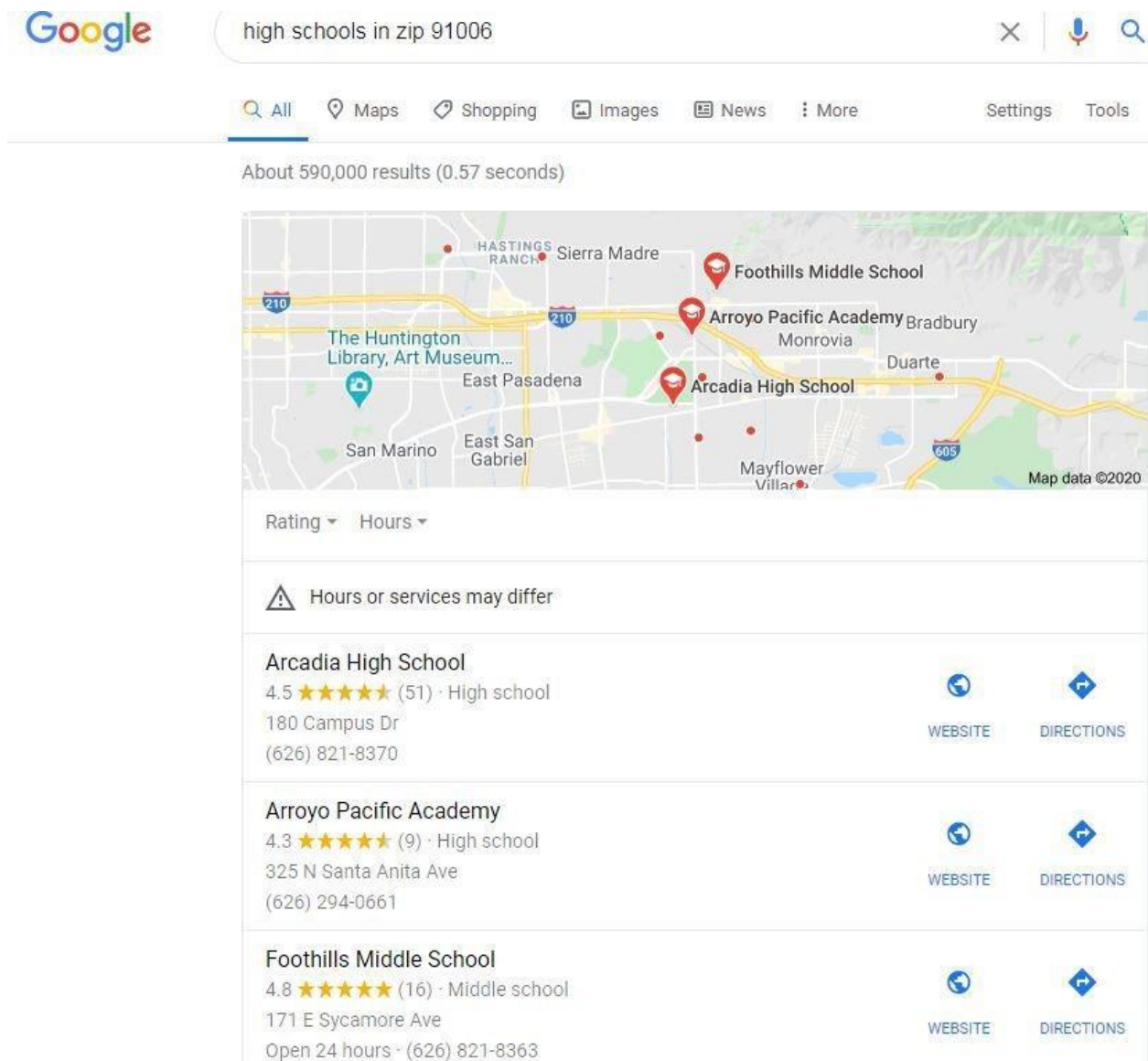


Please read the entries for each candidate to see how much information you should have before you even make a follow up call to one of your candidates. The master file has the information for your review and study before your call. The headings are self explanatory.

To begin a conversation about the student you want to know as much as you can about the likely situation of the student. Here is a tip that works very well I would recommend you research if you did not pick it up already in the training.

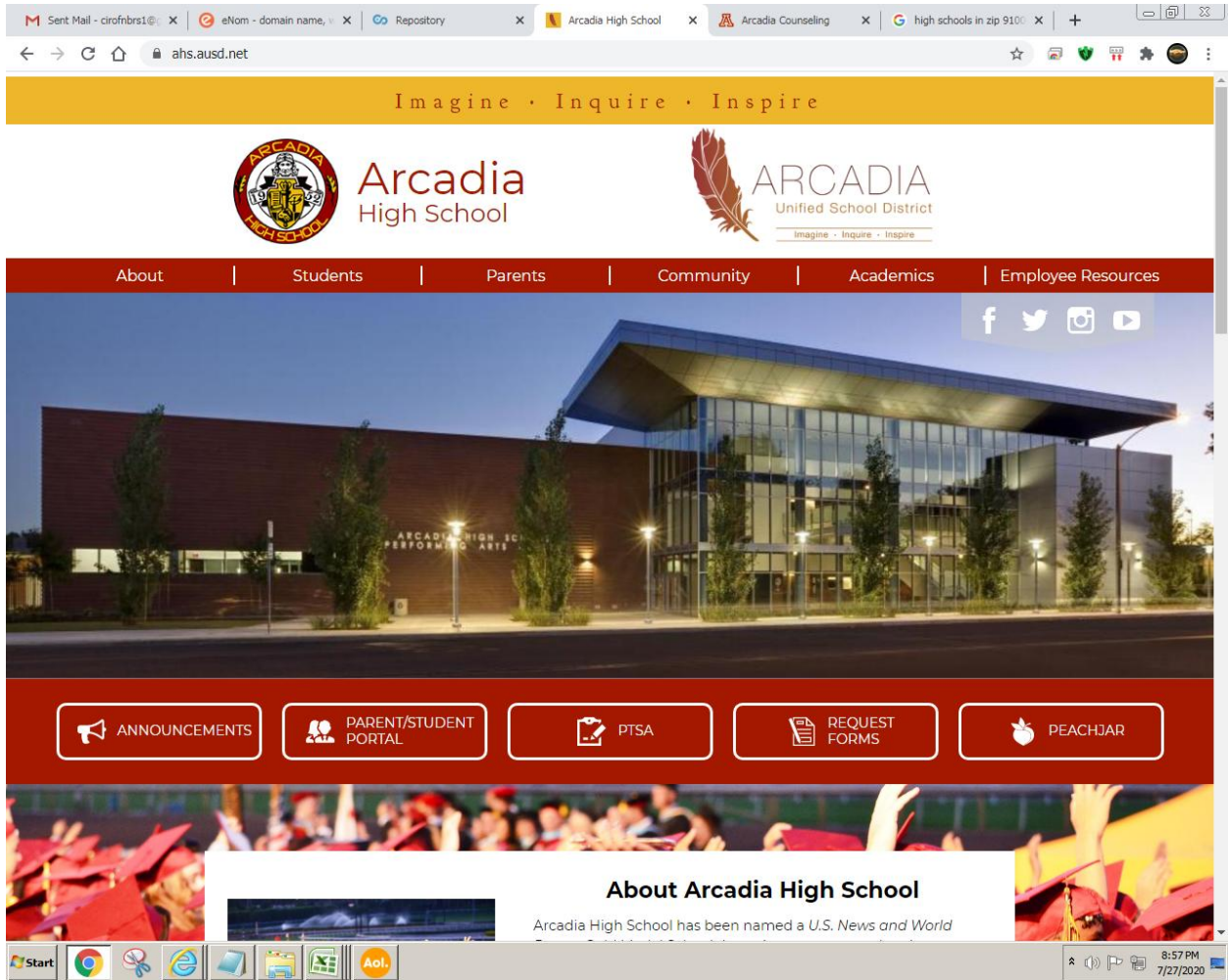
Here is an example of how a few clicks on your computer can make you more likely to connect with the candidates. A little research can go a long way. For example zip code 91006 includes the following schools.



The image shows a Google search interface. The search bar contains the text "high schools in zip 91006". Below the search bar, there are navigation options: All, Maps, Shopping, Images, News, and More. The search results show "About 590,000 results (0.57 seconds)". A map displays the area around zip code 91006, with three schools marked: Foothills Middle School, Arroyo Pacific Academy, and Arcadia High School. Below the map, there are filters for Rating and Hours. A warning icon indicates "Hours or services may differ". The list of schools includes:

School Name	Rating	Category	Address	Phone	Website	Directions
Arcadia High School	4.5 ★★★★★ (51)	High school	180 Campus Dr	(626) 821-8370	WEBSITE	DIRECTIONS
Arroyo Pacific Academy	4.3 ★★★★★ (9)	High school	325 N Santa Anita Ave	(626) 294-0661	WEBSITE	DIRECTIONS
Foothills Middle School	4.8 ★★★★★ (16)	Middle school	171 E Sycamore Ave	Open 24 hours - (626) 821-8363	WEBSITE	DIRECTIONS

Here is Arcadia High School Web site for example



Here is the counselor's page from that web site



Arcadia Counseling

Home

Document Library

Class of 2020

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Counseling Secretary

Kristen King | kristenking@ausd.net

Class of 2020

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Class of 2022

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Rachel Chan (Lin-Z) | rchan@ausd.net

Class of 2023

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Phuong An (Lo-Z) | pan@ausd.net

504/RSP

Kevin Darr | kdarr@ausd.net

College/Career

Amanda Fitts | afitts@ausd.net



By simply asking which schools their student attends you show your knowledge of their (your) community. By asking what year they will graduate you can even tell which counselor they work with at that school.

Obviously you would have all of the information about each school so you could weave the information into your introduction phone call. "Since you said your student attends Arcadia and will be graduating next year, his counselor must be Sharon Sandoval? Just the fact that you know a bit about the school adds value to your call and enhances their willingness to discuss college planning and funding with you. Keep in mind it is not the counselor's job to get the student funding. That is the student & parent's responsibility.

Having these minimal details about the school takes only a few minutes to research one time and the information will help you become part of the education fabric of your community. Knowledge is power. The more you have the more value you bring to the relationship on behalf of the family who may soon be your newest client.

Sincerely,

Tom

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Consultants Coach

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