Silver linings do exist. Even in a global pandemic.

The Admission Leadership Council, EMA’s group of volunteers affectionately known as the ALC, lives up to its middle name. All 25 of them have rolled up their sleeves to provide workshops and resources admission leaders needed to get through the pandemic.
Pivot and Go
In March, when the pandemic first hit the U.S., the ALC rallied and effortlessly delivered 12 virtual spring events offering desperately needed collegial networking alongside exceptional professional development. In September, they partnered again, committing time, energy, and compassion to ALC Roundtables at EMA’s Annual Conference. These sessions were wildly successful and popular, often exceeding our Zoom capacity limits. Sessions were so popular we unveiled a 2.0 version of these in late fall and winter, and they continue to set record attendance numbers (and yes, we expanded our Zoom capacity to manage the sheer volume of attendees)!

Five Working Groups Are Marching On
In between the spring seminars and the annual conference roundtables, the ALC managed to get lots of work done inside their five working groups as well. Each member of the ALC is assigned to a working group. These groups are tasked with providing professional development to EMA’s membership. One of the five working groups is Professional Knowledge and Practice. The ALC faculty on this volunteer group worked tirelessly to collect sample content and generic templates, including but certainly not limited to admission decision letters, financial aid budget spreadsheets, open house logistics checklists, tour guide training materials, etc. These materials are actual examples of what enrollment directors use today in their offices and with their families. The resources can be found by clicking on the browse button and then click on Generic Content & Templates.

[https://community.enrollment.org/browse/contenttemplates](https://community.enrollment.org/browse/contenttemplates)

The Financial Aid & Affordability Working Group worked fervently to post resources as well. They researched and vetted many documents and websites and have come up with a thorough list of various FA resources. All of these resources were made generic and are posted in the community for anyone to access anytime. You can search these materials by clicking on Library and searching for a post by Rob Wise, Member of ALC Financial Aid & Affordability Working Group:

[https://community.enrollment.org/viewdocument/financial-aid-resources](https://community.enrollment.org/viewdocument/financial-aid-resources)

As always, all of these materials are free to any EMA member school—all you need is access to the community portal.

The Mentoring Initiative Working Group aims to support and grow the admissions industry by creating a safe and open relationship between mentors and mentees to encourage discussion and learning.

Participants in three of the Annual Conference Preconferences (Future Leaders, Admission Directors Institute, and Admission Training Institute) have the option of requesting a mentor for the upcoming school year. Mentors all have at least five years of experience in the admission profession and are excited to support mentee growth and development. This year, there were over 40 mentee/mentor matches and this is no small feat! There is a lot of time and effort put in by the working group (surveys, questionnaires, etc.) to ensure a near-perfect match.

The Emerging Trends Working Group is responsible for setting the theme and taking the lead on the regional seminars each spring. This year, as mentioned above, they were tasked with creating a new virtual experience. The DEI (Diversity, Equity & Inclusion) Working Group partnered with the Emerging Trends Working Group to offer a DEI space at each of the 12 seminars last spring and also created the themes for the roundtables at the Annual Conference and this past fall. Additionally, they have been working to engage and partner with our affinity groups to ensure our membership gets the most out of those spaces by hosting meetups and other virtual events. Those include LGBTQ+, PoC.

EMA’s Admission Leadership Council members continue to be the optimistic and leading voices of our industry.