

## Certified Advancement Practitioner Self-Paced Training - Admissions

<b>Course Description</b>	<p>The Admissions course outlines the principles underpinning contemporary practice and standards in Admissions within the education sector. The course will equip you with practical skills for you to advance your career in Admissions and is suitable for beginner to intermediate-level practitioners within the field.</p> <p>This updated course will be run entirely by experienced practitioners from within the Educate Plus fraternity.</p>						
<b>Content</b>	<p>The Admissions course covers the following topics:</p> <ul style="list-style-type: none"> <li>● <b>Admissions Drivers &amp; Leading Practices in Managing Enrolment Processes</b> – factors that influence, information sources, what drive school choice, challenges</li> <li>● <b>Mystery Shopping</b> – why do it? Typical process.</li> <li>● <b>Implementing and Managing an Admissions Plan</b> – what should be included? Action items for all components of the plan</li> <li>● <b>How to increase enrolments, how does your office compare</b> – process, resources, reporting, marketing, staff, international students</li> <li>● <b>Admissions Data Collation and Reporting</b> – data entry, segmentation, analysis and what do you do with that knowledge?</li> <li>● <b>Admissions Marketing and Communications</b> – websites, school tours, enrolment funnels, partnership</li> <li>● <b>Legal Considerations in Admissions</b> – key issues, expectations of parents and the position of the institution</li> <li>● <b>Admissions Structures and resources</b> – the department, staffing, strategy, workload, approach</li> </ul>						
<b>Cost</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Members</td> <td style="text-align: right;">\$500 (inclusive GST)</td> </tr> <tr> <td>Non-Members</td> <td style="text-align: right;">\$800 (inclusive GST)</td> </tr> <tr> <td colspan="2">(This includes full individual membership valued at \$ 315)</td> </tr> </table>	Members	\$500 (inclusive GST)	Non-Members	\$800 (inclusive GST)	(This includes full individual membership valued at \$ 315)	
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<b>Course Structure</b>	<p>The training consists of two compulsory components - Completion of a self-audit survey and viewing of the 2021 training recordings:</p> <ol style="list-style-type: none"> <li>1. <b>Self-audit survey</b> <ul style="list-style-type: none"> <li>• The link to the self-audit online survey is provided in the Learning Management System, Moodle.</li> <li>• Aim to complete the survey before you watch the recording.</li> <li>• A copy of your answers will be sent to you.</li> </ul> </li> <li>2. <b>2021 Training Recordings</b> <ul style="list-style-type: none"> <li>• There are 16 recordings to view including short Q&amp;A videos. (Max 1 hour per recording)</li> </ul> </li> </ol>
<b>Learning Hours</b>	<p>Self-audit survey – to be completed at your own pace</p> <p>There are just over 9 hours of training recordings to watch.</p>
<b>Assessment</b>	<p>You are expected to complete the self-audit survey to fulfil your training requirement.</p>
<b>Completion Requirement</b>	<p>Confirm that you have watched all the recordings by emailing Sona at <a href="mailto:sona@educateplus.edu.au">sona@educateplus.edu.au</a></p>
<b>Learning Materials &amp; Readings</b>	<p>For Admissions training, there are no learning materials required. You will be completing preparation for the course through your completion of the survey – there are also a number of admissions resources on the Educate Plus website.</p> <ul style="list-style-type: none"> <li>• <b>Admissions webinars:</b> <a href="https://www.educateplus.edu.au/knowledgebank/2020-recordings/educate-plus-webinars/">https://www.educateplus.edu.au/knowledgebank/2020-recordings/educate-plus-webinars/</a>. Scroll down to the Admissions banner where you will find a number of recorded webinars.</li> <li>• <b>Admissions Special Interest Group Recordings:</b> <a href="https://www.educateplus.edu.au/knowledgebank/2020-recordings/educate-plus-online-sigs/">https://www.educateplus.edu.au/knowledgebank/2020-recordings/educate-plus-online-sigs/</a></li> <li>• <b>Admissions presentations:</b> <a href="https://www.educateplus.edu.au/knowledgebank/admissions/admissions-resources/">https://www.educateplus.edu.au/knowledgebank/admissions/admissions-resources/</a> This section contains older Admissions presentations from previous years.</li> </ul> <p>If you are not an Educate Plus member, please get in contact with <a href="#">Sona</a> who will provide you with access to requested resources.</p>
<b>Contact</b>	<p>For further information and any other queries, please contact <b>Sona Swindley – Events and Training Manager</b> at <a href="mailto:training@educateplus.edu.au">training@educateplus.edu.au</a>.</p>