

Call Script Playbook

Introduction

Thanks for your interest in **##area_of_interest##** at **##Campus_Name##**. We know this is a big decision and that you probably have many questions. I am happy to be your enrollment counselor throughout your research and enrolment process.

Step 1: Match interest with career path

Step 2: Match career path with degree

Step 3: Layout timing and cost investment (single sheet)

What the world needs

Top occupations by expected annual job openings for occupations requiring an Associate's degrees in LA, 2017-2027.

Career	Annual Job Openings	Average Salary	Area of Interest	SMC Degree
Preschool Teachers	1,380 (% growth)	US \$34,410 LA \$38,190	Education	ASSOCIATE IN SCIENCE FOR TRANSFER - EARLY CHILDHOOD EDUCATION ASSOCIATE IN SCIENCE DEGREE - EARLY CHILDHOOD STUDIES CERTIFICATE OF ACHIEVEMENT - EARLY CHILDHOOD EDUCATION
Paralegals	1,324	US \$54,500 LA \$55,590	Legal	ASSOCIATE IN SCIENCE DEGREE - LEGAL ADMINISTRATIVE ASSISTANT
Clinical Laboratory Technicians	696	US \$53,880 LA \$58,660	Health Sciences	N/A
Human Resource Assistants	440	US \$41,620 LA \$42,750	Business	ASSOCIATE IN SCIENCE FOR TRANSFER - BUSINESS ADMINISTRATION ASSOCIATE IN SCIENCE DEGREE - BUSINESS DEPARTMENT CERTIFICATE - BUSINESS MANAGEMENT

Web Developers	433	US \$75,580 LA \$78,200	Science Technology Engineering Math	ASSOCIATE IN SCIENCE DEGREE - COMPUTER PROGRAMMING ASSOCIATE IN SCIENCE DEGREE - COMPUTER SCIENCE ASSOCIATE IN SCIENCE DEGREE - WEB PROGRAMMER DEPARTMENT CERTIFICATE - COMPUTER PROGRAMMING DEPARTMENT CERTIFICATE - ENTRY LEVEL PROGRAMMER
Dental Hygienists	405	US \$75,500 LA \$98,640	Health Sciences	N/A
Respiratory Therapists	358	US \$62,500 LA \$75,360	Health Sciences	ASSOCIATE IN SCIENCE DEGREE - RESPIRATORY THERAPY
Architectural/Civil Drafters	351	US \$56,700 LA \$63,580	Science Technology Engineering Math	ASSOCIATE OF SCIENCE DEGREE - ENGINEERING
Radiologic Technologists	340	US \$61,540 LA \$75,410	Health Sciences	N/A
Computer Network Support Specialists	307	US \$68,050 LA \$72,190	Science Technology Engineering Math	DEPARTMENT CERTIFICATE - NETWORKING

What you are good at?

Walk through assessment verbally.

Download and email assessment summary along with associated single sheets