



Code Fellows

Admissions Handbook

A GUIDE TO THE INNER WORKINGS OF THE ADMISSIONS DEPT

Admissions Overview

Here at Code Fellows we [believe](#) that tech is for everyone. We strive to create a welcoming community that helps students unlock their potential. The goal of the Admissions Team is to present Code Fellows' value propositions to prospective students so that they see the clear value of attending our school. In addition the Admissions Team will act as advisors to guide prospective students through the admissions process and to ensure students are prepared for class. In most instances, you will be the first point of contact for prospective students and it is vital that our mission, vision and values are well communicated and represented.

Admissions Team Mission and Goals

Keeping the Code Fellows' mission, vision and values in mind, the mission of the Admissions Team is to provide exceptional customer service, and help individuals realize that they have the power to make a change. The first step in achieving this is helping every individual to feel supported and that they are our highest priority. As such, our SLA (service level agreement) is to respond to all new prospective students within one hour or less. The primary objective of all prospective student interactions is to convince them of the value of Code Fellows and get them converted into a 101 course and/or book a call with an Admissions Advisor depending on their goals and experience.

Overall the main goals of the team are as follows:

- I. Help prospective students convert into active students.
- II. Ensure all prospect and student inquiries are answered quickly and accurately in real-time.
- III. Provide excellent customer service to prospective and active students.
- IV. Exceed our KPI goals.

Admissions Principles

To support the team's main goals above, all calls and written correspondence with prospective and current students are recorded for quality assurance and training purposes. Team members perform regular [training](#) sessions, shadowing other team members.

Admissions Roles

The [SOP: Course Enrollment](#) document is the starting place where all admissions team work is described.

The team also works with marketing to ensure all leads are of the highest quality, as well as with finance to make sure prospective students have a fluid tuition plan in place from an applicant to an enrolled student.

When a member of the Admissions Team is out of the office for a pre-planned absence the team member should do their best to make sure all SalesForce and Asana tasks are re-assigned to another team member prior to their absence. If you are issuing any communication on behalf of another team member be sure to copy them on the email so they are aware of what has been communicated.

As a member of the Admissions Team, you will be required to participate in events as needed. The main purpose of these events is to allow prospective students a chance to experience our educational environment, ask questions, learn what makes us the best option, and/ or connect with a Code Fellows Team Member. These are a more personalized opportunity to show a prospective student what life at Code Fellows is all about. How to conduct Campus tours and Virtual Information Sessions is described [here](#).

Admissions Coordinator

The Coordinator's primary responsibility is to perform 90%-100% of the administration needed, to meet the goals of the team stated above, working synchronously with an Admissions Advisor. Administrative tasks include but are not limited to booking meetings, calling prospects, answering calls for Advisors, responding to voicemail, etc.

The phone should always be answered. In the case of a missed call, the Admissions Coordinator will check voicemail regularly (at least twice daily). They will work with their Advisor

to respond to each of them directly or forward them to the relevant department following the [SOP: Managing Voicemail](#).

Coordinators are expected to fill in as needed for their Advisor, once trained and capable.

Admissions Advisor

The Advisor's primary responsibility is to perform 90%-100% of the verbal interaction with prospective or current students, while directing the Coordinator's administrative efforts and ensuring all administration is performed well. Conveying our value propositions, providing guidance, support, advice, and encouragement are critical in every interaction. Always engage with empathy in each and every interaction.

Advisors are expected to fill in gaps in administrative work not able to be completed by their Coordinator.