

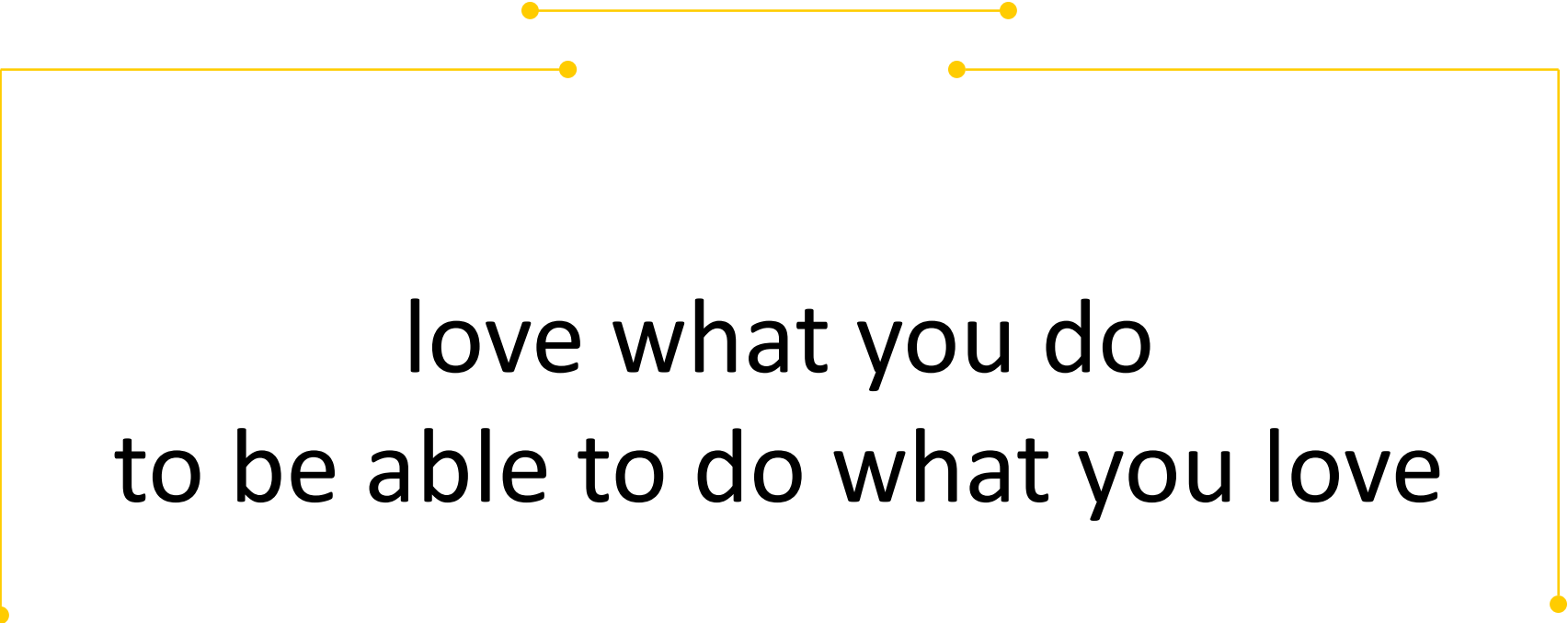
# Go the Distance



**New Professionals Workshop  
August 31, 2011**

Allison A. Carter  
Director of Admissions  
Michigan Technological University

# It's about Passion



love what you do  
to be able to do what you love

# My Journey in Admissions



1998: Regional Admissions Rep - Northern Wisconsin

2001: Campus Visit Coordinator

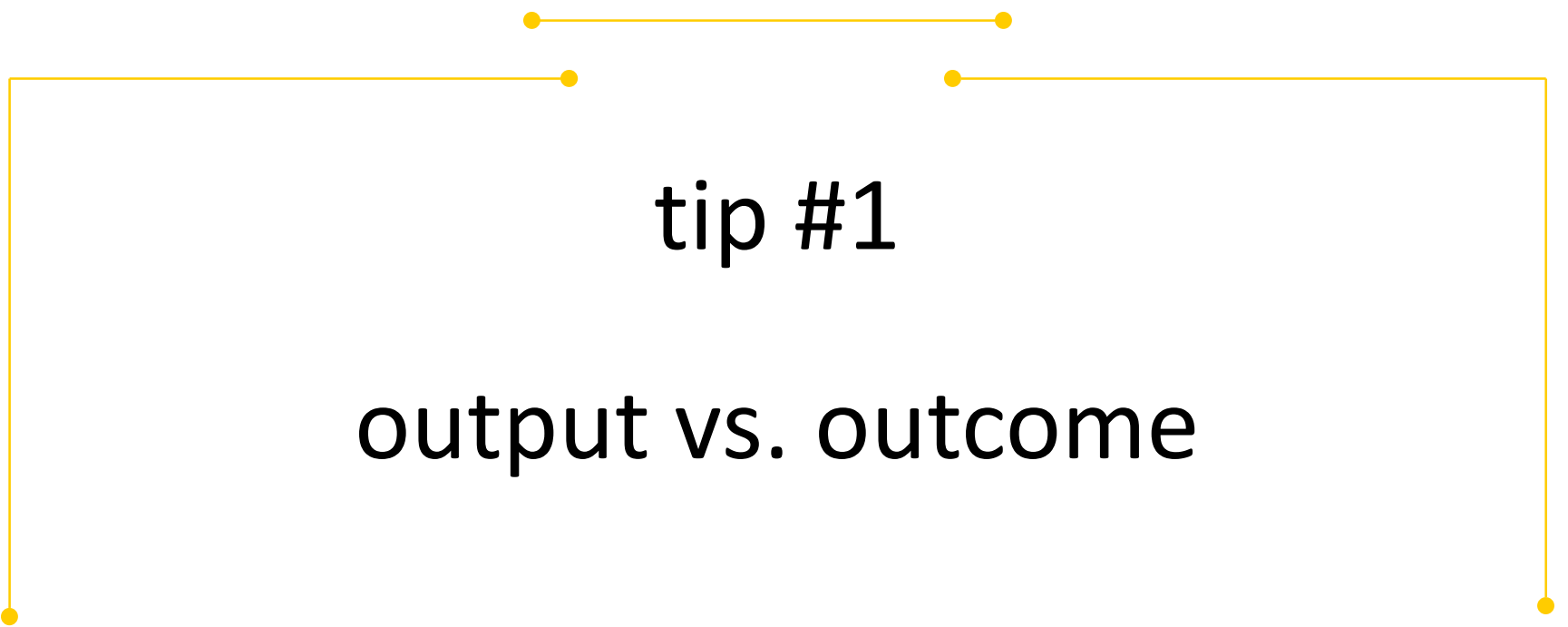
2002: Regional Admissions Rep - Southwest Lower Michigan

2004: Assistant Director of Admissions

2005: Interim Director of Admissions

2006: Director of Admissions

# The Road to Success



tip #1

output vs. outcome

# The Road to Success



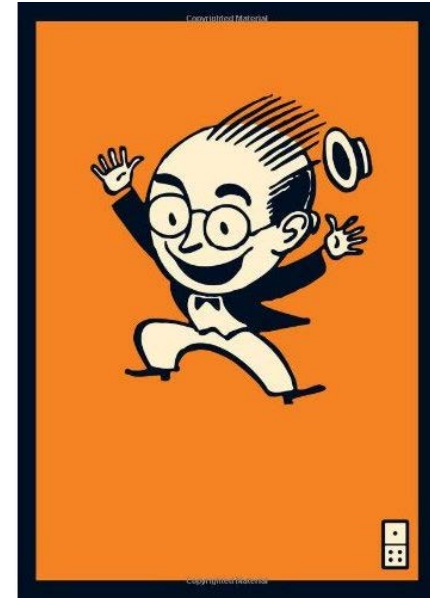
tip #2

rent or own


# The Road to Success

tip #3

poke the box



# The Road to Success



tip #4

know a little bit about  
everything

# The Road to Success

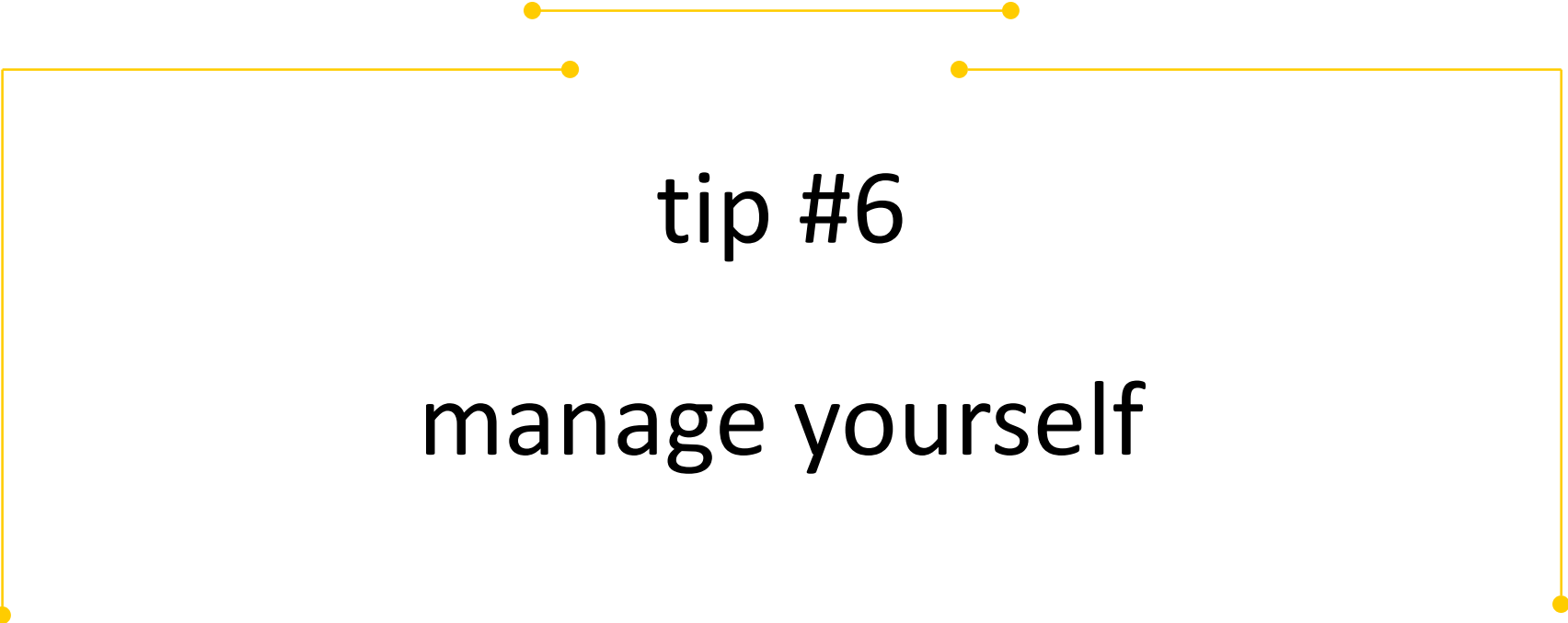


tip #5

[first] impressions matter



# The Road to Success



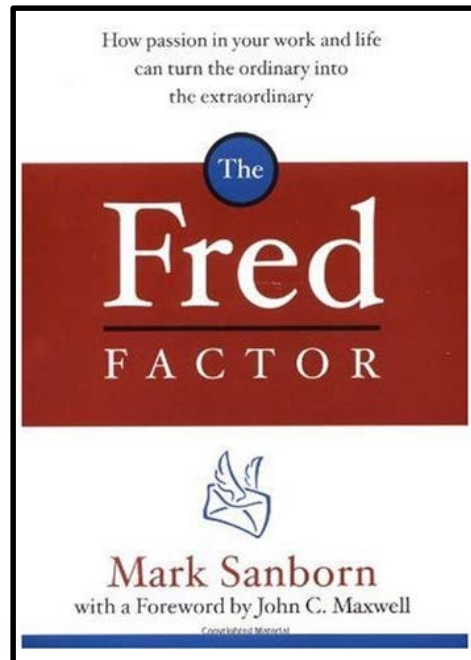
tip #6

manage yourself

# The Road to Success

tip #7

be a Fred



## Be a Fred

A prospective student approaches your booth at a college fair and asks if you have a nursing program.

## Be a Fred

A visitor to your campus comes to the admissions office, some of their questions are about financial aid.

# Forks in the Road



**director of financial aid**

**assistant director of Greek life and leadership**

**assistant director of alumni relations**

**program coordinator of orientation**

(Boise State)

**associate director of financial aid**

**director of franchise marketing**

**director of leadership engagement**

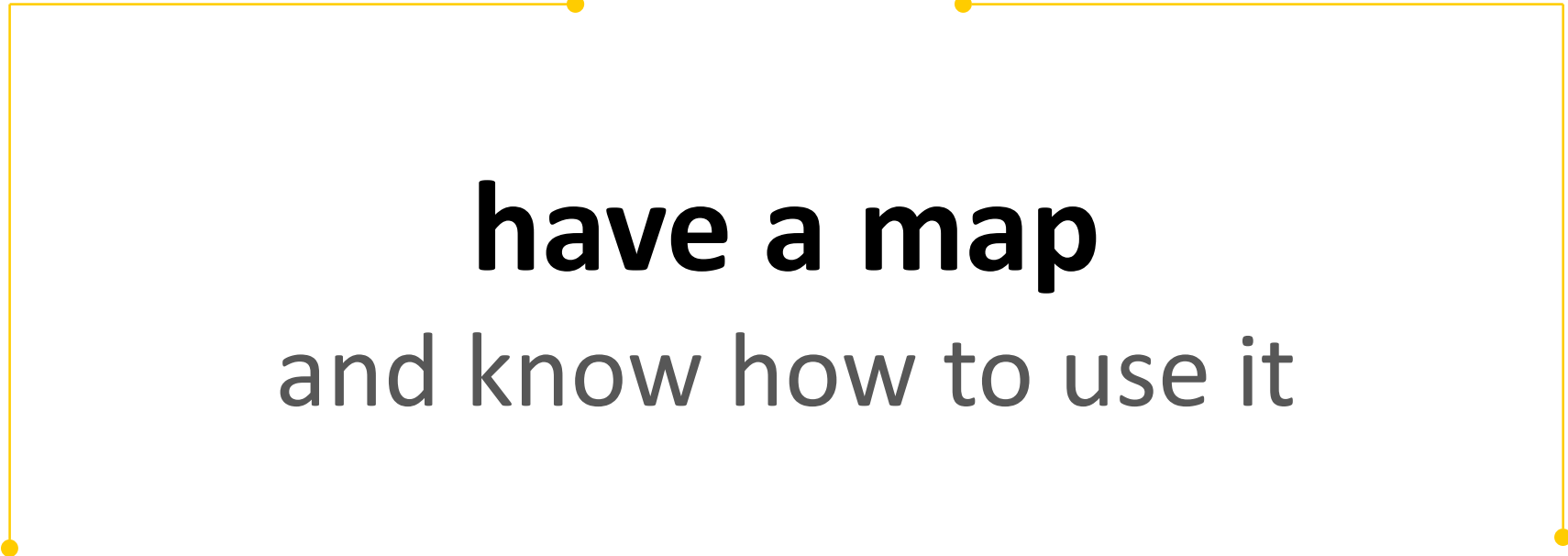
(Carroll University)

# Billboards



**have a map**

and know how to use it



# Billboards



**be prepared**  
for anything



TO: Michigan  
TECH LADY

**FAMILY**  
gourmet™

100% SATISFACTION  
OR YOUR MONEY BACK  
GUARANTEED

Granulated  
Sugar  
FROM YOUR  
LOVE

NET WT 64 OZ

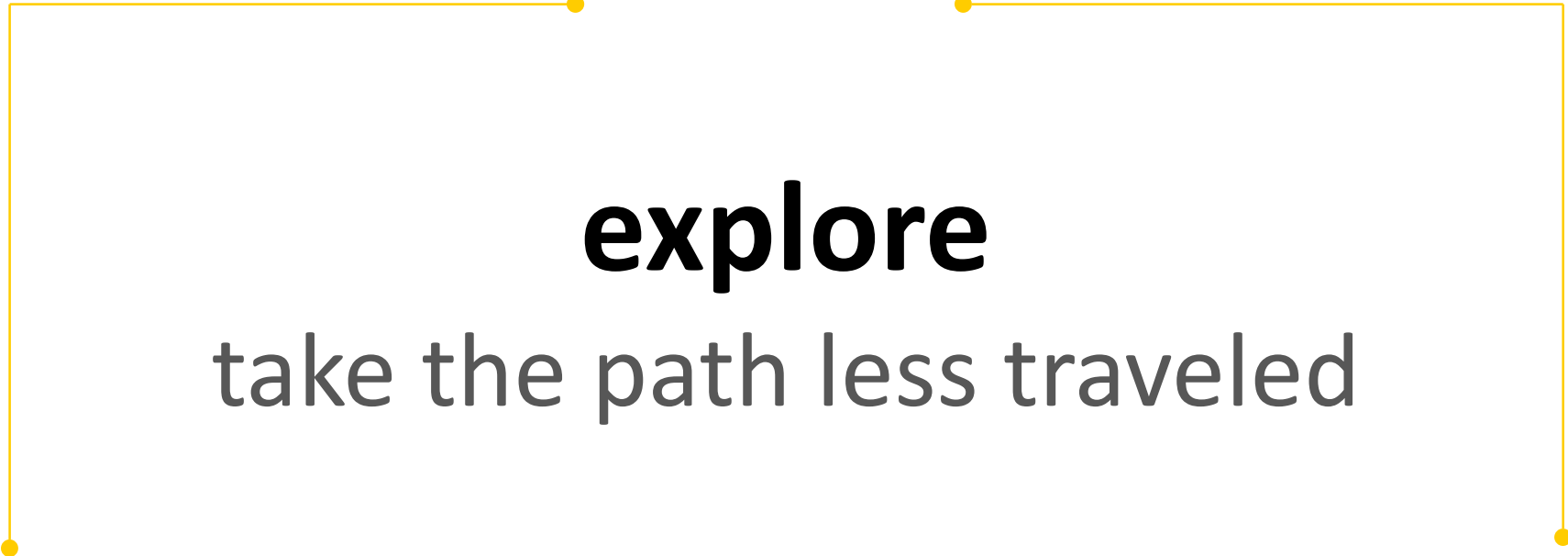


# Billboards

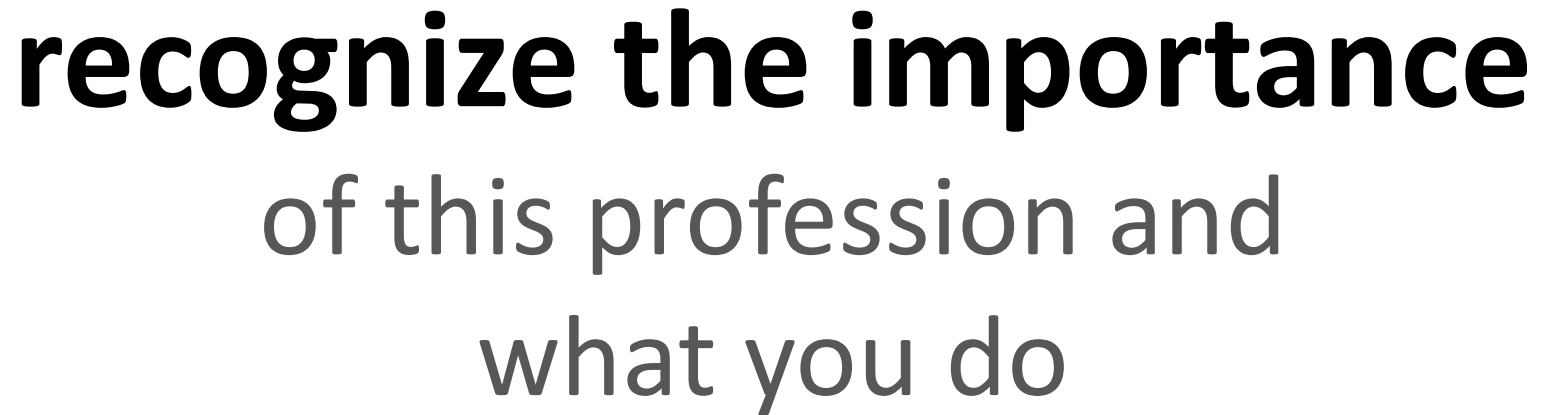


**explore**

take the path less traveled



# Billboards



**recognize the importance**  
of this profession and  
what you do

# Billboards



**ask questions**

it's the best way to learn

# Billboards



**take the time**  
and be present

A decorative graphic consisting of yellow lines and dots. It features a horizontal line at the top with two dots at its ends. Below this, a larger rectangular frame is formed by vertical lines on the left and right sides, and horizontal lines at the top and bottom. The top horizontal line of this frame has two dots, one on the left and one on the right. The bottom horizontal line also has two dots at its ends. The text "Good Luck!" is centered within this frame.

**Good Luck!**