

Admissions Training and Oversight

Because of the size of the Admissions Department, the training of all new staff members has been in the hands of the Vice President of Enrollment Management. At the current time, the admissions staff is made up of The VPEM, an office manager, two regional recruiters, and an online recruiter. There are seasonal team members who work for the Admissions Department for two months in the summer.

The full-time employees after being hired spend a week with the VPEM going over college materials, recruiting practices and job expectations. Attention is given to being able to deliver what is promised and the need for integrity in the recruiting field. Conduct at college fairs is reviewed and each member attends an event with the VPEM to see this conduct in action. Recruiters check in with the VPEM regularly to report activities and ask questions concerning potential students and the pathway for enrollment. As a member of NACCAP, each of our new employees participates in a North American Coalition of Christian Admissions Professionals SNAC (Sessions for New Admissions Counselors) program. The link is <https://www.naccap.org/general/custom.asp?page=SNAC>

Student recruiters are required to attend a one week training session where they learn ethical recruiting techniques, mandatory reporting, and other necessary skills for a successful summer camp season. A licensed counselor teaches them basic skills necessary for camp counseling and what their responsibilities are if they are given sensitive information. They spend time reviewing the college offerings and what pathways a student can take to fulfill their educational goals. They learn large group management skills and how to share lessons that may be required throughout the summer. These lessons are rehearsed in front of the whole group at the end of the week at a campfire at the VPEM's house.

GLCC employs one third party for all its digital marketing and lead generation. Nothing is done without the expressed written consent of the VPEM. Materials are reviewed by the Admissions staff and approved by the VPEM. Unsubscribers are removed from the lead pool immediately using our inbound software.

It is the understanding of everyone responsible for the recruitment process that integrity and honesty are of the utmost importance. This is demonstrated from the top down. Great Lakes Christian College and by extension, the LORD, is not honored when we gain a student with dishonest means or untruth.

The production of written material will be forthcoming as it has been made aware to the VPEM that it was requested by the principle argument.