand generational experiences and preferences in communication. Additionally, a better understanding of ourselves helps us connect with students. This course explores how to work better together through common collaborative principles and improving teamwork.

Raising the Bar to 'First-Class' Customer Service

This course uncovers the secrets of today's successful businesses and their strategies of first-class customer service. You will learn the components of first impressions that can help you increase and keep your enrollments. This course will also help you to locate the specific areas of your operations where you can implement an improved customer service plan for your school - whether it is admissions, student services or academics.

Authored and facilitated by expert trainers, Dr. Jean Norris and Shannon Gormley of Norton|Norris, Inc., the above online courses are available on all training sites powered by MaxKnowledge. For more information, please contact Aimee Sirmon, Vice-President of Communications at MaxKnowledge. Aimee can be reached at aimees@maxknowledge.com, 1-888-626-2407, Ext. 87.

Now more than ever, educational leaders know that enhancing the performance of their employees through effective training and development is essential to building and maintaining a compliant, results-driven and competitive institution. This is survival at its best!

Dr. Moghadam is the founder and CEO of MaxKnowledge, the leading employee training company for the career college sector of higher education. He has over 20 years of experience in career education, serving in many capacities including professor, director of education, academic dean, director of student affairs, campus director, college president and owner. Moghadam earned his PhD in Engineering from the University of Cambridge at the age of 22. He is a recognized leader in career education and has been selected as a Top Innovator by the Career College Central magazine. Moghadam can be reached at amirm@maxknowledge.com.