

EFFECTIVE ADMISSIONS AND ENROLLMENT

- ## PANEL
- ◉ Moderator
 - C.G. Funk
 - ◉ Panelists
 - ◉ Ted Havelka - Cortiva
 - ◉ Dianne Geddis - Phoenix College
 - ◉ Jennifer Shulte - Academy of Healing Arts
 - ◉ Selena Lee - McKinnon Institute

JENNIFER

An ideal massage school admissions process should aim to enroll students that:

- ◉ Contribute constructively to the culture of a campus
- ◉ Can benefit from the program
- ◉ Can complete the program
- ◉ Will represent the school and the massage profession positively after graduation

How to balance these goals with the need to ensure that enrollment number goals are met?

TED

Good written policies support admissions staff when enrolling students. Give examples of good policies on accurate representation

SELENA

Describe some good policies relating to: laws, the accreditation of programs, and state or local school regulations?

JENNIFER

Admissions criteria could be defined as the criteria by which admissions decisions are made.

Most schools use standard admissions criteria and then add their own additional criteria to guide the admissions and enrollment process.

JENNIFER (CONT)

- Standard criteria usually include:
 - 18 years or older & have a GED or High School Diploma
 - complete an application form & pay an application fee
- Additional criteria might include:
 - letters of recommendation
 - health certificate (physical examination by a physician)
 - proof of receiving a professional massage.
 - attend a school-provided massage workshop
 - sit for an academic assessment test
 - be interviewed by a school staff member.

DIANNE

Jennifer, just defined for us the difference between standard admissions criteria and additional criteria a school might require. There are *pros* and *cons* for asking applicants to meet additional criteria before they can enroll at a school.

Can you outline some of the *pros*?

SELENA

What are some of the *cons* for asking applicants to meet additional criteria before they can enroll at a school?

TED

In some cases admissions representatives create admissions criteria especially for certain students as a way of filtering out students that they didn't feel were right for their program. Can you describe for us the pitfalls of this practice

JENNIFER

One common challenge for an admissions department is how to overcome negative faculty perceptions.

Teachers may feel that the quality of students being admitted is low, that tours of the facility disrupt the classroom, etc.

How do you get teachers to work with an admissions team?

DIANNE

The enrollment process can be challenging for everyone. How does your school get students to:

- Finish paperwork
- Complete the financial aid process (if applicable)
- Meet the school's criteria
- Go to orientation or any required workshops
- Show up on the first day of class
- Stay when the first few weeks are challenging and stressful

TED

Decreasing 30-day attrition rates.

- ◉ How can an admissions team ensure that students are ready and prepared the first day of classes? Some common areas of concern include:
 - Supplies
 - Textbooks
 - Transportation
 - Childcare

SELENA

Students usually bond first with the admissions staff at a school.

- ◉ How can admissions staff help the students to form a relationship with instructors and education staff?

THANK YOU!!!