

359351 GS Applicant AP Drip Email 1

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 4:02 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Application to Hazelden Betty Ford Graduate School

Preheader: What to expect during the process



Hazelden Betty Ford
Graduate School
of Addiction Studies

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Thank you for sharing in our commitment
to fight addiction.

Dear {{Recipient.FirstName}},

At the Hazelden Betty Ford Graduate School, you'll learn from the best at our nationally renowned treatment center and gain immediate clinical experience. Our results speak for themselves: 92.4% of our graduates are successfully employed* and 99.6% pass their licensure or certification examinations** within six months of graduation.

I am hoping to connect with you by phone or Zoom sometime this week.

During our conversation, I would like to offer you some tips and advice on completing your application for admission. I specifically want to discuss the essay and references. Is there a time I could reach you this week? You can schedule an admissions appointment with me by visiting this [scheduling webpage](#).

The application deadline for **{{Recipient.Entrance_Term__c}}** semester enrollment is **{{Recipient.Registration_Deadline__c}}**. We review applications as soon as possible. If you complete your file next week, we can give you an admission decision within a day or two. This allows you to plan for your future!

Prepare to complete/submit other items in your application below:

- **An official transcript from your undergraduate institution** – This will show proof that you have earned a bachelor's degree.
- **Input from three professional references** – Your professional references must be people who are qualified to comment on your academic or professional skills, your ability and qualities to be an effective addiction counselor, your personal/professional readiness to help others and knowledge of your values and ethics. You should NOT choose your counselor, sponsor, therapist, family or friends as professional references.
- **Essay** – The essay is a key component of your application. While past experiences may play a role in your decision to apply to Hazelden Betty Ford Graduate School of Addiction Studies, we recommend that your essay focuses on your future professional path. You will be evaluated on your ability to express yourself, depth of content and writing skills. Essay prompts are available in your application portal.
- **Admission Interview** – Phone interviews require approximately 30 minutes of your time. Many applicants wonder how to prepare for the admission interview. Honestly, there is no way to prepare nor is there a reason to prepare. Just be

yourself and enjoy the conversation. You will have an opportunity to let us know why joining the Hazelden Betty Ford Graduate School is meaningful to you and what you hope to add to this field. To schedule your admission interview, find a time that works for you by clicking on this [Schedule Admission Interview link](#).

I look forward to helping you through the application process. Feel free to reach out when you need assistance.

LeAnn Brown, MS
Dean of Student Affairs



[Send me an email](#)

[1-877-801-3992](tel:1-877-801-3992)

Pronouns: she/her/hers

**From 2002-2022, based on 521/564 survey respondents

*From 2004-2021, based on 453/455 survey respondents

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Center City, MN 55012-0011

359351 GS Applicant AP Drip Email 2

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 4:14 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Get to know your new Graduate School

Preheader: Let's connect soon!



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Choosing the right graduate program will shape your future career as an addiction counselor

{{Recipient.FirstName}}, that's why it is so important to learn everything you can about the institution, and take some time to experience the campus and community.

We invite you to connect with us virtually. Meet our professors, and talk to our students. Find out what makes the Hazelden Betty Ford Graduate School of Addiction Studies the top choice for drug and alcohol counselors across the nation.

Schedule a Virtual Admissions Appointment

Connecting with applicants like you is the best part of my job, and I am excited to learn more about your goals to help you find the degree program that best aligns with your life.

[Schedule an admissions appointment](#) with me very soon so we can see if we might be a good fit for you and you a good fit for the Hazelden Betty Ford Graduate School.

Schedule a Campus Visit

We are happy to set up an in-person campus visit at a time that works best for you.

An in-person campus visit is a great opportunity to meet with the Student Services team, faculty and current students. You could even sit in on an in-person class.

Please let me know if you have any questions about the opportunities to visit in-person or connect online.

Virtual Open House

Join us for one of our upcoming virtual open houses. Our virtual events offer you the opportunity to connect with students, alumni, faculty and staff from the comfort of your own home. Sign up by visiting our [Open Houses and Events webpage](#).

LeAnn Brown, MS
Dean of Student Affairs



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359351-2

359351 GS Applicant AP Drip Email 3 V2

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, July 31, 2023 2:45 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Professional credentialing information

Preheader: Learn your state's requirements early.



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Graduate School
of Addiction Studies

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As you begin exploring the field of addiction and mental health counseling, we recommend that you look into credentialing requirements for counseling jobs in your state (or any other states where you might want to work in the future).

The Graduate School maintains a list regarding whether our programs meet state professional licensure and certification requirements, do not meet requirements or no determination has been made.

For a list of states where the Graduate School program curricula meet the licensure requirements, please see the [state licensure](#) portion of our website.

This same portion of our website will also display contact information for each state's professional licensing boards if you want to reach out to them directly for more information. We are currently working with each state's professional licensure and/or certification board to gather specific information as to which steps you would need to complete after graduation to work in that state. This information will be updated as we determine our license requirements for each state.

[See the State List →](#)

Michael K. Schmit, PhD, LPC (TX)
Associate Professor, Faculty Coordinator and Chief Academic Officer



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[1-877-801-3992](tel:1-877-801-3992)

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359351-3

359351 GS Applicant AP Drip Email 4

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 4:17 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Looking forward to your admission interview

Preheader: Let's get something scheduled.



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of Addiction Studies

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About Your Admission Interview

Hello {{Recipient.FirstName}}!

As you continue making progress on your application, I look forward to learning more about you and your future goals. I welcome you to [schedule an admission interview with me](#), which can be completed by phone. Our conversation will last approximately 30 minutes, and you are encouraged to ask me questions as well. Your admission interview is typically one of the final steps of your application process.

Many applicants wonder how to prepare for the admission interview. Honestly, there is no way to prepare nor is there a reason to prepare. Just be yourself and enjoy the conversation. You will have an opportunity to let me know why joining the Hazelden Betty Ford Graduate School of Addiction Studies is meaningful to you and what you hope to add to this field.

To schedule your admission interview, find a time that works for you by clicking on the [schedule phone interview link](#).

Thank you for allowing us to be part of your personal and professional development. I look forward to connecting soon.

LeAnn Brown, MS
Dean of Student Affairs



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359351-4

359351 GS Applicant AP Drip Email 5

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 4:21 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Are you ready to submit your application?

Preheader: We can help.



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Graduate School
of Addiction Studies

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{{Recipient.FirstName}}, Let's Walk Through Your Application Status

Do you have questions about the next steps for your application to the Hazelden Betty Ford Graduate School? Please know that I am available to help.

In the meantime, here's a quick checklist of next steps for admission to our Advanced Practice program:

- Contact your institution of higher learning and request an official transcript be sent directly to GraduateSchool@HazeldenBettyFord.edu.
- Collect input from three professional references.
- Submit your essay.
- [Schedule your admissions phone interview.](#)

Again, I am ready to help with the application and questions that pop up for you along the way. I'm happy to connect virtually – feel free to reach out to me via my contact information below.

LeAnn Brown, MS
Dean of Student Affairs



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359351-5

359351 GS Applicant AP Drip Email 6

*no longer doing Email 6 (removed from drip)

359351 GS Applicant AP Drip Email 7

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 4:24 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Learn about our Scholarships and Grants

Preheader: Don't miss these funding opportunities



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Graduate School
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{{Recipient.FirstName}}, Are You Looking for Scholarships?

Did you know that more than \$2.5 billion in grants and scholarships is left on the table each year?* There is a lot of financial help available. Don't miss opportunities to help pay for the transformative educational experience you'll receive at the Hazelden Betty Ford Graduate School.

Here's a quick look at some of the scholarships, grants and other financial aid available. You can [learn more about each of these opportunities at our website](#).

- **Alan Braun LGBT Grant (\$2,000)** is available to students who identify as lesbian, gay, bisexual, or transgender.
- **Alice Roberson African American Student Grant (\$1,700)** is available each winter semester to students who identify as African American.
- **Alvin and Mona Libin Foundation Scholarship (\$10,000)** is for degree-seeking students from Canada.
- **Bennett and Carolyn Rosenthal Scholarship (\$11,000)** is available to all students seeking a degree at the Hazelden Betty Ford Graduate School of Addiction Studies.
- **Dan Anderson Legacy Scholarship (\$2,600)** is for newly admitted degree-seeking students with preference given to students with high financial need. Fellow Traveler Scholarship (\$2,500) is available each

semester to newly admitted students who have completed treatment with Hazelden Betty Ford.

- **Fellow Traveler Scholarship (\$2,500)** is available each semester to newly admitted students who have completed treatment with Hazelden Betty Ford.
- **Hazelden Betty Ford Graduate School Grant (\$3,200)** is for newly admitted degree-seeking students with preference given to students with high financial need.
- **Hope Scholarship (\$16,000)** is available each fall semester to degree-seeking students who identify as Black, Indigenous, and/or People of Color.
- **Impact Scholarship (\$5,000)** is for newly admitted degree-seeking students.
- **LGBT Grant (\$1,000)** is available to students who identify as lesbian, gay, bisexual, or transgender.
- **Mark Christian Endowed Scholarship (\$6,000)** is for newly admitted degree-seeking students with preference given to students with high financial need.
- **Minority Grant (\$1,000)** is available to students who identify as African American, Native American, Asian American, Alaska Native or Latino American.
- **Tim Sheehan Unlocking Tomorrow Scholarship (\$5,000)** is open to one degree-seeking student each semester. This scholarship is for newly admitted degree-seeking students who have an estimated family contribution (EFC) of 0.

Direct Loans

[Our students are eligible to participate in the Federal Student Aid \(FSA\)](#)

[programs](#) administered through the U.S. Department of Education. All federal loans are offered through the William D. Ford Federal Direct Loan Program.

The first step to accessing fund assistance through the Federal Government is completing the FAFSA (Free Application for Federal Student Aid). School code: 040443.

Hazelden Betty Ford Employee Tuition Reimbursement Benefit

Hazelden Betty Ford supports continued education through a tuition reimbursement program. All full-time and part-time benefit employees are eligible. If you are a qualifying employee, Hazelden Betty Ford will pay 75% of the total tuition and fees.

If you have questions about the financial aid opportunities above or would like to be connected to a financial aid administrator, please reach out to me.

LeAnn Brown, MS
Dean of Student Affairs



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[1-877-801-3992](tel:1-877-801-3992)

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*"Total amount the class of 2018 left on the table by not completing the FAFSA: \$2.6 billion."
www.nerdwallet.com

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359351-7

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From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 2:51 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Application to Hazelden Betty Ford Graduate School

Preheader: What to expect during the process



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{{Recipient.FirstName}}, thank you for sharing
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- **An official transcript from your undergraduate institution** – This will show proof that you have earned a bachelor's degree.
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- **Admission Interview** – Admission Interviews require approximately 30 minutes of your time. Many applicants wonder how to prepare for the admission interview. Honestly, there is no way to prepare nor is there a reason to prepare. Just be yourself and enjoy the conversation. You will

have an opportunity to let us know why joining the Hazelden Betty Ford Graduate School is meaningful to you and what you hope to add to this field. To schedule your admission interview, find a time that works for you by clicking on this [Schedule Admission Interview link](#).

If accepted, new online students participate in an [online orientation course](#) prior to enrollment that engages students in learning activities and equips them to succeed as online learners.

I look forward to helping you through the application process. Feel free to reach out when you need assistance.

LeAnn Brown, MS
Dean of Student Affairs



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Pronouns: she/her/hers

**From 2002-2022, based on 521/564 survey respondents

*From 2004-2022, based on 453/455 survey respondents

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359351-1

359351 GS Applicant IRCOD Drip Email 2

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 3:05 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Get to know your new Graduate School

Preheader: Let's connect soon!



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Choosing the right graduate program will shape your future career as an addiction counselor

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Virtual Open House

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LeAnn Brown, MS
Dean of Student Affairs



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359351-2

359351 GS Applicant IRCOD Drip Email 3 V2

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, July 31, 2023 10:46 AM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Professional credentialing information

Preheader: Learn your state's requirements early.



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As you begin exploring the field of addiction and mental health counseling, we recommend that you look into credentialing requirements for counseling jobs in your state (or any other states where you might want to work in the future).

The Graduate School maintains a list regarding whether our programs meet state professional licensure and certification requirements, do not meet requirements or no determination has been made.

For a list of states where the Graduate School program curricula meet the licensure requirements, please see the [state licensure](#) portion of our website.

This same portion of our website will also display contact information for each state's professional licensing boards if you want to reach out to them directly for more information. We are currently working with each state's professional licensure and/or certification board to gather specific information as to which steps you would need to complete after graduation to work in that state. This information will be updated as we determine our license requirements for each state.

[See the State List →](#)

Michael K. Schmit, PhD, LPC (TX)
Associate Professor, Faculty Coordinator and Chief Academic Officer



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359351-3

359351 GS Applicant IRCOD Drip Email 4

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>
Sent: Monday, August 21, 2023 3:10 PM
To: Lien, Jaclyn <JLien@hazeldenbettyford.org>
Subject: Looking forward to your admission interview
Preheader: Let's get something scheduled.



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About Your Admission Interview

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Thank you for allowing us to be part of your personal and professional development. I look forward to connecting soon.

LeAnn Brown, MS
Dean of Student Affairs



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359351 GS Applicant IRCOD Drip Email 5

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 3:25 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Are you ready to submit your application?

Preheader: We can help.



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{{Recipient.FirstName}}, Let's Walk Through Your Application Status

Do you have questions about the next steps for your application to the Hazelden Betty Ford Graduate School? Please know that I am available to help.

In the meantime, here's a quick checklist for admission:

- Contact your institutions of higher learning and request official transcripts (have them sent electronically to GraduateSchool@HazeldenBettyFord.edu).
- Collect input from three professional references.
- Submit your essay.
- **[Schedule your admissions phone interview.](#)**

Again, I am ready to help with the application and questions that pop up for you along the way. I'm happy to connect virtually – feel free to reach out to me via my contact information below.

LeAnn Brown, MS
Dean of Student Affairs



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359351 GS Applicant IRCOD Drip Email 6

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>
Sent: Monday, August 21, 2023 3:30 PM
To: Lien, Jaclyn <JLien@hazeldenbettyford.org>
Subject: Learn about our Scholarships and Grants
Preheader: Don't miss these funding opportunities.



Hazelden Betty Ford
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- **Alvin and Mona Libin Foundation Scholarship (\$10,000)** is for degree-seeking students from Canada.
- **Bennett and Carolyn Rosenthal Scholarship (\$11,000)** is available to all students seeking a degree at the Hazelden Betty Ford Graduate School of Addiction Studies.
- **Dan Anderson Legacy Scholarship (\$2,600)** is for newly admitted degree-seeking students with preference given to students with high financial need. Fellow Traveler Scholarship (\$2,500) is available each semester to newly admitted students who have completed treatment with Hazelden Betty Ford.

- **Fellow Traveler Scholarship (\$2,500)** is available each semester to newly admitted students who have completed treatment with Hazelden Betty Ford.
- **Hazelden Betty Ford Graduate School Grant (\$3,200)** is for newly admitted degree-seeking students with preference given to students with high financial need.
- **Hope Scholarship (\$16,000)** is available each fall semester to degree-seeking students who identify as Black, Indigenous, and/or People of Color.
- **Impact Scholarship (\$5,000)** is for newly admitted degree-seeking students.
- **LGBT Grant (\$1,000)** is available to students who identify as lesbian, gay, bisexual, or transgender.
- **Mark Christian Endowed Scholarship (\$6,000)** is for newly admitted degree-seeking students with preference given to students with high financial need.
- **Minority Grant (\$1,000)** is available to students who identify as African American, Native American, Asian American, Alaska Native or Latino American.
- **Tim Sheehan Unlocking Tomorrow Scholarship (\$5,000)** is open to one degree-seeking student each semester. This scholarship is for newly admitted degree-seeking students who have an estimated family contribution (EFC) of 0.

Direct Loans

[Our students are eligible to participate in the Federal Student Aid \(FSA\) programs](#) administered through the U.S. Department of Education. All federal loans are offered through the William D. Ford Federal Direct Loan Program. The first step to accessing fund assistance through the Federal Government is completing the FAFSA (Free Application for Federal Student Aid). School code: 040443.

Hazelden Betty Ford Employee Tuition Reimbursement Benefit

Hazelden Betty Ford supports continued education through a tuition reimbursement program. All full-time and part-time benefit employees are eligible. If you are a qualifying employee, Hazelden Betty Ford will pay 75% of the total tuition and fees.

If you have questions about the financial aid opportunities above or would like to be connected to a financial aid administrator, please reach out to me.

LeAnn Brown, MS
Dean of Student Affairs



[Send me an email](#)

[1-877-801-3992](tel:1-877-801-3992)

Pronouns: she/her/hers

*"Total amount the class of 2018 left on the table by not completing the FAFSA: \$2.6 billion."
www.nerdwallet.com

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15251 Pleasant Valley Rd.
PO Box 11 RW19
Center City, MN 55012-0011

359351-6

359351 GS Applicant IRCOD Drip Email 7

From: Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 3:33 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Earn Your Master's Online

Preheader: We hope to see you for your graduate education.



Hazelden Betty Ford
Graduate School
of Addiction Studies

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{{Recipient.FirstName}}, Let's Get Started!

Whether you're an experienced addiction counselor or just beginning in the addiction treatment field, our online master's program offers a convenient and flexible degree option that will prepare you for success.

Here are a few of the opportunities you can look forward to:

- Earn your master's degree on a flexible working schedule from any location in the United States.
- Engage in hands-on clinical training starting early in your program.
- Learn from expert faculty who are leading counselors and innovators in the addiction field.
- Gain broad perspectives as part of a diverse cohort of students from across the country who will enrich your understanding of addiction treatment.

- Use online learning technology that will help prepare you for the future of addiction treatment.

If you have additional questions about programs or completing your application, please let me know.

LeAnn Brown, MS
Dean of Student Affairs



[Send me an email](#)

[1-877-801-3992](tel:1-877-801-3992)

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15251 Pleasant Valley Rd.
PO Box 11 RW19
Center City, MN 55012-0011

586401 Graduate School Inquiry Drip Email 1

From: LeAnn Brown, Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 1:41 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Ready for your next adventure?

Preheader: Earn your master's in addiction counseling



Hazelden Betty Ford
Graduate School
of Addiction Studies

Welcome! Thanks for your interest in our fully accredited [Master's in Addiction Counseling](#) programs. And congratulations on taking another giant step toward accomplishing your goals and fulfilling your hopes and dreams.

Hello, my name is LeAnn, and I'm the Dean of Student Affairs. I just wanted to reach out and offer some help because I:

- Know how precious your time is
- Love to help students complete the application process
- Believe in the lifesaving impact you'll make

If I can help with anything, or if you have any questions about our programs, financial aid, licensure or anything at all—please don't hesitate to reach out via [email](#) or [phone](#), or we can [schedule a short meeting to chat](#).

Otherwise, if you prefer to conduct your research in private—don't worry, I get it—you can click through to learn about our programs or apply.

[Online Program](#)

[On-Campus Program](#)

Looking forward to hearing from you,

LeAnn Brown, M.S.

Dean of Student Affairs

Hazelden Betty Ford Graduate School

[1-877-801-3992](tel:1-877-801-3992)

[Schedule a meeting](#)

Pronouns: She, Her, Hers

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Hazelden Betty Ford
Graduate School of Addiction Studies
15245 Pleasant Valley Rd.
Center City, MN 55012

586401-1

586401 Graduate School Inquiry Drip Email 2

From: LeAnn Brown, Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 1:56 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: What makes this program so special?

Preheader: Hear from students and alumni



Hazelden Betty Ford
Graduate School
of Addiction Studies

Hello again!

I wanted to see if you had any questions about our online or on-campus [Master's in Addiction Counseling programs](#) or maybe you're just curious about our mission, community and learning environment.

Based on my conversations with other students, some questions are always bubbling beneath the surface:

- How much does it cost?
- How do your programs differ from the rest?
- How quickly will I land a job?
- How hard is it to obtain licensure?
- Can I really make a difference?

My suggestion: attend our Student Panel and Virtual Open House to hear directly from the source. Our students and alumni are creative thinkers and problem solvers, and they can give you the full, inside scoop on classwork, clinical placements, life as a counselor and more.

Also, schedule a visit with me—in person or online. I would love to talk more, introduce you to staff and students, and show you around!

[Attend the Virtual Open House](#)

[Schedule a Zoom Visit with Me](#)

Until next time,

LeAnn Brown, M.S.

Dean of Student Affairs

Hazelden Betty Ford Graduate School

[1-877-801-3992](tel:1-877-801-3992)

[Schedule a meeting](#)

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Graduate School of Addiction Studies
15245 Pleasant Valley Rd.
Center City, MN 55012

586401-2

586401 Graduate School Inquiry Drip Email 3

From: LeAnn Brown, Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 2:04 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Financial assistance is available

Preheader: Apply for scholarships!



Hazelden Betty Ford
Graduate School
of Addiction Studies

Hello and happy day!

I wanted to send a quick note about our **scholarships, grants and financial aid**. You might be pleasantly surprised to hear that over the past two years, we have awarded our students nearly \$700,000 in scholarships.

These scholarships are funded in large part by generous donors, who are invested in your future as a leader in the addiction and mental health field—almost as much as I am!

Check out the list of scholarships and see which ones you might be interested in or let me know if you want to walk through the requirements together.

[Browse Scholarships](#)

And, as an accredited graduate program, additional federal financial aid is also available to our students. Reach out with any questions about tuition, scholarships, or financial aid. I am here to help.

All my best,

LeAnn Brown, M.S.

Dean of Student Affairs

Hazelden Betty Ford Graduate School

[1-877-801-3992](tel:1-877-801-3992)

[Schedule a meeting](#)

Pronouns: She, Her, Hers

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Graduate School of Addiction Studies
15245 Pleasant Valley Rd.
Center City, MN 55012

586401 Graduate School Inquiry Drip Email 4

From: LeAnn Brown, Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 2:11 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Don't fret about licensure

Preheader: We can help.



Hazelden Betty Ford
Graduate School
of Addiction Studies

Hello again!

I'm guessing your search for the right **Master's in Addiction Counseling program** has raised some questions about getting licensed and practicing in your state.

I can give you a lay of the land, and then we'll work together to ensure your master's degree journey:

- Prepares you for licensing exams
- Qualifies you to practice in your state
- Puts you in the best position to succeed post-graduation

If you want to conduct your own research, our website has [important information about licensure in each state](#), along with helpful links and research tools.

Otherwise, since each state has different requirements, the best way to navigate the licensing systems *is to partner or communicate with professionals who understand them*. And it goes without saying, I'm right here to help.

[Let's Chat](#)

[Apply Now](#)

Here to help,

LeAnn Brown, M.S.

Dean of Student Affairs

Hazelden Betty Ford Graduate School

[1-877-801-3992](tel:1-877-801-3992)

[Schedule a meeting](#)

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15245 Pleasant Valley Rd.
Center City, MN 55012

586401-4

586401 Graduate School Inquiry Drip Email 5

From: LeAnn Brown, Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 2:16 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: What makes a good addiction counselor?

Preheader: You have what it takes.



Hazelden Betty Ford
Graduate School
of Addiction Studies

I think we can already agree that you are passionate about helping others. But, do you know if you have some other traits that will help you be the best counselor you can be?

Certain personality traits are helpful as an addiction counselor. You'll need to:

- Be a good and effective listener
- Have a strong sense of empathy toward others
- Demonstrate strong interpersonal and group communication skills

Ultimately, this career is about helping and healing people. And if that sounds good and right to you, then you'll make a great counselor.

Now that you know you have what it takes, let's start talking about where this career can take you! There are so many exciting career paths and opportunities that open with a master's degree from Hazelden Betty Ford. Let's start dreaming!

[Possible Career Paths](#)

[Apply Now](#)

Very best,

LeAnn Brown, M.S.

Dean of Student Affairs

Hazelden Betty Ford Graduate School

[1-877-801-3992](tel:1-877-801-3992)

[Schedule a meeting](#)

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586401-5

586401 Graduate School Inquiry Drip Email 6

From: LeAnn Brown, Hazelden Betty Ford Graduate School <mail@e.hazeldenbettyford.org>

Sent: Monday, August 21, 2023 2:30 PM

To: Lien, Jaclyn <JLien@hazeldenbettyford.org>

Subject: Anderson joined the movement. Will you?

Preheader: The movement toward meaningful work.



Hazelden Betty Ford
Graduate School
of Addiction Studies

There's a movement mounting—people are leaving their jobs in droves in pursuit of meaningful work, where their contributions encourage, inspire and uplift other people. I'm inspired by them: this work is important, and I've seen firsthand the power of hope and recovery.

So has Anderson, a 2018 graduate. Addiction and substance use disorders affected people near and dear to him. Now he helps others reclaim their lives from addiction and build for themselves a life of connection and meaning.



I hope you decide to join the movement, either here or elsewhere. You are so desperately needed, and you have the power to change lives.

[Apply Now](#)

LeAnn Brown, M.S.

Dean of Student Affairs

Hazelden Betty Ford Graduate School

[1-877-801-3992](tel:1-877-801-3992)

[Schedule a meeting](#)

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Hazelden Betty Ford
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of Addiction Studies



Some Questions to Ask at Our Virtual Open House

- What scholarships do you offer?
- What can I do with a Master's in Addiction Counseling?
- What's the time commitment?
- What are your classes like?
- What makes your master's programs so unique?

At the Hazelden Betty Ford Graduate School, we celebrate your curiosity. Come have it satisfied at our Virtual Open House, where your brilliant friends and future colleagues await.

And most importantly, you can win some sweet Grad School swag.

February 9, 2023

3:30-5 p.m. Central

[Attend the Open House →](#)

What do our master's degree programs offer?

- **Enroll either part time or full time**, and pick from a variety of internship opportunities.
- **Apply for generous financial aid**, including scholarships, grants and loans. In 2022, our students received nearly \$300,000 in financial aid.
- **Customize your learning schedule** with flexible in-person weekend and evening courses.*
- **Enjoy the high demand for your skills**. Ninety-two percent of Hazelden Betty Ford graduates have gained employment in the field within six months of graduation.**
- **Join a cohort that boasts a 98.7% student satisfaction score*****
- **Participate in Hazelden Betty Ford's world-renowned system of care**, and benefit from all its coveted clinical experiences.
- **Learn the latest in evidence-based treatment** for substance use and co-occurring disorders.
- **Skip the GRE**. It's not required to apply, but applicants do need a bachelor's degree in any field of study.

[Learn More →](#)

Can't Make the Virtual Open House?

You can contact our admissions team to arrange a Zoom meeting for individuals or student groups. Email GraduateSchool@HazeldenBettyFord.edu or call [1-877-470-4626](tel:1-877-470-4626).

** Evening and weekend courses are offered for our on-campus program in St. Paul and Center City, Minnesota. Our online degree program is accessible from anywhere in the United States.*

*** Based on 492/534 graduates who responded to our survey from 2002-2021.*

**** Based on 461/467 graduates who responded to our survey from 2004-2021.*

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Hazelden Betty Ford
Graduate School
of Addiction Studies



Some Questions to Ask at Our Virtual Open House

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- What can I do with a Master's in Addiction Counseling?
- What's the time commitment?
- What are your classes like?

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Hazelden Betty Ford
Graduate School
of Addiction Studies



Virtual Open House and Student Panel

What is it like to earn a Master's Degree in Addiction Counseling?

Get some answers at our Virtual Open House, where a panel of students and alumni share what it's like to attend the Graduate School of Addiction Studies, painting a picture of student and professional life—and how rewarding it feels to become a beacon of healing and hope.

May 11, 2023

3:30-5 p.m. Central

[**Register Now**](#)

Free swag will be mailed to all virtual attendees.

What do our master's degree programs offer?

- **Enroll either part time or full time**, and pick from a variety of internship opportunities.
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[Learn More →](#)

Can't Make the Virtual Open House?

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GraduateSchool@HazeldenBettyFord.edu or call [1-877-470-4626](tel:1-877-470-4626).

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588150



Hazelden Betty Ford
Graduate School
of Addiction Studies



VIRTUAL OPEN HOUSE

Brace Yourself: Your Next Journey Is About to Start

Getting excited about your **master's in addiction counseling**? Come get a glimpse inside the learning environment where “what’s next?” takes shape—where you receive lifesaving clinical training from best-in-class faculty and staff; where you challenge yourself (and the status quo) with curious mentors and friends, and call home the cutting edge of industry-wide innovation; where you rise above and beyond, and breathe life into all your career aspirations.

Come to think of it, there’s a lot to get excited about.

Virtual Open House and Student and Alumni Panel

June 8, 2023

3:30-5 p.m. Central

[Register Now](#)

Register now for a chance to win some free swag.

Can't Make the Virtual Open House?

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- **Learn the latest in evidence-based treatment** for substance use and co-occurring disorders.
- **Qualify for admission** with a completed bachelor's degree in any field of study. No bachelor's? You might qualify for our pilot program, *Alternative Admission Pathways*, starting Fall 2023.
- **No GRE or standardized tests are required.**

[Learn More](#)

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of Addiction Studies



Brace Yourself: Your Next Journey Is About to Start

Getting excited about your **master's in addiction counseling**? Come get a glimpse inside the learning environment where “what’s next?” takes shape—where you receive lifesaving clinical training from best-in-class faculty and staff; where you challenge yourself (and the status quo) with curious mentors and friends, and call home the cutting edge of industry-wide innovation; where you rise above and beyond, and breathe life into all your career aspirations.

Come to think of it, there’s a lot to get excited about.

Virtual Open House and Student and Alumni Panel

June 8, 2023

3:30-5 p.m. Central

[Register Now](#)

Register now for a chance to win some free swag.

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[Learn More](#)

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Graduate School
of Addiction Studies



Where Your Future Takes Shape

Attend the *Virtual Open House and Student Panel* to hear from alumni and faculty, as they answer your burning questions and offer

a glimpse inside the learning environment where your career blossoms and begins to take shape.

- What makes the Graduate School of Addiction Studies such a special place?
- How do we train our graduates to make a meaningful and immediate impact on the people and communities they serve?
- And why are our graduates so *happy* with their degree?

Join us to find out.

September 7, 2023
3:30-5 p.m. Central

[Register Now](#)

Attendees have a chance to win free Grad School clothing and swag.

Can't Make the Virtual Open House?

You can contact our admissions team to arrange a Zoom meeting for individuals or student groups. Email

GraduateSchool@HazeldenBettyFord.edu or call [1-877-470-4626](tel:1-877-470-4626).

What do our master's degree programs offer?

- **Enroll either part time or full time**, and pick from a variety of internship opportunities.
- **Apply for generous financial aid**, including scholarships, grants and loans. In 2022, our students received nearly \$300,000 in financial aid.
- **Customize your learning schedule** with flexible online or in-person weekend and evening courses.*
- **Enjoy the high demand for your skills.** Ninety-two percent of Hazelden Betty Ford graduates have gained employment in the field within six months of graduation.**
- **Join a cohort that boasts a 98.7% student satisfaction score.*****

- **Participate in Hazelden Betty Ford's world-renowned system of care**, and benefit from all its coveted clinical experiences.
- **Learn the latest in evidence-based treatment** for substance use and co-occurring disorders.
- **Qualify for admission** with a completed bachelor's degree in any field of study.
- **No GRE or standardized tests are required.**

[Learn More](#)

** Evening and weekend courses are offered for our on-campus program in St. Paul and Center City, Minnesota. Our online degree program is accessible from anywhere in the United States.*

*** Based on 492/534 graduates who responded to our survey from 2002-2021.*

**** Based on 461/467 graduates who responded to our survey from 2004-2021.*

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Graduate School of Addiction Studies
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The Final Deadline Is Fast Approaching

We're reaching out to remind you about the upcoming application deadline for the Hazelden Betty Ford Graduate School. You need to finish your application and submit all required materials by **March 17, 2023**, to be eligible for our online Master's in Addiction Counseling Summer Semester.

Please reach out. We're here to answer any questions you might have about your application, our online program, life as a student, financial aid or professional practice/career placement.

To talk to our admissions team directly and review your application status, email

GraduateSchool@HazeldenBettyFord.edu or call [1-877-470-4626](tel:1-877-470-4626).

Start or Finish Your Application

You can book an appointment with one of our admissions specialists, review the application requirements, or start or finish your application using the link below.



Why Choose the Hazelden Betty Ford Graduate School?

Student success

Hazelden Betty Ford graduates have a 99.5% pass rate taking the licensure/certification examination within six months of graduation.* And 92% of graduates are successfully employed within six months of graduation.**

An educational experience that puts you in demand

Our national and global reputation gives our graduates an advantage with employers and offers a wide range of career options within the addiction field. As the nation's leading nonprofit addiction treatment center, we have educated addiction counselors for more than 50 years.

Expert faculty

You will have an opportunity to collaborate with faculty members who are noted experts in the field of addiction and mental health—100% of our full-time faculty hold a doctoral degree.

Financial aid

In 2022, our students received more than \$300,000 in scholarships and grants. You may be eligible to receive financial aid, including scholarships, grants and loans, to help finance your educational goals.

*From 2004-2021, based on 433/435 survey respondents

**From 2002-2021, based on 493/534 survey respondents

“Before I went to grad school, I was working in the field earning \$15 to \$20 an hour. Now that I have graduated and have some experience, I can command any salary I want. I truly believe it's because I went to Hazelden Betty Ford Graduate School. It stands out on a resume, and the education I received stands out to the people who offer me positions.”

Recent Graduate

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APPLICATION DEADLINE REMINDER

Your Friendly Reminder to Finish Your Application

It looks like you started an application but you're waiting to finish. That's okay: we know how tricky it can be to balance everything. The good news is you still have time to perfect and submit your application, or schedule a call with one of our admissions specialists.

On a more personal note, we really hope you decide to join us, and we can't wait to meet the leader you become.

Finish Your Application for Summer 2023

Your deadline to apply for the on-campus [Master of Arts in Addiction Counseling: Advanced Practice](#) program is April 14, 2023.

[Apply Now](#) →

We're here to answer any questions about our on-campus program, life as a student, completing your application, financial aid and professional practice/career placement.

To talk to our admissions team directly and review your application status, email GraduateSchool@HazeldenBettyFord.edu or call [1-877-470-4626](tel:1-877-470-4626).

Why choose the Hazelden Betty Ford Graduate School?

Personalized Options for You

Evening courses in both St. Paul and Center City, Minnesota, make on-campus learning convenient. We also offer part-time or full-time schedules to best suit your personal and professional goals.

Student Success

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Learn from Experts in the Field

Collaborate with and learn alongside clinical faculty who are noted experts in the fields of addiction and mental health—100% of our full-time faculty hold a doctoral degree.

Financial Aid

Since 2021, we have awarded nearly \$700,000 in scholarships and grants to our students. You may be eligible to receive financial aid, including scholarships, grants and loans, to help finance your educational goals.

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**From 2002-2021, based on 493/534 survey respondents

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A Friendly Reminder to Finish Your Application

There's still time to submit your application for our **Master's in Addiction Counseling**. If you're still interested in attending this fall (and joining forces with healing and hope), please submit all application materials by July 13, 2023.

We can't wait for you to get started!

[Finish Your Application](#)

Questions? Let's Chat!

Questions about licensure? Clinical placements? Financial aid? You can talk with an admissions specialist or review your application status by emailing GraduateSchool@HazeldenBettyFord.edu or calling [1-877-470-4626](tel:1-877-470-4626).

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—Recent Graduate

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When You're the Reason They Smile

You still have time to submit your application for our **on-campus Master's in Addiction Counseling** starting Fall 2023!

Don't wait another day to become a champion of hope and healing—helping children, adults and families reclaim their lives from this terrible disease, and positioning everyone for immense health and happiness.

Questions? We've got answers. Just email us to schedule a chat:

GraduateSchool@HazeldenBettyFord.edu

Finish Your Application for Fall 2023

Your deadline to apply for the on-campus [Master of Arts in Addiction Counseling: Advanced Practice](#) is August 11, 2023.

We're here to answer any questions about our on campus program, life as a student, completing your application, financial aid and professional practice/career placement.

To talk to our admissions team directly and review your application status, email GraduateSchool@HazeldenBettyFord.edu or call [1-877-470-4626](tel:1-877-470-4626).

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A Message from the President and CEO, Dr. Kevin Doyle

As usual, our graduates are making big splashes ...

Our students and alumni are involved in very important, often industry-defining work, and it's getting harder and harder to keep up with your accomplishments. But if you'll grant me the honor, I would love to boast and brag. Just a little.

[Read Now →](#)

In the featured article of the winter newsletter, we interviewed Lydia Burr '11, director of clinical services, who spearheads our inclusivity efforts in Saint Paul and helps provide specialized services to members of the LGBTQ+ community. She explains why this work matters so much and how cultural responsiveness is at the core of what we do.

In other news: alumni will also receive a 50 percent discount toward our new Integrated Clinical Supervision Certificate, which provides the leadership training and credentials you need to move up or move around in your career, tackling larger challenges related to addiction and mental health.

I hope you are able to take a moment to [read this issue](#), and above all else, I hope you're staying happy and healthy. And I hope you reach out if anything comes to mind.



Kevin Doyle, EdD
President and CEO
Hazelden Betty Ford Graduate School of Addiction Studies

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Celebrating our Newest Agents of Change

With a rousing commencement address by legendary sports agent Leigh Steinberg, 54 new graduates of the Hazelden Betty Ford Graduate School of Addiction Studies were conferred their degrees on April 22—joining the ranks of professional “agents of change.” Steinberg, whose story inspired the movie *Jerry Maguire*, is a grateful and outspoken recovery advocate, and a big fan of the Graduate School’s mission, reach and impact. I’m still feeling the exhilaration and joy of Commencement 2023.

I’m also excited to share [game-changing news](#) with you about Graduate School admissions. We are piloting an alternative pathway to admission, opening the profession to prospective students who are committed to the behavioral health field but have not completed a bachelor’s degree.

Read our latest alumni update for details about the admissions pilot, and other news and happenings, including:

- Q&A interviews with two of our newest faculty members
- A shout-out to alumni who are advancing DEI efforts
- Opportunities to connect with other alumni, students and prospective students
- A link to our helpful state-by-state licensure resource page

[Read Now →](#)

As always, thanks for your partnership and support. With your help, our students will continue to change the world.



Kevin Doyle, EdD
President and CEO
Hazelden Betty Ford Graduate School of Addiction Studies

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No College Degree? No Problem.

We just launched a **new master's degree pathway** for students who don't have their bachelor's, and you might qualify for admission this fall!

This opportunity applies to both of our fully accredited **Master's in Addiction Counseling programs**—online and on-campus. You can review the guidelines and admissions requirements below, or click through to get started and apply.

Please don't hesitate to reach out. We're eager to help, and we're absolutely thrilled to meet the leader you become.

[Apply: Online Master's](#)

[Apply: On-Campus Master's](#)

Alternative Admission Pathways

We will consider applications for the on-campus and online programs if you can provide required evidence from either Pathway 1 or Pathway 2.

PATHWAY 1 | Submit evidence for **two** of the following components:

- Completed associate degree

- Minimum of 60 credit hours at bachelor's degree level (if no degree obtained)
- Minimum of two years as a military service veteran with a record of honorable discharge (DD214 or equivalent) or a minimum of two years of active military service. Or a minimum of four years of Reserve or National Guard service
- Current licensed/certified substance use disorder counselor
- Minimum of two years of direct helping profession-related work experience

PATHWAY 2 | Submit evidence of **one component from Group A** and **two components from Group B**.

Group A | Submit evidence of **one** of the following components:

- Completed associate degree
- Minimum of 60 credit hours at bachelor's degree level (if no degree obtained)
- Minimum of two years as a military service veteran with a record of honorable discharge (DD214 or equivalent) or a minimum of two years of active military service. Or a minimum of four years of Reserve or National Guard service
- Current licensed/certified substance use disorder counselor
- Minimum of two years of direct helping profession-related work experience

Group B | Submit evidence of **two** of the following components:

- Current or recent volunteerism consisting of a minimum of 100 hours within the past two years
- Documented training of a minimum of 24 hours in any field (e.g., CEs, workshops, etc.) within the past two years
- Active professional engagements (e.g., memberships, speaking/presenting, and attendance at conferences) within the past two years in any field
- Minimum of 30 college credit hours in any field

[Apply: Online Master's](#)

[Apply: On-Campus Master's](#)

Applicants considering admission via an alternative pathway may be prohibited from licensure/certification in some states if a bachelor's degree is required in that state. We recommend that each applicant conducts their own research by contacting their respective licensing boards, and Graduate School staff will also serve as resources regarding licensure/certification questions.

Federal financial aid is available to students who have completed the equivalent of three academic years of full-time study.

If you have any questions, please email [Ashley Peltier](#), admissions advisor, or call [1-877-470-4626](#).

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