



## **Psychology of a Student**

**Every student you encounter will be different in his or her own way, but you will discover that most have a few similarities in regards to WHY he/she requested information and his/her fear. As an Enrollment Advisor it is important to know these things in order to help your students be successful in school.**

### **Reasons students request information:**

- **Don't like their job or boss**
- **Want a promotion**
- **Role model and family**
- **Prestige**
- **Recognition**
- **Change of environment**
- **Pressure to get the degree**
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### **Fears students have:**

- **Can I do it?**
- **Will I be successful?**
- **What if I fail?**
- **Is this worth it?**
- **Fear of the unknown**
- **Fear of a new environment**
- **Fear of social issues**
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### **How to overcome their fears:**

- Find out the \_\_\_\_\_.
- Why have they put this off for so long?
- Ask \_\_\_\_\_ questions.
- Know what to expect.
- Listen
- Be \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
- Remember that the person you are talking to is \_\_\_\_\_ and it is \_\_\_\_\_ for them to have these fears.
- There is a \_\_\_\_\_ to cause them to move forward and this is either \_\_\_\_\_ or \_\_\_\_\_ driven.
- Find their true motivation
- Dig deeper
- Explain the support systems at Ashford.
- Let them know they are not alone; most students are just like them!
- Remind the student about \_\_\_\_\_ they looked for information or \_\_\_\_\_ they want to get their degree.

### **Remember:**

- What concerns or fears did you have before coming to work at Ashford?
- What caused you to take the time to turn in a resume?
- What drives you to be here today?
- How is this the same for new students?
- How can you use this knowledge in your role as an advisor?

### **Road Map of a student:**

- Request information
- May have second thoughts/cold feet
- You contact them
- Schedule an appointment to talk more about their degree and starting
- They apply to school

