

Inside Berks Business Program – 2017

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Internship – Alvernia University, Admissions

- The *inside Berks business* program offers local educators the opportunity to experience first-hand the rigors of a job outside of the field of education. Teachers selected to participate in the paid internship will shadow and work alongside businesspeople, journalists, manufacturers, scientists, or other important people of the community. Teachers can then use these experiences in their classrooms to help prepare students for future careers. Understanding employers' needs in the community and gaining a firmer understanding of local business practices will help teachers create relevant curriculum and enriching lessons.

The Alvernia Experience

Dan Hartzman, Admissions Director, was kind enough to open his doors to me for my week-long internship. I first got to experience a “Connections Day,” which is the orientation that new incoming students need to attend during the summer. I followed the student and parent schedule, went to breakout sessions, and was able to tour the campus. The rest of the week was dedicated to meetings and speaking with counselors within the department. Meetings included discussing ways to assist bilingual learners on campus, meeting with a representative from SAGE Scholars Inc. who was looking to help the University get more involved with its scholarship rewards program, and talking with the admissions counselors to get an idea of what it takes to get accepted into AU.

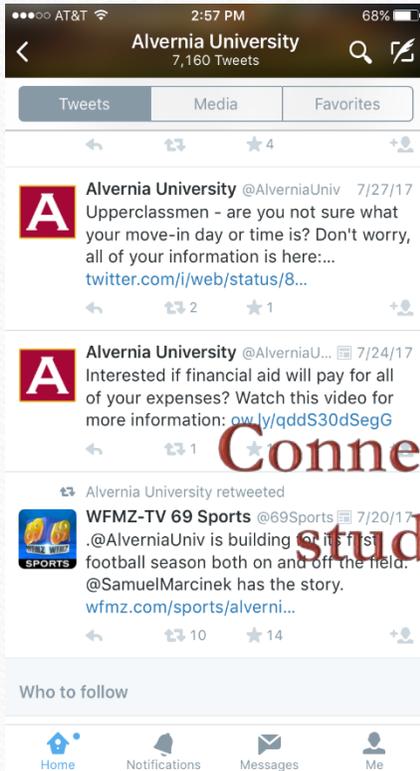
Education, Skills, and Benefits

Admissions counselor is an attractive position for a recent college graduate. The role of the counselor during most of the school year is to travel around to their assigned region of the country, attend college fairs, visit high schools to speak with interested students, and keep in contact with students who have shown interest . . . all on the university's dime. Counselors need to have strong interpersonal skills to make a good first impression, be able to compose emails to prospective students, and be organized and professional while out on the recruiting trail.

According to Indeed.com, admissions counselors can make between \$30,000 and \$40,000. However, the benefits include travel and travel expenses.



Alvernia's Greatest Asset/Technology



Connect with students



Athletic announcements



Involve alumni



Alvernia's Greatest Asset/Technology



Various depts.
& organizations
inform through Twitter

Congratulate
incoming
students



Alvernia's Greatest Asset/Technology



Facebook and Instagram
for connections too

Alvernia's Admissions Dept. Greatest Challenge

The admissions department at AU tirelessly pores over data to figure out why students make the decision to attend the university or why they decide to attend elsewhere. The admissions team can analyze intriguing statistics from emails sent to students, like if the emails are opened, when they are read, and if they are opened and read multiple times. They can also look at data provided by cell phones, like how many times a potential student searches for “Alvernia” on their phone or how many Alvernia ads are clicked on by students and where the students’ searches go from there.

Synthesis of Skills

To be a part of an admissions department, a student would need a firm grasp on reading and writing skills, being able to analyze student writing and data. Face-to-face communication skills would be extremely important when meeting prospective students. During my internship, the team of AU counselors expressed frustration that many high school applicants lack the ability to have formal and informal conversations. Communication, in all forms, is obviously of the utmost importance.

Curriculum Connections

Activity 1

Students will be given actual college entrance essay questions, borrowed from AU. Students will write essay which answers question and is directed to a future school or job. Students will focus on writing for a specific audience while also identifying their own skills which they can showcase through their informative and creative writing.

Activity 2

Students will assume the role of college admissions counselor and read a variety of sample college essays, including ones written in the previous activity. After students have worked in groups to mark up essays and comment based on creativity and content, they will decide whether or not the essay writer “gets in” to the school. Peer reviewing skills will be reviewed throughout the process.

PA Academic Standards Addressed:

13.1.8.B Relate careers to personal interests, abilities, and aptitudes

Content Academic Standards Addressed:

W.7.2 Write informative and explanatory texts to examine a topic and convey ideas, concepts, and information through the selection, organization, and analysis of relevant content.

W.7.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

W.7.5 With some guidance and support from peers and adults, develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on how well purpose and audience have been addressed.