

# College Counseling Master Class

# Syllabus

## CLASS 1: Basic Principles

**INSTRUCTORS: ARUN & KEVIN**

Our very best counselors have different backgrounds, styles, and approaches. But time and observation have taught us that they all embrace ten core counseling principles. Learn all ten and how to apply them to your work every day on your way to doing your very best counseling.

## CLASS 2: What does great customer service look like?

**INSTRUCTOR: KEVIN**

Great customer service does not mean working tirelessly, sacrificing your calendar, and doing whatever your customers ask of you. Kevin will share what customers really want, how to give it to them, and why this approach turns them into raving fans (without turning you into a raving lunatic).

## CLASS 3: Bad habits next door

**INSTRUCTOR: KEVIN**

You might see veterans—including successful ones—doing things that don't reflect our Master Class teachings. What does that mean, what can you learn from it, and how can you help them see the wisdom of your new-and-improved ways?

## CLASS 4: What is fit?

**INSTRUCTOR: ARUN**

As much as we preach the value of finding colleges that fit, there's a limit to the time, energy, and conversations worth spending in pursuit of it with each of your families. Let Arun show you how he balances a healthy counseling effort to find the right colleges with the reality that not all families embrace fit the way we do.

## CLASS 5: Tools and tech

**INSTRUCTOR: ALLISON (WITH TUTORIALS BY BREANNE)**

How do our best counselors keep track of all the work, details, and to-dos as they grow their caseloads? You can do things your own way, but you'll almost certainly find that what worked with 10 kids just won't work with 30. Embrace the best tools and tech early in your career and you'll have a much smoother transition from a small caseload to a larger one.

## **CLASS 6: Personal and professional branding**

**INSTRUCTOR: FRANK**

Design—from your office to your Skype settings to your Googleable online presence—is more than just decoration. It's the difference between looking like a professional and looking like an imposter. Learn how to look as good as you actually are. Frank will follow this session with a 30-minute brand audit delivered personally for each Master Class attendee.

## **CLASS 7: Managing a caseload**

**INSTRUCTOR: ALLISON**

Nobody can sustain counseling greatness if they have to work 24/7 to do it. How do experienced counselors manage large caseloads of 30, 40, or even more seniors through the application process and still 1) delight their families at work, and 2) spend time with their families and friends at home? Allison set the 2018 IECA conference abuzz when she presented just a few of these best-Collegewise-practices. She'll share them all here for our Master Classes.

## **CLASS 8: Essay season**

**INSTRUCTOR: ARUN**

You've learned how to find and cultivate great stories from kids. But there's a fine line between giving great advice and entering a doom-loop of repeated brainstorming and editing in search of the elusive perfect essay. Arun will show you how to find that balance, how to avoid common essay time-sucks, and how to do it all while still coaxing the best stories from each student.

## **CLASS 9: The business of college counseling**

**INSTRUCTOR: ARUN**

What does it mean to be a professional both at Collegewise and in the world of higher education? Is it possible to be for profit and feel good about it? Each of us has an opportunity to build a business together while making contributions to the greater college admissions good. Arun will discuss our mission, our place in the higher education landscape, and your influence as a peer in the industry.

## **CLASS 10: The remarkable college counselor**

**INSTRUCTOR: KEVIN**

Nobody is a great Collegewise counselor on day (or even year!) one. They work each day to get better, and those daily efforts add up to greatness over time. We'll close out the course with some encouragement and specific recommendations from Kevin on how to take what you've learned and lay the tracks, day-by-day, month-by-month, that will allow you to do the very best counseling of your career.