

Admission Counselor Conversation Map

1

Authentically Introduce Yourself

Introduce yourself and your role as an admission counselor. Put the prospective student at ease by being authentic and setting the expectations for how this relationship will work.



2

Put Your Agenda Aside

Ask open-ended questions to understand the prospective student's thoughts, feelings, and perspective, rather than to confirm your assumptions. Don't be concerned with what to say next, because you should be engaged in the present.



3

Ask Probing Questions

Use developmental probes to build upon a statement made by the student to explore a topic further and gain a deeper understanding. An example of a probing question is: "Tell me more about...X"



4

Summarize with the 3 C's

Crystalize the student's thought, adding impact and resonance to the student.

Clarify points to ensure you understood or indicate a need for further clarity.

Connect with the student by showing you care enough to really listen to their story.



5

Use the "GROW" Coaching Model

Goal: Identify their goal.

Reality: What is holding the student back and how long has it been a goal?

Options: What options do they have to reach their goal and ideal outcomes?

Way Forward: Establish the way forward.



6

Build and Commit to the Plan

Agree on next steps and layout the process the prospective student will go through after the interview. Confirm their preferred start date and anchor all next steps based on this date. Don't forget to get commitment on the plan!



Top Prospective Student Concerns

Time

"I don't know how I would fit school into my schedule."

Money

"I can't afford to pay for school right now."

Value

"How is your degree ranked in my profession?"

Ability

"I'm not good at math and don't feel comfortable taking it online."

4 Steps to Overcome Their Concerns

Seek to Understand

Isolating the concern begins with clarifying what the student said and following up with a developmental question.

Empathize

Continue using developmental questions to learn more about the concern from the student's perspective.

Determine Student's Desire to Find a Solution

Using the student's words, continue to build your understanding of the concern and how long it has held them back from completing their degree.

Engage in a Problem-Solving Conversation

Once you have a deeper understanding, offer a solution that may educate the student further on their options for pursuing their degree.