

MAPCS presents a special 1/2 day seminar...

HOW TO COMMUNICATE WITH AND ENROLL "GENERATION Y" STUDENTS

with Harrison Greene of Unique Enrollment Systems

What: Admissions Training Workshop

When: March 22, 2006, 8:30AM - 12:30PM

Where: Universal Technical Institute, Norwood, MA

Cost: \$30 per Member, \$45 per Non-member

Are you prepared for the huge demographic made up of the children of baby boomers, dubbed "Generation Y"? Gen Y is unlike any other population in U.S. history and respond well to certain things but not to the same things Gen X and baby boomers felt important. Gen Y is defined as those born between 1980 and 2000. Swelled by immigration, Gen Y is three times the size of Gen X and will make an enormous impact on the way schools must recruit and retain them.

If enrollments are to be secured from Gen Y, schools must know how to work with them. This workshop will help admissions staff better understand, communicate with and enroll Generation Y students. This will be an interactive admissions workshop focused on recruitment and enrollment techniques that can make or break your school's enrollment success this year. There will be a Powerpoint presentation and hand-outs that can be taken for reference and for adoption by schools. Come prepared to be challenged, and be open to thinking about how you recruit. This will be a seminar that you do not want to end. You will wish you had attended this seminar sooner.

Topics To Be Covered:

- How are Gen Y people defined and what makes them different
- How to handle inquiries, including internet inquiries, from Gen Y
- Successful interviewing and follow-up methods for Gen Y
- What you can do to make a presentation about your school in a manner that Gen Y will respect
- The proper methods for securing commitments from Gen Y applicants
- The importance of including Gen Y influencers
- The importance of Gen Y privacy concerns influencers

Who Should Attend: Admissions directors, enrollment representatives and all admissions department staff.

Certificates Awarded

This workshop has been designed to fulfill the "Professional Development" requirements needed to maintain accredited status. Certificates will be awarded upon completion and mailed to participating schools 2-4 weeks after the workshop.

Directions provided
on the reverse side
of this sheet.

TO ATTEND THIS WORKSHOP, REGISTER BY MARCH 10TH. Space is limited, so be sure to register early!

To register, complete the form below and send with payment (checks only, made payable to MAPCS) and mail to:

MAPCS, PO Box 407, North Reading, MA 01864

For more information or forms, visit www.mapcs.org/training.htm or contact MAPCS at 978-664-5146, via Email: admin@mapcs.org.

School Name: _____ Tel. () _____

Address: _____ E-mail: _____

Contact: _____ Contact's title: _____

Each MAPCS Member Attendee _____ \$30.00 = _____. Each Non-Member (of MAPCS) Attendee _____ x \$45.00 = _____.

Total # of Attendees = _____ Total Due = _____.

Print attendee Names & Titles for certificates. (Use a separate sheet or send names via E-mail. Put school name on all correspondence and payments.)



MAPCS Admissions Workshop - Wednesday, March 22nd
TECHNIQUES ON HOW TO ENROLL MORE
"GENERATION Y" STUDENTS

About the speaker, Harrison Greene

Based on the extensive research that Harrison Greene, founder of Unique Enrollment Systems, has incorporated into the advice he gives his client schools, this seminar is intended to make you really think about the ways in which schools are recruiting students today. Harrison will shake some of the fundamental beliefs that have been guiding your recruiting initiatives while offering solid techniques that can make a real difference to your recruitment and retention effort.

Harrison founded Unique Enrollments Systems in 1992 after having had a career as an admissions representative, director of admissions and manager of advertising and marketing for several major proprietary colleges and schools across the country. Since then he has consulted with schools and colleges throughout the U.S. but he has never deviated from his core belief that people do not have to resort to sales pitches and promises to recruit quality students. A hands-on coach of admissions people, Harrison teaches his best practices by using them to enroll students while trainees observe. He also incorporates his Gen Y best practices successfully for many schools and has seen them significantly increase enrollments.

Directions to Universal Technical Institute (UTI)

Provide copies of these directions to ALL attendees and sign-in by 8:30 A.M.

Arrive on time and be sure to allow extra time for traffic, road conditions and locating school.

Parking is free in the school parking lot. Continental breakfast will be available.

Workshop will be held at: Universal Technical Institute, One Upland Road, Building 200, Norwood, MA 02062

Traveling from North (from Boston/Salem/Andover) {From NH area take Rte 93 S, then}

- 1) Take Rte 128 S (I-95 S).
- 2) Take Exit 15B onto Rte 1 S to Norwood. Continue on Rte 1 South and take a Right at the first set of lights (at McDonalds) onto Everett Street. Continue on Everett St approximately 1/2 mile and go through one set of lights and continue under the railroad bridge. At second set of lights, take a Left onto Upland Rd (also Rte 1A). Go about 1/2 mile and take second Right onto Upland Drive at the Big yellow sign that reads "Upland Woods". Follow to the end. After the last building, take a Left and continue to the end. PARK IN SECTION 5, 7, or 9, across the street from the school.

Traveling from South (from Cape Cod/Braintree area)

- 1) Take Rte 128 N (I-95 N). Then, follow directions under Step 2 above.

Traveling from West (from Springfield/Worcester area)

- 1) Take Mass Pike to Rte 128 S (I-95 S). Then, follow directions under Step 2 above.

MAPCS

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The Massachusetts Association of Private Career Schools (MAPCS) is a 501(c)(6) non-profit organization that promotes high educational standards in business, occupational and vocational schools.