



THE EGO HAS LANDED CRASH LANDED

The last year has proven to be historic in our sector. Continuing attacks and regulation changes have altered the way our schools conduct business forever. These new rules combined with a slight up-tick in the economy have decreased enrollment numbers nationwide.

Prior to these changes, admissions professionals could do no wrong. It seemed no start budget was unattainable. Over the past few years, President Club's trips became the norm for those at the management level. Gold-plated resumes were being written with endless success stories. Everyone was quite secure in their job, or at least those with newfound success.

Recruiters' calls were sometimes taken as daily amusement. They often went like this: "What? Consider a new opportunity? With all the success I have here? Do you know how much they are paying me? How much bonus I make? Plus, with all of this expansion, they are grooming me to be a Regional or VP next. No way, man, I'm all set." At that moment in time, their reasoning seemed somewhat logical – but then we all know what happened.

Rules changed. Some companies panicked by downsizing and changing the way they do business. Bonuses went bye-bye. Suddenly the same admissions professionals who were too successful to

take a call or consider an opportunity were out of work or marching toward the firing squad. The telephones of recruiters nationwide lit up, and their inboxes filled with multiple resumes.

The egos of former admissions all-stars had landed – crash landed. Admissions professionals were reminded of the harsh reality that "you are only as good as your last start." I know that saying is more sales-orientated and perhaps a slogan of the way things used to be done, but unfortunately, it still holds some reality today.

So now that the smoke has cleared, what does it all mean and how are things trending? For starters, I think many of the admissions people who had no business in education to begin with are gone, for good – hopefully. Who those individuals were is not for me to judge. I think those who entered the sector right before the run-up of the past few years might also have some difficulty. Anyone can catch fish at the aquarium, but did they learn the art of a proper and ethical admissions process? Time will tell.

Finally, for those who did admissions properly prior to the heyday right through to today, the future has never looked more promising. You, my friend, are a rare breed and in higher demand than ever. Congratulations to you for enrolling students who can be successful at our schools. 🍷

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