

# Admissions Volunteer Training Manual

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## The Wabash Alumni Recruitment Program

“We must remember that our first priority is to the students. We exist for them—they are the reason we are here. It was the same way when you were a student...and it will always be that way.”

*President Andy Ford addressing the Alumni Symposium on September 10, 1999*

The Wabash Alumni Volunteers Program (alumni and friends of the College helping to reach young men who could become Wabash men) has always existed in some form. Wabash alumni traditionally are proud of their college and they have a strong desire to make the opportunities they had available to young men worthy of the challenge. This document is our effort to formalize the commitment the College has made to you, her loyal sons, in providing you with the resources necessary to identify potential Wabash men and, hopefully, positively influence their decision to pursue Wabash College in their college search.

Why has Wabash decided to formalize and strengthen the Alumni recruitment efforts? Your recruiting efforts in the past, performed largely on an individual basis, have yielded success and signaled an untapped potential. In fact, alumni referrals have proven more successful than the results received from direct mail, high school visits, college fairs and admissions phone calls...**combined!** Additionally, the competition for highly qualified college-bound young men is tougher than ever before. Many schools are channeling more and more resources toward recruiting. Faced with this level of competition and this environment, the entire Wabash family—alumni, parents, and friends of Wabash—must do its part to see that Wabash continues its role indefinitely. These principles have all come to the forefront as Wabash has examined its path into the next millenium through the planning encompassed in *Plan 2003* and the College’s Strategic Plan.

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"Alumni recruiting takes just a little time to do a lot of good for the College and for young men everywhere. Helping recruit is also a lot of fun and it builds great friendships among alumni."

*Jon Pactor  
Class of '71  
Indianapolis, Indiana*

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## Section I The Fundamentals

### ***Plan 2003, the Strategic Plan and Admissions***

To achieve the College's goals over the next several years, Wabash has identified the following themes, patterns and recommendations as the central focus of the College's marketing plan: a national strategy; a strong alumni volunteer program; an aggressive prospect management program; marketing research; and the involvement of the entire Wabash Community. Basically, these items define a national recruitment effort based upon strong market knowledge and utilizing the latest techniques employed by the entire Wabash community.

At the core of this planning has been the clear focus on the Wabash mission. Given the timeless importance of a liberal arts education, the Wabash mission remains the same as it was almost 170 years ago:

**Wabash College educates men to think critically, act responsibly, lead effectively, and live humanely.**

**You** are a fitting tribute to the continued ability of the school to meet the challenge contained in this mission. *Plan 2003* builds upon this success as it defines a path for the College to become even better in the future. Obviously, at the very core of this success is our collective, continued ability to attract a high-quality student body. Towards that end, the mission of the Alumni Recruitment Program is very simple:

**The alumni recruitment program facilitates effective involvement in the student recruitment process by alumni and friends of the College.**

Our efforts are directed towards providing alumni and others interested in recruiting young men with the tools necessary to accomplish a variety of recruitment activities easily and effectively. We want to integrate your efforts with the admissions office and provide you with several options for successful recruitment activities.

We have four major goals for the program.

- **Support the territory managers in their efforts to utilize alumni in their recruitment functions.** By providing the territory managers with accurate, timely information on alumni in their travel areas who are

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willing to help, we can augment the work of the territory manager and make the entire recruitment team more effective.

- **Assist alumni groups as they organize to perform recruitment work.** Our focus will be to assist volunteer groups, formal or informal, big or small, as they work to begin or strengthen systematic efforts to participate in any number of recruitment events.
- **Train alumni volunteers on the fundamentals of the recruitment process.** We want to ensure you have the training necessary to represent Wabash College in the best possible way. We do not want to tinker with your personal message (more on that later)—we simply want to give you some background on certain events and update your knowledge of Wabash as it is today.

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*"A visit to Wabash is the most important step a prospective student can take. Once he sees the campus and observes the Wabash community, preconceived notions tend to be swept away in a sea of Wabash red!"*  
*Anonymous*  
*Volunteer alumnus*
- **Serve as a clearinghouse for information on effective alumni recruitment programs.** We will serve as a clearinghouse for any pertinent information other volunteers have found helpful. We will make that information available to you in a timely manner.

## Prospect Management

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**"Prospect management...the guidance and direction through the admissions process of those students **most likely** or **most desirable to apply and enroll.**"**

*George Dehne*  
*Student Recruitment Consultant*

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The term prospect management sounds complex but in essence it's a very simple business concept used all the time. We want to focus our energy and resources on recruiting young men who are most likely to attend Wabash. We want to concentrate our efforts on this "most likely" group and lead them through the remainder of the enrollment process. We don't want to waste our time on someone who isn't qualified or who point-blank tells us he isn't interested in Wabash College. In other words, a "No" is OK! It saves us time and effort.

Every year, over 25,000 young men will graduate from high school **in Indiana alone**. Several hundred thousand will graduate throughout the United States.

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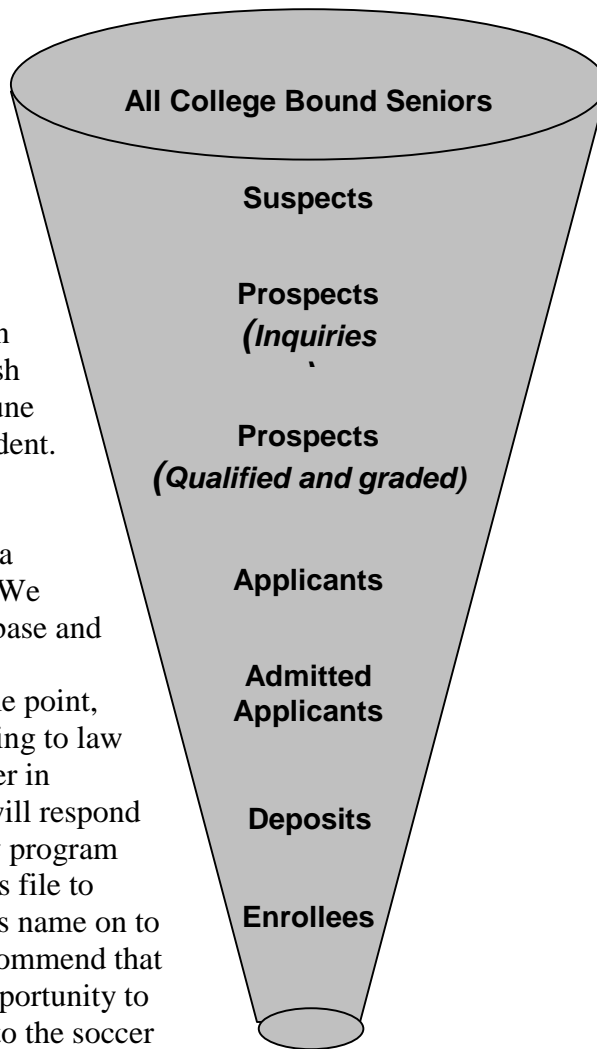
Wabash, during the course of a recruiting year will have a prospect file of at least 10,000 high school seniors. From that point, we'll end up with approximately 1,000 applications and 250 deposits. We use a prospect management model to guide our action through the recruitment process.

As we move from suspects (they might be interested) to prospects to "graded" prospects (those who appear most interested) and so on, we do two separate but equally important things: we concentrate on those most likely to become Wabash students **and** we continue to fine-tune our approach to each particular student.

For example, let's say we receive a request for more information from a young man who lives in Chicago. We will place him in the prospect database and begin a series of written and verbal communications with him. At some point, we may learn he is interested in going to law school and would like to play soccer in college. Almost immediately we will respond with information about our pre-law program and soccer. We will also update his file to reflect that information and pass his name on to the soccer coach. We will also recommend that he visit the campus and take the opportunity to talk to our pre-law committee and to the soccer coach. We will also try to have an alumnus who is a practicing lawyer in the Chicago area contact the prospect. We would also ask a current Wabash student who plays soccer to discuss the soccer program from a student's perspective. This focused approach is efficient and demonstrates to the prospect that we are listening to his specific needs.

In the same vein, if he were to tell us he is no longer interested, we would politely ask why (so we can become better in the future) and we would also annotate his record. We would not want to continue to focus time and energy on him once he has told us not to do so.

## The Student Recruitment Funnel



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As you can see, the prospect management system places great importance on developing a measure of each prospect's interest and developing a recruitment strategy on an individual scale. The important signals are prospect-initiated contacts and the campus visit. Once we have a dialogue going, we can effectively judge the way forward and the level of interest.

One final point - the entire Wabash community, as you can see, is involved in the prospect management process. And you, as loyal sons of Wabash, play a key role.

## Seven Keys To Making Prospect Management Effective

1. The campus visit is the only real predictor of enrollment
2. The only contacts that count are student initiated
3. An admissions staff can not manage all the inquiries they receive
4. Knowledge is power
5. You cannot rely on the admissions staff alone to recruit students
6. The emphasis should be on customization as well as personalization
7. A single message is more effective than multiple messages

## Alumni and Recruiting

How do alumni fit into the recruitment effort? We often talk about the importance of the roles you play in the process. However, we often neglect to outline exactly what those roles are and how they are integrated into the overall strategy of the admissions team. You play three key roles: you identify and refer prospective students, augment the admissions staff, and serve as a source of personal testimony on how the Wabash experience influenced the remainder of your life.

- **Prospect Identification.** You can play a vital role in the identification of young men who might fit the Wabash mold. While the admissions office has a number of sophisticated tools to search for and identify prospects, none match the firsthand knowledge you may have. Because of your personal knowledge, you have the ability to expand the pool of prospects with highly promising candidates. Historically, alumni referrals apply for admission at a rate five to ten times higher than all other sources.

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"It's easy. You help a lot if you do nothing more than send in the name of a neighbor's son."

*Roger Billings*  
Class of '59  
Cincinnati, Ohio

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- **Admissions Staff Augmentation.** You play a key role in expanding Wabash's ability to reach into distant markets. It isn't a question of replacing a territory manager at an event—it's a matter of being there or not being there. When representing Wabash at a college fair or hosting a social function, you do not have to worry about performing as a territory manager. In fact, you will have the most impact if you identify yourself as an alumnus. Your visitors will not expect you to know everything there is to know about Wabash College admissions, but they will certainly appreciate your reflections on the Wabash experience.
- **Personal Testimony.** Increasingly, potential college students and their families view the admissions team as a sales force. The prospect and his family expect admissions representatives to paint a rosy picture of the college they represent. Accordingly, they reserve judgment on a number of key issues. However, an alumnus can create a different feeling entirely. All the alumnus needs to do is relay the positive personal experiences he had at Wabash, explain the impact the Wabash family has had on his life, and explain how the liberal arts education provided the tools necessary to be successful in his career.

### Alumni Volunteer Opportunities

**You** are the heart and soul of the Wabash alumni volunteer program. For the program to reach its full potential, every member needs to be an active participant in a variety of recruitment activities. Towards that end, we ask that you fulfill the following duties:

- Identify young men who may have what it takes to become Wabash men and refer them to the admissions office. 

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*Referring a prospective student is easy. See page 14 for details.*
- Participate in as many recruitment activities as possible. We realize you are busy, but we hope you will be an active participant whenever possible.
- Attend on-campus or local training sessions if at all possible. This is our opportunity to communicate with you and provide you with the latest information about recruitment.
- Complete and return student information cards (from college fairs) and program evaluation reports (from the different functions) **immediately**. To be as responsive as possible, we need to be able to provide a student with any requested information rapidly.



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- Communicate with prospective students during the recruitment process. Phone calls or other forms of communication can be extremely effective throughout the recruitment process.
- Serve as an information source for local high school counselors, teachers, and staff members. By serving as an information source on Wabash College and the value of a liberal arts education, you can raise the awareness of Wabash and help the school's counselors do their job.
- Serve as a career resource and advisor for current and potential Wabash students. You have been very successful and you can help prospective students, as well as current students, by sharing your knowledge and experiences with them.
- Provide feedback to the admissions office on the full range of recruitment activities in your area. We won't be able to get better if we don't get your feedback.

All of these can be done, to some significant degree, with a commitment of just 1 hour per month. One hour a month. That's an hour that can make the difference in a young man's life and in the future of your Alma Mater.

Section II  
The Recruitment Cycle

In many ways the recruitment cycle gives the appearance of a long, drawn-out, rambling process. In the early stages, usually in the student's sophomore or junior year, high school students are inundated with mail from a multitude of schools. As time marches on, the student becomes attracted to several institutions, visits most of those, applies to a handful, and ultimately selects **the** school. From a senior's family's point of view, the process may at times be very haphazard and give every appearance of having no timelines, constraints, or end goal. However, from the College's standpoint, the senior year is clearly divided into segments that define the major focus of our recruitment efforts. Before outlining these briefly for you, here's a quick note. The first phase is called the prospect phase. This phase is not just a couple of months long anymore, but can include the entire junior year and a portion of the sophomore year! This is a result of a number of factors: increasingly, college-bound academic programs begin early in high school; counselors encourage students to examine colleges earlier; and thus many students are already narrowing their choices as they complete their junior year. What that means to Wabash is that the junior year can also be included in the prospect generation phase and **alumni are encouraged to refer juniors and even sophomores!**

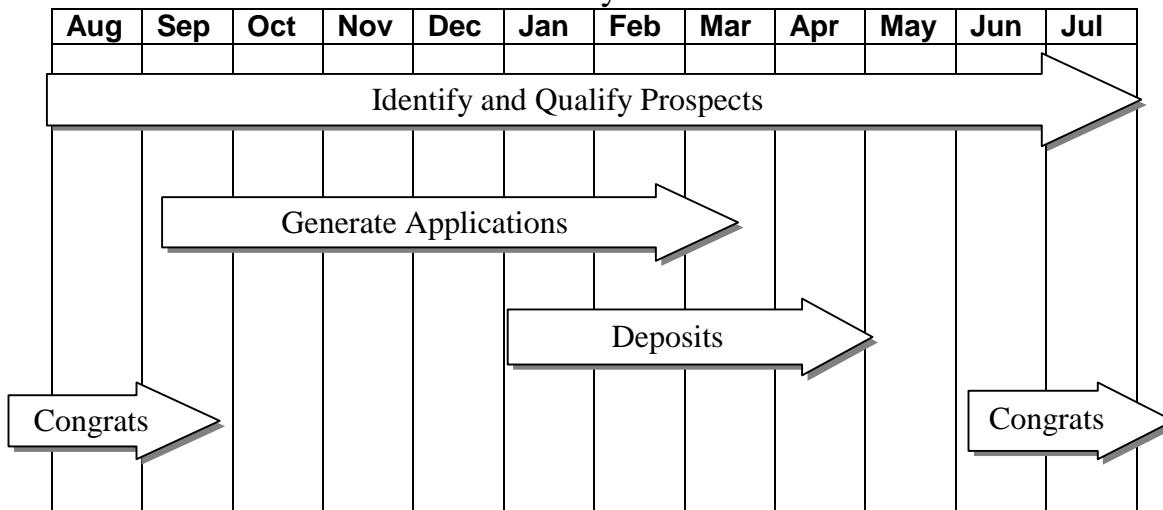
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**36% of all high school seniors have decided on their first college choice...before their senior year!!!**

*Art and Science Group  
2000*

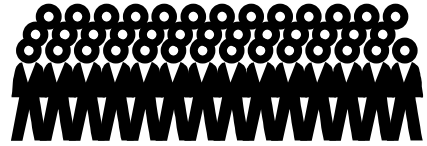
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The Recruitment Cycle - Senior Year



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**Prospect Generation Phase.** During this phase, we want to identify those students who may be Wabash men. We can gain this information in any number of ways: students signal their ability via a PSAT test; they mention they are interested in a single sex education; they are in a family with a Wabash heritage; they attend college fairs and ask for more information; or, they impress an alumnus enough that the alumnus refers them to the school. This phase begins in their junior year and continues through the end of the first semester of their senior year. Activities during the prospect generation phase are designed to “get the word **out**” about Wabash and “get the word **in**” about prospects. Typically, these activities include a comprehensive mail plan, admissions representatives visiting their high schools, college fairs, Wabash nights, campus visitation days, campus tours, etc.



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"The campus visit is the only real predictor of enrollment."

*George Dehne*

*Student Recruitment Consultant*

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**Prospect Qualification Phase.** An important part of the recruitment process is the on-going effort to identify those prospects who are most likely to attend Wabash. For example, it is not unusual to start the year with 10,000 prospects as we seek to meet our application and enrollment goals. The quicker we can identify those prospects most likely to apply, the more effective we are in focusing our efforts on them. Activities during this period include personal calls by the student callers, admissions staff and alumni, targeted mailings, etc.

**Application Phase.** This phase starts in earnest in the first semester of the senior year and, as such, overlaps with the prospect generation phase. The application phase continues through the middle of March. During the application phase, we are working with the prospect and his family to generate enough interest in Wabash for the student to take the next step and submit an application. At this juncture, our efforts directed towards the student and his family are more personal. We want to determine exactly what the student's interests are, what concerns his parents, etc. Our goal is to make Wabash one of the student's top four or five choices. By far the most important thing to do during this phase is arrange for a campus visit. Typically, this will mean the student will probably apply. Other activities during this phase will continue to be campus visits, a targeted and focused mail plan, personal communication from admissions team members, faculty and alumni, home visits, etc. Again, what we have done is determine the prospects with the highest interest in Wabash and we have initiated a number of different, personal communication elements designed to build familiarity and comfort. To allow the College to shape the incoming class, our goal during the application phase is to generate over 1,000 applications.



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The **Procedures** Section contains information on the application contents and the processing of a completed application.

**Deposit Phase.** The deposit phase is a financial commitment by the family to attend Wabash. In this phase, the family has typically selected Wabash as the college of their choice and made a deposit to “hold” a spot in the freshman class. This phase begins as early as the December of the student’s senior year and runs until May 1<sup>st</sup> of the senior year. Activities during this phase continue to be focused primarily on the student and his family. During this phase most of the financial award package will be determined. This is a high-pressure time for many families and, as it involves sensitive information, all of the financial material is handled with strict confidentiality. However, you should know that the Financial Aid Office at Wabash works extremely hard to make sure the family has every option available to them. Admissions efforts during this period center on personalized communication and include information about majors and career options, reinforcement literature, scholarship awards, Lilly interview process, Honor scholarship testing, etc. During this phase, our goal will be approximately 250 deposits.



**Matriculant Phase.** The new students are on their way! One of the nicest ways to congratulate Wabash’s newest class is a send-off social. Often the new students and their families are invited to an informal function with alumni and current students and their families. This makes the new members feel a real part of the Wabash family. While the new class is on the way, it doesn’t mean our efforts are over. In fact, our new class will continue to receive that special personal attention throughout their time at Wabash. (Once we get them here we want to make sure they stay and graduate.)



Remember that Wabash isn't for everyone and some very good prospects will attend other institutions. By focusing our attention on the remainder of the good prospects, our efforts will generate top-quality classes.

## Section III Recruitment Actions and Events

### Goals

Our overall goal is very simple. We want to continue the Wabash tradition of attracting talented young men and then helping them to grow into something even better than they thought possible. To do that, we need to have a couple of simple goals guiding the spectrum of our recruiting efforts.

- **Get prospects to complete an inquiry card.** We can't get them into the mail and phone plans if we don't know they are out there!
- **Get them to visit.** How are they going to know if they like Wabash if they don't go for a test drive?
- **Get them to apply.** They won't know about their status, scholarships, etc, until they apply.
- **Get them to deposit.** If they don't reserve a room, they may be out in the cold!
- **Get them to enroll.** Recruiting isn't over until they are physically on campus...in class!
- **Get them to stay.**

### Alumni Roles

Earlier, we discussed three main alumni roles in the recruitment process: identify and refer prospects, augment the admissions staff, and provide personal testimony. With those roles in mind and a sense of the timing for the different phases in the recruitment cycle, we are ready to introduce you to the different actions and events we use during these different phases.

The following table gives you a quick reference for your roles and the different events that give you the opportunity to function in those roles. As you can see, many of the actions and events in the "augment" and "provide testimony" roles overlap. That's a natural result of your efforts because anytime you are discussing Wabash with a prospective student and his family, your personal testimony becomes an important part of the total discussion.

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Alumni Roles	Actions and Events
Identify and refer prospects <i>(Prospect generation phase)</i>	<ul style="list-style-type: none"> <li>• 24-7-365. All day, every day. You are looking for young men who you think might be a good fit with Wabash. Refer these young men to your territory manager or to the coordinator of alumni volunteers.</li> </ul>
Augment the admissions staff <i>(All phases)</i>	<ul style="list-style-type: none"> <li>• College information programs</li> <li>• Provide information to high school counselors, teachers, coaches and staff members.</li> <li>• Direct communication projects</li> <li>• Campus visit programs (transport students to campus)</li> <li>• Yield receptions</li> </ul>
Provide personal testimony <i>(All phases)</i>	<ul style="list-style-type: none"> <li>• College information programs</li> <li>• Direct communication projects</li> <li>• Wabash Nights and Receptions</li> <li>• Career day</li> <li>• Back-to-school/Send-off socials</li> </ul>

Many of the actions and events may not be familiar to you—don't worry about it. In the next section, these actions and events will be discussed in more depth. Remember, we are not asking you to participate in all of these. We simply want to give you a menu of the possibilities and let you select the actions and events that you believe best suit your desires.

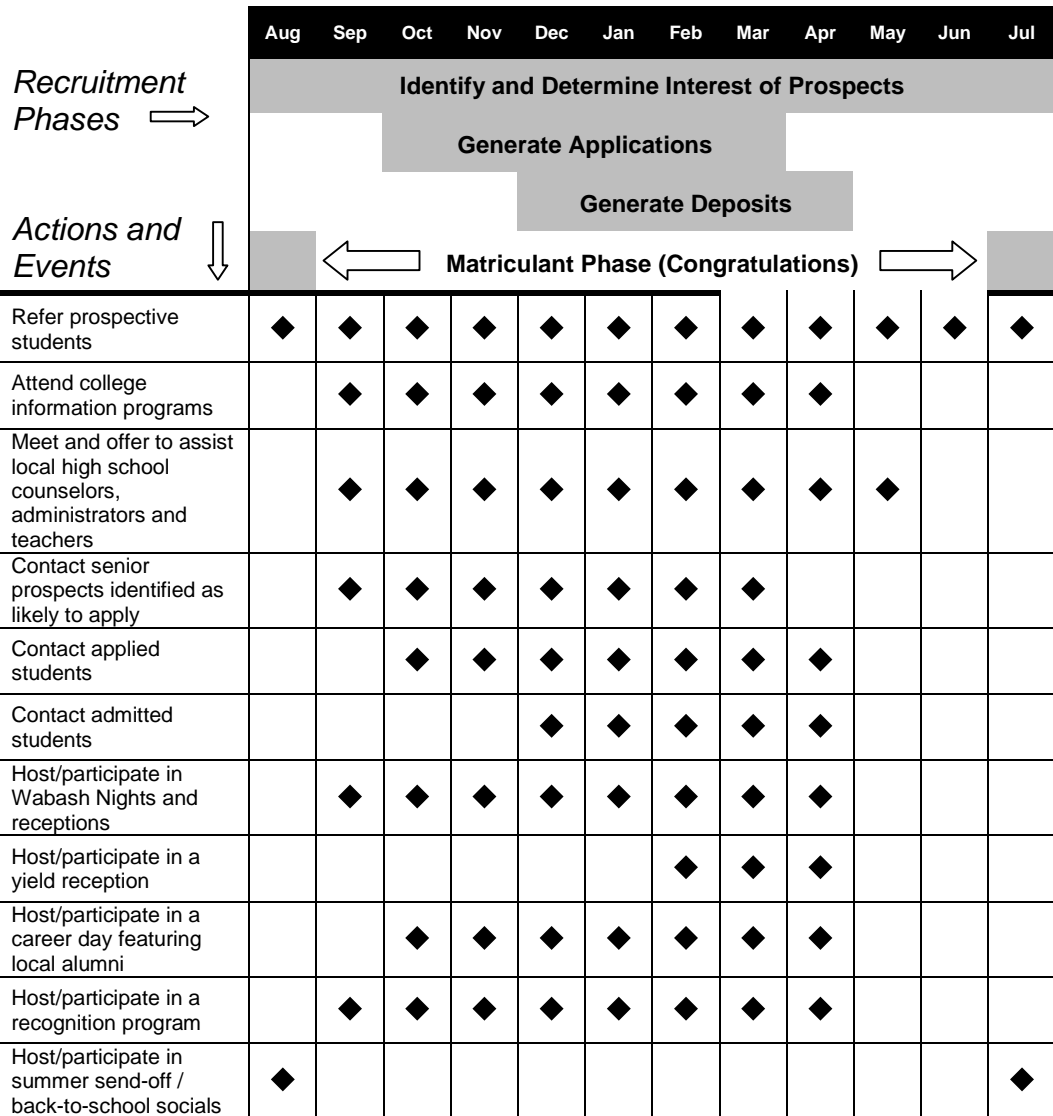
**Important note:** All of the following events are a combined effort between alumni volunteers and the admissions representative responsible for the area. Your area territory manager can provide event invitations, prospect and current student lists, college fair materials, etc.

### Recruitment Events Calendar

Now that you have an idea of the different phases of the recruitment cycle and an introduction to the various types of recruitment events, it will be helpful to briefly describe the different kinds of events and their timing. The Calendar below gives some specific time periods for events and programs that have proven successful in the past.

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## The Recruitment Calendar



The following actions and events are designed to give you a more in-depth understanding of the different ways you can help Wabash recruit students. This list is certainly not all-inclusive; there are an endless number of possibilities. Simply use the following as a guide. Once you have custom tailored one of these or created an entirely new recruitment method please share it with your fellow alumni by telling us all about it.

## Referring a Student

A referral is the easiest way for an alumnus to tell us about a potential Wabash student. Referrals do not take any training or practice. You can make this simple process a part of your everyday life. It is easy—always stay vigilant for the young man who is bright, talented, and energetic—just like you!

Prospects present themselves to you in any number of different ways. Your profession may provide you with contacts whose families include young men who should attend Wabash. Often times the newspaper will include articles on local young men who have distinguished themselves in the classroom, sports field or both. Your neighborhood may have young men who are of Wabash caliber. Local Boy Scout and Explorer troops are excellent sources. A number of community service clubs such as Rotary, Kiwanis, etc., invite top high school students to their meetings. Your church probably has a number of young men who have what it takes to be Wabash men. Bottom line: there are a number of young men out there who could be Wabash men and you probably see, hear or read about several each week.

**Important note:** Do not feel compelled to "screen" or "qualify" a young man before you refer him. You don't need to know him personally and you don't need to check his grades, sports interests, etc. If you think he might be a prospect, he's a prospect in our minds!

Once you alert us to a young man, we begin to communicate with him on a regular basis. Obviously, the more we know about him in the beginning, the quicker we can personalize the communication. The following information is valuable to us as we begin that process:

- Preferred or nickname
- Address
- Email address
- Home telephone number
- High school and year of graduation
- Academic and career interests
- Sports and extracurricular activities
- Relative of a Wabash alumnus
- Minority student

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"Referrals by alumni are the keys to success. I foresee a future when alumni referrals will make up most or all of our inquiry pool."

*Charlie Raiser  
Class of '69  
St. Louis, Missouri*

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When you have identified someone, take just a minute to let the admissions office know about him in one of the following ways:

- **On the web.** The fastest and easiest way is simply to go to the Wabash College homepage and go through the Alumni link pages to the "refer a student" page ([www.wabash.edu/alumni/referform.htm](http://www.wabash.edu/alumni/referform.htm)).
- **Submit a referral card.** Just mail the referral card into the admissions office. You don't even need a stamp.
- **Send a note.** If you don't have a referral card, simply jot down as much information as you have and send it to us in the mail.
- **Send an e-mail.** Just fire a note to [admissions@wabash.edu](mailto:admissions@wabash.edu).
- **Telephone.** Pick up the phone and call the admissions office at 800-345-5385 or 765-361-6225. Provide the office with the information you have.
- **Fax.** Just fax a note with the prospect's information to 765-361-6437.

The **Procedures** section of this manual contains a very simple plan (**1+2>3 Plan**) that gives every alumnus an opportunity to contribute to the recruitment effort in only **12 1/2 minutes a month!**

### College Information Programs

Many high schools, school districts, educational associations and community organizations schedule college information programs. The purpose of these programs is to give families the opportunity to collect a large amount of information about a number of colleges in a relatively short amount of time. These programs, held during the school day or in the early evening, resemble a shopping mall. All of the educational institutions set up information booths in one area and the students and their families are encouraged to look around, pick up information, and discuss the colleges with their respective representatives. Typically, these programs are offered in the fall for high school seniors and in the spring for juniors. There are two basic types of college information sessions: college fairs and classroom presentations.

**College Fairs (also called college days or college nights).** The fair is the most common information program. Some of the fairs are sponsored by the National Association for College Admission Counseling (NACAC), the professional association of territory managers.

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Typically, each college or university will provide families with information on admissions and the university including such things as majors, student life, financial aid, sports, and facilities. Our goal is to provide the family with enough information to generate interest in Wabash and also **to get the student to fill out an inquiry card**. This card will allow us to enter the student into our prospect management system and initiate a number of different forms of communication.

Alumni can be very effective at a college fair. Families are there to collect information and to seek answers to their questions. With just a little preparation, you will be able to handle both easily and provide important personal experiences. Your testimony provides a very powerful message and can set Wabash apart immediately from other institutions.

The **Procedures** section of this manual contains steps for representing the College at a college fair and a Wabash College Fast Facts sheet.

**Classroom Presentations.** Another type of program is the formal classroom presentation. Normally these are done in simultaneous sessions with presentations by several colleges. Typically, the college representatives will each be given a classroom and a certain time block. The students are given the opportunity to visit the college presentations of their choice. These sessions usually involve a 20 to 30 minute in-depth presentation on the college. The admissions staff normally handles classroom presentations.

The **Procedures** section of this manual contains an outline for making a classroom presentation.

### Working with High School Staffs

High school counselors are very busy people in this day and age. Most of their time is taken up doing things other than counseling students about college. As a result, they often have little time to sit down and talk to students about college. Just as important, they usually will have a certain set of colleges to which they direct their students. For their best and brightest, that list may be Ivy League and West Coast. For middle-of-the-class students, they will often recommend local public and private institutions. For the students lower in the class, they may suggest community colleges to get started. In other words, if a school is not at the forefront of their thought process, they probably will not recommend it or mention it.

The answer, of course, is to get Wabash College onto their radar screen. That sounds simple; however, there isn't a guaranteed way to accomplish this feat. The most effective way to raise Wabash awareness is to get the counselors away from

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the office where you have their full attention. Treating them to a meal, a breakfast or a quick lunch may work. You won't have them long, but you might be able to give them some information about Wabash and, more importantly, offer to help them with their students by being a ready Wabash reference and possibly a spokesman for the benefits of a liberal arts education. In that way, you help their students and help recruit for your Alma Mater. Building a solid working relationship with a counselor takes time, so don't be discouraged if you don't immediately make an impact.

High school administrators, teachers and coaches offer another avenue to get information on Wabash into a high school. All of these groups like to see their students become successful and find a college or university that meets their needs. Often, because of their positions, administrators, teachers and coaches may be easier to communicate with than their counterparts in the counseling office. However, their ability to spend time with students may be just as limited as the counselors'.

If you decide to contact local administrators, teachers and coaches, concentrate on those with whom you are already acquainted. Also, before you begin these efforts, discuss your thoughts with the territory manager for your area. Together, you'll be able to determine what is attainable in your area.

### Direct Communication Projects

Throughout the entire recruitment process, we place a great deal of emphasis on developing a personal relationship with a prospect and his family. We want to get to know them so that we are able to address their needs. That personal attention component doesn't change because you, as an alumnus, are in the process. For you to have the fullest impact on a prospect or his family, you will need to communicate directly, and somewhat frequently, with them. Direct contact allows you to put your own personal touch on everything you do. It will also "distance" you from any consideration as a college "salesman." However, communicating for the sake of communicating is not necessarily productive and may even have a negative impact. Therefore, we **promise** we won't ask you to make any cold calls, the calls will always have a purpose, and we'll help you make them as easy and painless as possible.

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*We promise -  
No Cold Calls!*

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**Phone Calls (Phon-a-thon).** Personal meetings with prospects are great...but you may not have the opportunity or time to do that with prospects in your area. Today's typical high school student is continuously on the go and we know you

## Admissions Volunteer Training Manual

are extremely busy as well. The "next best thing" is a telephone call to the prospect or his parents.

Obviously, each call will have an objective or set of objectives. On **every** call, there should be some measurement of the prospect's interest in Wabash and some level of agreement on what should be the next step in the process. Objectives will also be linked to the recruitment cycle and the student's progress in the cycle. For example, an October call would probably suggest a campus visit or an application.

A January call project might target students of color and would encourage them to attend our Multicultural Weekend. An April call to an applicant would urge him to make Wabash his choice and deposit.

You do not have to worry about what the objectives of the phone calls will be because your territory manager will provide you with all that information.

**Important note:** If the student is not at home, introduce yourself to the parents and see if you can assist them in any way. The parents, as you know, play a pivotal role in the college selection process and may even be more interested in talking to you than the student. If you complete the objectives of the call with the parents, you don't need to call the prospect back. Simply make sure you leave your name and phone number for the family.

A request for phone calls will typically come from the territory manager for your area. The packet will include a letter outlining the purpose of the calls and the desired time frame for completing the calls, guidelines for the call, a call report, and an event report for you to provide feedback on the entire project.

The **Procedures** section of this manual contains instructions on completing phone calls. These include two 30-second "commercials" on Wabash, Calling Do's and Don'ts, ten icebreakers, outlines for five different types of calls (including talking to parents), and a call report form. **Use the call report form to relay important information to the admissions office<sup>1</sup>.**

**Letters.** A personal letter, especially on your company's letterhead, can be a very effective method for communication. Some research suggests that college

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### ***Two approaches for that "All-male thing"***

- 1. The study atmosphere is better during weekdays and nights. Dates and parties are for weekends.*
  - 2. If the prospect is really worried about Wabash being all-male but he realizes the education is too good to pass up, get him to the campus and have him talk to students.*
- 

<sup>1</sup> Submit a call report to the Admissions office if you have important information about the prospect. There's not need to submit reports if you have called prospects to simply relay information such as reminding them of upcoming activities.

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prospects read only about 50% of the information they receive in the mail. They see the envelope from the college and, unless they are waiting to see if they have been accepted, the chances are it will sit on the dresser unopened, or worse, it goes directly into the wastebasket! However, a letter from an alumnus will probably make it through this screening process.

There are two distinct advantages to sending a personal letter. First, you can pick the time you want to complete the correspondence. Second, a personal letter on your company's stationery sends a strong message that the College has played an integral part in your success. The one disadvantage is the same for any form of communication lacking a direct contact – you have to work to get feedback from the prospect. As with a phone call, letters should have a distinct objective or set of objectives. An initial letter might be an introduction and an offer to help. A subsequent letter might be an invitation to a Wabash event. Another option is a letter encouraging the prospect to apply or send a deposit.

**Handwritten Notes.** A handwritten note can be a very powerful tool. They communicate a very personal interest in the prospect. Handwritten notes are usually very short and sweet. They work best for congratulating the prospect on applying, a scholarship award, deciding to enroll, etc. Just like the personal letter from you, a handwritten note will usually be opened and will certainly be a positive motivation to the student.

The **Procedures** section of this manual contains some samples of personal letters.

### **Receptions and Wabash Nights ("W" Night)**

One very effective way to tell the Wabash story is to get families to attend a Wabash reception or "W" Night. These events are essentially social gatherings designed to tell prospects and their families about Wabash in a relaxed, informal atmosphere. Typically, these programs are held in a local hotel, restaurant or club. We serve light refreshments and provide a program including presentations by a faculty member, a coach or coaches, several alumni and current students from the local area. This gives the entire family a perspective on the special nature of Wabash College. After the presentations, many families will stay to discuss Wabash in more detail or to ask specific questions. Of course our ability to assemble a group of Wabash representatives is limited based upon the timing of the event and the distance from campus. However, we have hosted several successful receptions as far away as New York and New Orleans.

These receptions are jointly organized by alumni in the local area and the territory manager responsible for recruiting in that area. Typically these events are held in the fall for high school seniors and their families. A spring reception can be used

## Admissions Volunteer Training Manual

as an information source for high school juniors. Hopefully, a junior's family likes what they hear about Wabash and becomes eager to know more. The next step is to encourage the family to visit Wabash and to apply.

**Yield Receptions.** Another option for a spring reception is called a yield reception. This reception's goal is to get the admitted student to commit to attending Wabash and make the deposit. There really doesn't need to be a set program although it's important to introduce all the alumni in attendance. It's also important to invite current students and their parents, whenever possible, and have them speak to the guests.

The **Procedures** section contains guidelines for hosting a reception.

### Career Days

Career Days offer another forum for informing families about Wabash College and the effect a Wabash education has on a career. These events can have a tremendous impact on families. First, they serve to demonstrate the multitude of successful careers enjoyed by our alumni. Just as important, the events also serve to alleviate the concerns some people have over the perceived increased need for the student to have specialized training. The subconscious message of our career days is, quite simply, that the Wabash liberal arts education serves you well regardless of the direction your professional life takes.

Obviously, to be successful a career day must be supported by a number of alumni with varied vocations. Organizationally, use whatever format makes the most sense. A formal approach may be similar to a college fair with career fields organized in different areas of a large room. A more informal approach may be similar to a Wabash reception in that the alumni involved introduce themselves to their guests and then circulate throughout the room talking with prospects and their families.

## Common Career Matrix<sup>2</sup>

Intended Career	Wabash Majors / Minors / Areas of Concentration
Medicine	<ul style="list-style-type: none"> <li>• Any major with Pre-Health advising</li> </ul>
Law	<ul style="list-style-type: none"> <li>• Any major with Pre-Law advising</li> <li>• A 3-3 program with Columbia University</li> </ul>
Business	<ul style="list-style-type: none"> <li>• Any major and Business Area of Concentration</li> </ul>
Engineering	<ul style="list-style-type: none"> <li>• A 3-3 program with Columbia University or Washington University in St. Louis.</li> </ul>
Teaching	<ul style="list-style-type: none"> <li>• Any major and Teacher Education Area of Concentration</li> </ul>
Computer fields	<ul style="list-style-type: none"> <li>• Any major and Computer Science minor</li> </ul>
Gender Issues	<ul style="list-style-type: none"> <li>• Any major and Gender Studies Area of Concentration</li> </ul>
International Affairs	<ul style="list-style-type: none"> <li>• Any major and International Studies Area of Concentration</li> </ul>
American Multicultural Careers	<ul style="list-style-type: none"> <li>• Any major and Multicultural American Studies Area of Concentration</li> </ul>
Experiences	<ul style="list-style-type: none"> <li>• Off-campus studies in the junior year</li> <li>• National and international internships during the summer months</li> </ul>

### Recognition Programs

Recognition programs, highlighting the successes of top high school male students in your area, offer another avenue for introducing Wabash College to talented young men in your community. By combining some form of recognition with a program designed to show them Wabash College, you build a "win-win" situation.

One of our most active alumni recruitment groups has a very successful yearly program where they recognize the accomplishments of area high school seniors (males) who are in the top 5% of their class. The program includes a breakfast hosted by the alumni, a recognition program saluting the students, and an optional bus trip to Wabash for a campus visit. The program allows the alumni to meet with the students in an informal setting and discuss the merits of a Wabash education. The prospective students come away with the knowledge that someone has taken the time to celebrate their achievements and with a newfound knowledge of our College.

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<sup>2</sup> Students can not "double count" classes for majors/minors and areas of concentration.

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This format for a recognition program, including the trip to campus, is obviously easier to orchestrate if you are located close to Crawfordsville. However, there are other options if you are further away. For example, a recognition dinner could be linked to an upcoming visit weekend or Honors Weekend, where the dinner can be used as a send-off gathering as well as a recognition program. The program could also take place just before a Wabash Night comes to your community.

### Summer Send-off/Back-to-School Socials

Summer send-off /back-to-school socials are informal get-togethers. The intent is to allow alumni and current students and their families to mingle with the new matriculants and their families. As alumni, you are sending both groups of students off to another great year at Wabash. These events can also serve as a great recruiting event for rising high school seniors.

These events can be at someone's home, a local restaurant, or any other place that fits the needs. There isn't any program required—the only part a host might play is to introduce the newcomers. After that, let them mingle. Encourage the new parents to ask questions of the “experienced” parents.

### Recruiting Athletes

Wabash has a proud tradition of excellence in athletics. When discussing the College with prospects and their families, the Admissions staff often stresses that approximately 40% of our student body plays a varsity sport and over 80% are involved in intramural athletics. Athletics plays a critical role in the overall educational environment that makes Wabash such a unique and rewarding experience. However, Wabash men understand that while participation in intercollegiate athletics is a great experience, it does not replace the attainment of a great education and degree as the primary reasons to attend Wabash.

Wabash College is an NCAA Division III school. That means the College does not award athletic scholarships. It means the emphasis is placed squarely on the student element of the term “student-athlete.” It also means we do not need a full-time legal staff in the Athletic Department charged with insuring the program remains within the bounds of the rules and regulations of the NCAA. For your purposes, a few simple rules and a little common sense will keep you out of trouble. **In fact, alumni recruitment of athletes falls into a very simple model - recruit prospects the same, whether they are athletes or not, and you will not place yourself or the College in a position of breaking any rules.**



## Contacting Athletic Prospects.

**The rule:** The NCAA prohibits institutional staff members and representatives of athletic interests<sup>3</sup> from in-person, off-campus recruiting contacts with the prospect, his relatives or legal guardian(s) until the prospect has completed the junior year in high school. (Wabash College uses July 1 as the date to divide the junior and senior years.)

**What does that rule mean to you as an alumni recruiter?** You can do all of the things discussed in the handbook and not worry about breaking any rules. Again, everything covered in these pages meets every NCAA rule.

**The only times you might violate any rules would be if you:**

- Did something specifically to recruit athletes, and only athletes, and you do that before the student was a senior in high school.
- Provided an athletic prospect, his relatives or legal guardians with favors such as employment, money or other gifts.

To summarize, there are only a couple of things to keep in mind as you recruit young men for Wabash.

- Treat all Wabash prospects the same.
- When hosting an event for prospects, make sure you invite all area prospects - never host an event strictly for athletes.
- When you talk to an athlete, treat him exactly the same as any other recruit. Please make sure you refer him to the Admissions and Athletics offices and indicate he is interested in intercollegiate athletics.
- Don't put a Wabash coach in a bad situation. Introduce the prospect to the coach just like you would any other prospect to any member of the Wabash community. Let the coach take the lead from that point.

While these rules are straightforward, always ask for clarification before doing something that is not covered in this handbook. Simply call the Athletic Director at Wabash College (800-718-9745) and explain what you are planning. The Athletic Director, as the primary contact for all NCAA matters, can give you the answer.

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<sup>3</sup> **Representatives of athletics interests.** You are, and will remain forever, a representative of Wabash's athletic interests if you:

- Have participated as a member of an organization promoting Wabash's intercollegiate athletics program.
- Have ever assisted the College in the recruitment of an athlete.
- Have promoted the College athletics program.

## Little Things That Can Make a **BIG** Difference

**Waive the application fee.** All it takes is for you to sign the application or provide your name and class year to the applicant. It sounds like such a small thing, but it sometimes is all it takes for the student to apply. Think of it another way. If the student has settled on applying to, say, five colleges, the total cost for those application fees will be between \$125 and \$175. Prime application time comes just before Christmas...well, you get the story. The other signal your application waiver sends is that you, the alumnus, are personally interested in seeing that the young man gets the opportunity to attend Wabash. He can see the impact the school had on your life in your willingness to have others share in the experience.

**Encourage a campus visit.** As mentioned earlier, the campus visit is the strongest real predictor of enrollment. If we can get a prospect to visit campus, it means they have more than just a passing interest in the school. The other part of that is the quality of our campus and our visits. We customize our visits for students, the campus is extremely inviting...you know the rest. Always, mention visiting the campus and don't hesitate to offer to set it up. All you have to do is call us on the toll free line (800-345-5385) and we'll take care of the rest.

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### **Campus Visits**

*If a young man visits Wabash, it's a **win-win** situation for the College. First, it signals his relatively strong interest in the school. Second, it gives the Wabash community an opportunity to demonstrate the College's uniqueness and dispel any negative preconceived notions.*

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**Attend the high school's senior awards day.** Most schools set aside a portion of a day or evening to announce senior class awards and scholarships. If a member of the class is receiving a scholarship from Wabash, offer to be a presenter. This makes the student feel special - much better than the counselor or principal announcing the award. It also personalizes Wabash College. Many in the audience will remember the Wabash scholarship and the fact that an alumnus of the school took the time to make the presentation.

## Section IV Organization

Wherever the College has a devoted alumnus, there is the opportunity for a successful recruitment program. A single alumnus can accomplish all of the activities and events described in the previous section. However, we realize that most of you do not have the extra time available to perform a large number of these activities by yourself. Therefore, we also offer a suggested organizational structure that facilitates involvement by any number of alumni without asking too much from any individual.

**Individual.** Some of you find yourselves in a part of the world that has not been sufficiently populated with Wabash College alumni—at least, yet. That doesn't mean you can't have an impact. Any interested alumnus, like you, can make a difference in his own hometown or place of business. The only requirement is to have a willingness to identify young men who fit the Wabash mold and tell your own Wabash story.

If you are interested in helping to recruit young men but do not know if any other alumni in your area are active, just call the coordinator of alumni volunteers at the College (toll free through the admissions office). The coordinator tracks the involvement of alumni in your area and can easily provide you with a contact person in your area. If there isn't an active group, you have two options. The first option is to operate by yourself working with the territory manager for your area. The second, if there are a number of interested alumni in your area, is to start a recruitment group. More on the group approach in a later paragraph.

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*Are you a one-man  
Wabash show in your  
area? If so, and time is  
limited, see the  
Procedures section for a  
simple, easy but effective  
way to help Admissions.  
It's the...  
**1+2>3 Plan***

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As an individual, you will probably "pick and choose" the events/activities in which you want to become involved. The easiest way to begin your participation is to discuss your particular situation with the applicable territory manager in the admissions office. The territory manager can provide you with background data on past interest in Wabash from your area, any local high schools that have recently sent young men to Wabash, and other important bits of information.

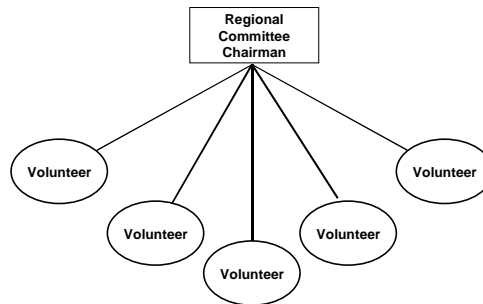
The key to success as a "solo" alumni recruiter is to try a small number of activities. Don't try to do too much and spread yourself too thin – we don't expect you to wear yourself out working for Admissions. To give you an example, you would be a strong contributor to the Admissions effort by doing the following:

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- Refer a student or two.
- Follow those students you referred, and a couple of others, through the recruitment process. Prospects and their families appreciate having someone they can call on to get additional information on the college search process.
- Introduce yourself to a staff member at your local high school. This contact could be a teacher, coach, counselor, or administrator. Offer to serve as a source of information on Wabash and the value of a liberal arts education.

**Recruitment Committee.** Wabash College has a long and distinguished heritage of producing graduates who excel in a number of different fields. Of course that's great news for the College and her alumni. The downside, if there is one, is these same graduates are all busy meeting the demands of their careers and their families. Their time for recruitment activities is usually very limited. The solution to this problem is for alumni interested in recruiting to get together and work as a team. By dividing the workload, even the busiest alumnus can find a way to contribute within his personal time constraints.

Our experience has shown the best recruitment organization is a committee approach. A committee allows the individual members to pick and choose the different recruitment activities they find interesting and rewarding. It also allows members to call a "time out" if things get too busy without jeopardizing the overall effort.



**Committee Chairman.** The committee works under the leadership of a committee chairman. The chairman's role is important as he serves as a conduit of information to and from the College. He provides a single contact point to insure all the information moves smoothly between the College and the committee. The chairman also organizes the efforts of the committee and, working with the territory manager, insures the committee's efforts are integrated with the overall admissions strategy for the area.

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*As little as two  
hours a month...  
for WABASH!*

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The chairman doesn't have to do it all. He doesn't have to play a key role in any single recruitment event. In fact, the busiest organizations appoint an event

# Admissions Volunteer Training Manual

director responsible for organizing a particular event. This allows the workload to be spread evenly—and keeps the hours manageable. With a committee, members can also elect to participate in the events in which they have the most interest and at a time of the year when they may have more time available.

The **Procedures** Section contains a suggested list of the major responsibilities of the committee chairman.

**Committee Members.** Committee members assist the chairman in the successful accomplishment of the committee's recruitment efforts. With a large, active committee, individual members can focus their efforts on select local high schools, certain church or community organizations, a specific area of the community, etc. They have the latitude of contributing in whatever way they enjoy most.

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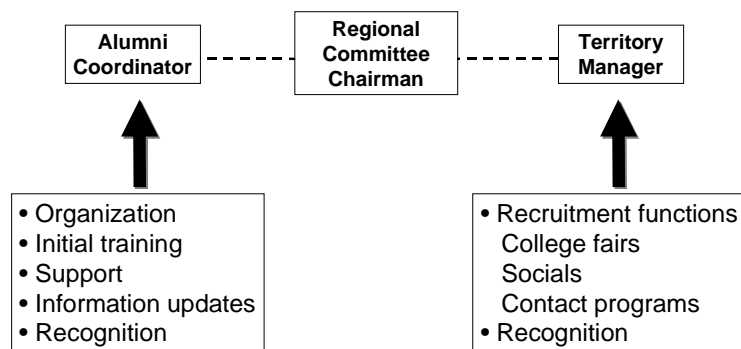
*As little as one  
hour a month...  
for WABASH!*

---

The **Procedures** Section contains a suggested list of the major responsibilities of committee members.

**Committee Interface with Admissions.** The communication between the local committee and the admissions office is not as complicated as it might appear. The committee chairman will work with the territory manager on all matters dealing directly with the recruitment of students. For example, the territory manager will coordinate with the committee on things such as staffing a college fair, hosting a social, and performing a phone-a-thon. Matters dealing with the alumni volunteer

program in general, such as committee organization, membership, event improvements, training manual changes, etc. are handled between the committee chairman and the coordinator of alumni volunteers. Recognition is extremely important and feedback can go through either channel.



## Section V Financial Aid

No one doubts a college education is a valuable investment in an individual's future. Equally, no one questions the fact that the cost of an education is a major factor in selecting a college. Financial aid is a complicated area, but as alumni you will find you only need to know the basics of financial aid—you do not need to be an expert. A few simple concepts and a couple of key dates to remember are all the information you will need to help a family.

There are two basic forms of financial aid: **merit-based** and **need-based**. Merit-based aid is awarded to a student who has demonstrated performance and/or potential in academics, leadership, the fine arts, community service or a combination of all of those factors. Need-based aid is determined by an evaluation of the family's ability to pay. Typically, most merit-based aid does not require repayment. Need-based aid varies—usually grants are not repaid but loans, to either the student or the family, must be repaid.

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*Important!*  
*Financial Aid Codes for  
Wabash*  
*FAFSA Code - 001844*  
*CSS (PROFILE) Code - 1895*

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The most common form of merit-based aid is a scholarship. While there are many types, they are normally awarded by matching the student's performance with a given set of criteria. For example, Wabash President's Scholarships are primarily awarded for academic performance, class standing and standardized test (SAT or ACT) results. Wabash Honor Scholarships are based upon demonstrated performance on a series of tests. Finally, the Wabash Lilly Fellowships are based upon the student's achievements in the classroom and his community.

There are a number of merit-based scholarships available from a variety of sources. Local communities, school corporations, private industry, service clubs—all may offer scholarships. These are over and above the comprehensive set of Wabash scholarships. When you talk to families, encourage them to seek additional information on scholarships from all of these sources. In Indiana, the community foundations in every county **have a minimum of two full tuition scholarships** to award every year. These scholarships are funded by the Lilly Endowment. Wabash College, recognizing the quality of the individuals winning these scholarships, will award a complimentary scholarship for room and board if the student elects to attend Wabash. In effect, this makes the community foundation scholarships full ride scholarships to Wabash! Encourage young men in your area to contact their local community foundation.

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Once a student has submitted a complete application to Wabash, he will **automatically** be considered for most forms of merit scholarships. The crucial factor is the student **must** have a completed application for admission on file.

The **Procedures** section contains a discussion of the major elements of a completed application.

The following Wabash scholarships require a separate application<sup>4</sup>.

- Fine Arts Fellowships (Usually a February 1 application deadline)
- Lilly Fellowships (Usually a March 1 application deadline)

Honor Scholarship Weekend is unique in a way. There is no application process—the student simply needs to register for the weekend and have applied for admission. (All students who have inquired about Wabash receive an invitation.) Registration can be done through the mail, via a telephone call, or on-line. Encourage young men to attend Honors Weekend. It's a great opportunity not only for a scholarship but to get a feel for the entire student experience at Wabash.

Remember, the key to merit-based financial aid is a completed application for admissions (the earlier the better) and timely applications for any applicable scholarships.

Need-based financial aid is dependent upon the family's ability to pay for a college education. This is not simply a "plead your best case" process. Wabash uses the information from two forms to accurately calculate a family's ability to pay—the **Free Application For Student Aid (FAFSA)** and the College Scholarship Service (CSS) **PROFILE**. **The applicant must, repeat must, complete these forms to be reviewed for need-based financial aid.**

The **FAFSA** form is available from the College, the student's high school or on-line ([www.fafsa.ed.gov](http://www.fafsa.ed.gov)). The time frame for completing the FAFSA is **January 1 to February 15** of the same year the student will enter college. That is, the family fills out the FAFSA for the first time in the second semester of the student's senior year in high school.

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<sup>4</sup> All applicants will be mailed a scholarship package that includes applications for these scholarships.

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The **PROFILE** is a two-step process. The family initially registers with CSS and CSS provides the application<sup>5</sup>. This can be done online ([www.collegeboard.org](http://www.collegeboard.org)) or by calling the College Scholarship Service on their toll free number. The family then completes a PROFILE application that has been customized for their needs.

Why two different forms for financial aid?

Simple—Wabash believes the family receives the best possible consideration when the school uses a combination of the data from these two reports. Of course, Wabash has a strong tradition of personalized service to families and the information from the FAFSA and PROFILE does not replace that service in any way. However, the data from these forms is critical in the calculation of financial aid.

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### ***Toll Free Numbers***

*Federal Student Aid  
Information Center  
1-800-433-3243*

*College Scholarship Service  
1-800-778-6888*

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Simple things to remember:

- A **completed** application for admission is essential for both merit and need-based aid calculations.
- The **FAFSA** and **PROFILE** must be completed by February 15.
- The student will be mailed separate applications for the Fine Arts and Lilly scholarships.
- Students should be encouraged to seek out all sources of scholarship aid.
- Students and their families are encouraged to meet in person with the Financial Aid staff at Wabash.

**Caution:** Financial aid processes and scholarships change constantly. This is also an area requiring a great deal of confidentiality. If a family has specific questions on financial aid, please refer them to the Admissions Office (800-345-5385) or to the Financial Aid Office (800-718-9746).

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<sup>5</sup> The PROFILE registration will be mailed to all students who have inquired about Wabash.



## Section VI Responsibilities and Ethics

As an admissions volunteer, you will be representing Wabash College in any number of different settings. There are national standards that cover your responsibilities. The following information in this section comes directly from the “Statement of Principles of Good Practice” issued by the National Association for College Admission Counseling (NACAC).

“High schools, colleges, universities...and individuals dedicated to the promotion of formal education believe in the dignity, the worth, and the potentialities of every human being. They cooperate in the development of programs and services in post-secondary counseling, admissions and financial aid to eliminate bias related to race, creed, gender<sup>6</sup>, sexual orientation, age, political affiliation, national origin, and disabling conditions. Believing that institutions of learning are only as strong ultimately as their human resources, they look upon counseling individual students about their educational plans as a fundamental aspect of their responsibilities.

College and university members agree that they will...exercise appropriate responsibility for all people whom the institution involves in admission, promotional and recruitment activities and educate them about the principles outlined in this statement [which includes the responsibility to:]

- Speak forthrightly, accurately, and comprehensively in presenting their institution to counseling personnel, prospective students, and their families. They will:
  - not use disparaging comparisons of secondary or post-secondary institutions
  - not use unprofessional promotional tactics
  - not encourage students to transfer if they have shown no interest to do so
  - refrain from recruiting students who are enrolled, registered, or have declared their intent or submitted a contractual deposit with other institutions unless the students initiate the inquiries themselves.”

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<sup>6</sup> Wabash has a waiver to allow it to remain an all-male institution.

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Other items to remember:

- Always refer to the college's admissions and financial aid processes in a positive manner.
- Discussions of your personal experiences<sup>7</sup> should reflect favorably on the academic and social aspects of the Wabash experience.
- Do not discuss a prospective student's chances of admittance or suggest the amount of financial aid a family might receive.
- Your referrals, references, interviews, etc. become confidential as soon as you submit the information to the College. As such, please do not discuss this information with a prospective student, their family, or any other parties.

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<sup>7</sup> While stories of the world's greatest fraternity party may bring back many old memories, these types of stories may not make great recruiting pitches, especially with families. Let the student discover his own social opportunities!

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## Section VII Procedures

*This section is provided for you to use as a reference. Please use any or all of the following pages as you see fit. Also, don't hesitate to recommend any changes or additions. We are always interested in helping you help Wabash!*

- Wabash Alumni Recruitment Program—Event Assessment
- The Application Process
- 1+2>3 Plan
- College Fair Procedures
- Classroom Presentation Outline
- Wabash College Fast Facts
- Two 30-second Commercials
- Ten Ice Breaking Lines
- Calling Do's and Don'ts
- Calling a Prospective Student (Initial Call)
- Calling an Applicant
- Calling an Accepted Student to Make a Deposit
- Congratulatory Calling
- Call Report
- Sample Personal Letters
- Guidelines for Hosting a Reception
- Responsibilities of the Recruitment Committee Chairman
- Responsibilities of a Recruitment Committee Member

### **Fighting for Feedback!**

Please fill out an Event Assessment sheet for every event in which you participate. We need the feedback to make the program better!

# Admissions Volunteer Training Manual

## Wabash Alumni Recruitment Program - Event Assessment

Alumnus filing report: \_\_\_\_\_ Date(s) of event: \_\_\_\_\_

Alumnus in charge of event: \_\_\_\_\_

### Type of Event

Event	<input type="checkbox"/>	Students attending (#)	Alumni attending (#)	Notes (include event name and location)
College Fair	<input type="checkbox"/>			
Wabash Night	<input type="checkbox"/>			
Wabash Reception	<input type="checkbox"/>			
Top "5" Day	<input type="checkbox"/>			
Campus visit program	<input type="checkbox"/>			
Calling project	<input type="checkbox"/>			
Career day	<input type="checkbox"/>			
Yield reception	<input type="checkbox"/>			
Send-Off Social	<input type="checkbox"/>			
Other	<input type="checkbox"/>			Type?

Alumni in attendance:
-----------------------

### Rate the Event

Area	1 = Excellent	2 = Good	3 = Fair	4 = Poor	5 = Unsatisfactory/Waste of time	Notes
The overall event						
The event's ability to meet it's objectives						
Rate student participation						
Rate alumni participation						
For college fairs, rate future attendance						

# Admissions Volunteer Training Manual

## *Event Assessment (back)*

How would you improve this event?

Other thoughts on using alumni in the recruitment process?

**THANKS for participating in this important event!**

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Please mail this form to:

Admissions Office  
PO Box 352  
Crawfordsville, IN 47933

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### Office Processing

Date received:	Copy to Director	Copy to counselor	Required Response	Response mailed
			Y / N	

# Admissions Volunteer Training Manual

## The Application Process

A student can apply to Wabash four ways:

1. Online ([www.wabash.edu/admissions](http://www.wabash.edu/admissions)).  
The site is secure and only the student and the Wabash Admissions Office can access his data.
2. Common Application form  
([www.nassp.org/services/commapp.htm](http://www.nassp.org/services/commapp.htm))
3. Regular application form downloaded from the web. (For details see [www.wabash.edu/admissions](http://www.wabash.edu/admissions))
4. Regular application forms are available in the high school or from alumni volunteers or the admissions office (800-345-5385.)

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### **Application Fee Waiver**

*You can waive the application fee of \$30.00 for an applicant. Simply sign the application or provide the applicant with your name and class year. Sometimes this seemingly small step will be the boost that encourages the student to pursue Wabash.*

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**Important note:** The admissions office cannot start processing an application until it is complete.

A **completed** application includes:

1. The student completes his portion – the “Application for Admission”. This portion includes a written statement by the student.
2. The applicant's high school completes the Secondary School Report. This section includes a written recommendation from a high school administrator. The secondary school report does not have to be submitted at the same time as the application, but the application will not be processed until it includes the entire secondary school report.
3. The non-refundable application fee, or even better, a fee waiver from you as an alumnus.
4. ACT or SAT scores. Wabash accepts either set of standardized scores.
5. Complete transcripts of all high school and college coursework.

### **Important Wabash Codes**

SAT code 1895  
ACT Code 1260  
FAFSA Code 001844  
CSS (PROFILE) code 1895

## Admissions Volunteer Training Manual

The admissions staff reviews the application. If the student is accepted for admission, the student's file will be reviewed for all applicable merit-based scholarships. Should the student be rejected or placed on a wait list, the student will be notified according to the following timetable:

Application Deadlines:

	<b>Application Deadline</b>	<b>Decision Mailed</b>
Early Decision <sup>8</sup>	November 15	December 15
Early Action <sup>9</sup>	December 15	January 15
Regular Application	February 1	April 1
Final Application	March 15	April 15

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<sup>8</sup>Early decision implies an early commitment from the student to attend Wabash once he has been accepted for admission. Once admitted, the student has until January 15 to confirm his place in the class with his deposit.

<sup>9</sup>Early action allows the student to receive early notification of his admission status. The student will be informed by February 15. However, the student is not obligated to make a deposit earlier than the normal timeframe (by May 1)

## Admissions Volunteer Training Manual

### **1 + 2 > 3** (*A Simple Alumni Admissions Plan*)

This plan is very simple...and very effective. There isn't an alumnus so busy he can't complete this plan in less than 2 1/2 hours...a year! On average, that's 12 1/2 minutes a month!

Here's how it works...

- A. **The "1" Part. *Refer 1 student to Wabash.*** Everyone out there can find one student who might have what it takes to be a Wabash man. No pre-screening necessary and you do not have to know the young man you are recommending. Simply refer the young man with a note to Admissions through the Internet ([www.wabash.edu](http://www.wabash.edu)), a referral card or a phone call (800-345-5385). It's that simple. We have a little bit more work for you to do, but we'll get to that in just a minute.
- B. **The "+2" Part. *Make a commitment to monitor the progress of two students in addition to the one you have referred.*** Don't worry—there are no grading criteria for this assignment and there won't be a test. Do you have some sort of a relationship built with a particular high school or a couple of high schools in your area? You might be a graduate, live near the school, or have a friend who is a coach, teacher, or administrator. Use this relationship to build a link to the school(s) and help the Wabash recruitment effort by communicating with two students from the school(s).
- If you are an alumnus operating on your own, simply call the admissions office and ask for the territory manager responsible for your locale. Tell him you are participating in the "1+2>3" program, give him your school choices and ask for two additional contacts.
  - If you are on a Wabash recruitment committee, simply let the committee chairman know to count you in for the plan. He'll take care of the rest.
- C. **The ">" Part. *Commit to communicating with your three students at least twice a year.*** Some alumni prefer to make contact solely through phone calls—for others it's a combination of a call and a personal note. Please remember to relay any significant information to the admissions office.
- The **first communication** is in the early fall of the prospects' senior year. Introduce yourself with a brief explanation of your Wabash background and career. Offer to help them with their college choice. Important points to cover: Have they visited Wabash yet? (Offer to make the trip with them, if you can.) Have they applied yet? Do they need additional information from the College? What is their interest level in Wabash?



## Admissions Volunteer Training Manual

- The **second communication** comes in the January/February timeframe. The communication should cover the same visit/application questions as well as discussing their attendance at the **Honor Scholarship Weekend**.
- The possible **third communication** is a call in April of the prospects' senior year to encourage them to attend Wabash and mail their deposit.
- **Other communication.** Options include the following: Congratulations on applying, being accepted and depositing at Wabash. Congratulations on your scholarship to Wabash. How was the visit? Heard you have applied. Heard you are going somewhere else (Remember—it is important to know if a young man is no longer interested so we save our time and effort for those most interested. A "No" is OK.)

The 2 1/2 hours (maximum) adds up to much more than 3 Wabash prospects. Your personal referral is five to ten times more likely to apply than a prospect from our other sources. Your personal communication with three students dramatically improves our chances of having the students select Wabash. The bottom line is the same: continuing the great Wabash legacy by one generation of Wabash men helping out the newest generation. Isn't that what being a "son of Wabash" is all about?

# Admissions Volunteer Training Manual

## College Fair Procedures

In most cases, the college fair organizers will send the invitation to the Wabash Admissions Office. The area territory manager will then determine if the fair is a productive one and if they can cover it or if they need assistance. If they do need help, they will ask you for assistance<sup>10</sup>.

1. **Before the fair.** Make sure you have good directions to the fair location. You will receive a packet of information and supplies in plenty of time to prepare for the event. Take just a few moments to familiarize yourself with the information included. In only 30 minutes you'll be ready to go! The packet will contain the following:
  - Wabash College banner
  - Pens
  - Applications for Admission
  - Catalog (academic bulletin)
  - Wabash information pieces
  - Visitation pieces
  - Financial aid and scholarship pieces
  - Inquiry cards
  - Evaluation form with return envelope
  - Brief "how to" instructions
2. **The fair.** Typically, these programs last from one to two hours. Please try to arrive 30 minutes early to allow you sufficient time to check in and set up the table. **We strongly encourage you to stay until the scheduled ending time** to make certain everyone has an opportunity to receive Wabash information and to insure we do not injure our relationship with the hosting group.
  - a. Our professional rules state you must remain behind the table. Do not attempt to call people over to the table. You can, however, make eye contact with approaching visitors and verbally greet them. (That may be all it takes!)
  - b. Most people will pick up information and ask general questions. Very seldom will you be asked a detailed question - most families are simply seeking information at this stage.
  - c. You will not be expected to know everything about the college by either the families or the admissions office. If you are asked a question to which you do not know the answer, just explain to them that you will find out and someone will contact them. (You may find the answer in the College's Academic Bulletin.) Discuss the question with the territory manager for your area and between you decide who should close the loop with the family.

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<sup>10</sup> In cases where there is an existing recruitment committee, the chairman of the committee or the project chairman will work out the details with the territory manager. If there isn't a recruitment committee, the call will come directly to a volunteer in the area.

## Admissions Volunteer Training Manual

- d. **Please have all interested students complete an inquiry card before they leave.** Please include any notes you think will be important for the admissions staff.
  - e. Encourage students to visit the campus.
3. **After the fair.** Before you depart, leave a set of information for the organization sponsoring the event. This will insure they also have the most current information on the school. Please mail the student inquiry cards to us **immediately**. Also, we would appreciate your feedback on the college fair including your preparation, materials, and complete the event assessment form.

**College Fair opening lines.** Here are two 10-second commercials you can use as opening lines at a college fair.

### *Commercial on studying liberal arts*

"Do you know yet what subject you want to study in college? If not, you may want to consider a liberal arts college like Wabash. Study of the liberal arts introduces you to a range of subjects and develops knowledge of value in any career field."

### *Commercial on the Gentleman's Rule*

"How would you feel about attending a college where there is only one rule of conduct? At Wabash, students are responsible for making their own decisions from day one."

# Admissions Volunteer Training Manual

## Classroom Presentation Outline

*Get the latest factual data from the Wabash College Fast Facts*

### Introduction

- Introduce yourself as an alumnus and **not** as an admissions professional
- Mention the name and phone number of the territory manager
- Encourage students to contact you if they have any questions

### College Overview

- Private liberal arts college for men
- Enrollment - approximately 850 men
- Students from approximately 36 states and 27 countries

### Academics

- A total teaching and learning environment – low student to faculty ratio, small classes
- Strong faculty credentials
- Discuss majors and minors, in a liberal arts context

### Student Life

- Fraternity/residential halls
- Student organizations

### Athletics

- Varsity, club and intramural sports
- North Coast Athletic Conference

### Admissions

- Application deadlines (last one is March 15)
- Every file is read by Admissions committee (don't speculate on admission)

### Outcomes

- Law school and medical school statistics
- CEOs and Presidents

### Wabash College and **You** (*get personal in this part*)

- A brief description of your Wabash experience
- How your Wabash education prepared you for your career

### Closing (*leave plenty of time for questions*)

- Thank them for including you in the program - offer your help again
- Answer any questions you can...relay the rest to the territory manager

# Admissions Volunteer Training Manual

## Wabash College Fast Facts

### Campus Environment

- One rule—**The Gentleman's Rule**—A Wabash man will conduct himself at all times, both on and off campus, as a gentleman and a responsible citizen.
- One of three all male campuses left in the U.S. (nine coed colleges/universities are within an hour's drive).
- 66% of our men live in 1 of 10 national fraternity houses; 34% live in one of four residence halls or in off-campus housing.
- No restrictions regarding student automobiles.
- Founded in 1832
- Over 50 clubs and organizations led by students (APO [service fraternity], American Chemical Society, *The Bachelor* [campus paper], Campus Crusade for Christ, College Bowl, German Club, Malcolm X Institute, Outdoor Recreation, Parliamentary Union [speech/debate club], Pep Band, Pre-Law, Spanish Club, Student Senate, Sphinx Club, Martial Arts, WNDY radio, Yearbook, and many more).
- Starting construction on a \$30,000,000 biology and chemistry building.
- Students from 36 states and 27 different countries (1999).
- Student Ethnicity – 5% African American, 5% Hispanic, 3% Asian/Pacific Islander.

### Athletics

- Division III college in the North Coast Athletic Conference (NCAC).
- NCAC includes: Ohio Wesleyan University, Hiram College, Allegheny College, Denison University, Kenyon College, Wittenberg University, Earlham College, Oberlin College, and the College of Wooster.
- Over 40% of the student body are involved in 10 varsity sports (baseball, basketball, cross country, football, golf, soccer, swimming/diving, tennis, track and field, and wrestling).
- Over 80% participate in at least one of 23 intramural sports (badminton, basketball, bowling, canoeing, cycling, cross country, golf, handball, horseshoes, indoor carnival, indoor track, pocket billiards, racquetball, soccer, softball, swimming, table tennis, tennis, touch football, track and field, volleyball, weightlifting, and wrestling) and five club sports (crew, cricket, lacrosse, rugby, and water polo).
- Wabash participates with DePauw University in the Monon Bell Classic, the best-known small college football rivalry.
- Since 1866, Wabash has won more than 150 championships and had over 360 All-Americans.
- Nearing completion of the \$20 million Allen Athletics and Recreation Center.

# Admissions Volunteer Training Manual

## Educational Environment

- 97% of the faculty has a Ph.D. or terminal degree in their field. There are no graduate assistants!
- Student-to-faculty ratio is 10:1.
- Average class size is 13 students.
- Writing skills lab, quantitative skills lab, and media center readily available to assist students.
- Over 200 computers available to students (a student-to-computer ratio of 5:1), with computer labs open 24 hours a day.
- All student rooms (both residence hall and fraternity) have ethernet access (directly to the Internet), through which students can access **six** research databases and search the college library catalog.

## Educational Opportunities

- **A true liberal arts college, offering 21 majors** (art, biology, chemistry, classics, economics, English, French, German, Greek, history, Latin, mathematics, music, philosophy, physics, political science, psychology, religion, Spanish, speech, and theater).
- **Minor** – all the above and computer science.
- **Areas of Concentration** – business, gender studies, international studies, multicultural American studies, and teacher education.
- **Pre-Professional Areas** – 3-2 Engineering programs with Columbia University and Washington University-St. Louis and 3-3 Law program with Columbia University.
- Full access to pre-professional advising in several careers (law, medicine, dentistry, optometry, veterinary, osteopathic, pediatric, and other health professions).
- Approximately one-third of our students study off campus (from Washington, D.C. to Cairo, Egypt, London, England, and many more).

## Outcomes

- One out of every eight of our graduates holds the title of president or CEO of his company!
- In the past 25 years (including 1999) out of 4,447 graduates:
  - 11% have gone into law school.
  - 95% are accepted into law school.
  - 11% have gone into the health field (medical/dental/optometry).
  - 74% acceptance rate into medical/dental/optometry school.
  - 35% go into business.
  - 17% go to graduate school.
  - 6% go into engineering or other professional degrees.

## Admissions Volunteer Training Manual

- **Total—In the past 25 years, 80% of our graduates have gone into law, medicine, business, engineering, or graduate school.**
  - 5% are teachers and 5% have gone into either government or social services.

### Admissions Information

- Application deadlines are December 15, February 1, and March 15.
- Inquire about Wabash and apply online ([www.wabash.edu](http://www.wabash.edu)).
- We accept both ACT and SAT scores.
- Any alumnus can waive the application fee by signing the appropriate space on the application.
- Wabash seeks to enroll approximately 240 freshmen each year.

### Financial Aid

- **Important Deadline:** Students must file **FAFSA** (Wabash code is 001844) and **PROFILE** (Wabash code is 1895) by February 15.
- Over 90% of our students receive financial assistance from the College (merit and/or need based).
- Numerous scholarships are available for those students who have applied to Wabash. The Lilly Fellowship and Fine Arts Scholarships require direct application in order to be considered. Honor scholarships are awarded based on the results of competitive exams that are given each March.
- Students electing to study off campus can use their financial assistance to defray the costs.
- Financial aid packages can not be completed until the student has been accepted **and** completed all financial aid processing.

### Important Phone Numbers

- 1-800-4WABASH
- Admissions Office – 800-345-5385
- Financial Aid Office – 800-718-9746
- Switchboard – 765-361-6100
- Registrar’s Office – 765-361-6245
- Athletic Department – 765-361-6220
- Business Office – 765-361-6228

## Admissions Volunteer Training Manual

### Two Wabash College 30-second Commercials

*You can use these short descriptions, in part or in total, to quickly describe Wabash and open the door to further communication when talking to a student.*

"Wabash College is a small, liberal arts college for men, located in Crawfordsville, Indiana. Wabash is primarily recognized nationally in two areas: 1) The placement of our students into graduate and professional schools and into the job market, and 2) The affordability of our private education. The three largest areas our graduates enter are medicine, law and business.

In terms of affordability, U.S. News & World Report has ranked Wabash in the Top 5 for the last five years based on the quality of the education students receive for the price that they and their parents pay. Wabash, an NCAA Division III school, is a member of the North Coast Athletic Conference (NCAC) offering ten varsity sports, four club sports and 22 intramural sports. We also offer over 50 student organized and led clubs.

Does any of this interest you?"

---

"Wabash, an independent liberal arts college in Indiana, offers a truly unique educational opportunity for a young man. Wabash provides its students with an entire framework for personal growth. Superb educational development results from small, personalized classes, world-class facilities and top-notch professors. Student life is governed by a single rule—the student will conduct himself as a gentleman at all times.

Most students considering Wabash are exploring a career in business, medicine, law, or some other professional area. If they have not decided on a career, they are searching for a challenging academic environment that can prepare them for **any** future venture.

Does this sound interesting to you?"



## Admissions Volunteer Training Manual

### Phone Call Do's and Don'ts

Do's	Don'ts
Review admissions materials and calling script before dialing the number.	Push students who aren't interested.
Identify yourself as a Wabash alumnus and state the purpose of your call.	Comment on a student's chances of admission.
Try to make the student or parents as comfortable as possible. Serve as a helper, not a salesman!	Slip into stories of the "good old days." Use your experiences only to build upon the student's interests.
Let the student do most of the talking. Note his academic, sports, and extracurricular interests. Document any information that might be of value to you or an admissions staff member at a later time.	Quiz the student about his grades, class standing, etc. If he brings it up, that's OK.
Ask if there are any questions about Wabash that you can answer.	Do all the talking. Let the student talk approx. 70% of the time.
Ask if the young man or his family would like to speak to a member of the admissions staff.	Talk about yourself.
Judge the student's interest level in Wabash and relay this information in your report.	
Recommend that the family visit the campus. Suggest an overnight stay. Offer to have an admissions staff member contact the family to set up the visit.	
Leave the student and his family your phone number and e-mail address.	
Talk about the student.	
Complete the call report form.	

### Ten Ice Breaking Lines

1. **What do you hope to gain from your college experience?**
2. **What sorts of things interest you academically?**
3. **How did you hear about Wabash?**
4. **What are your extracurricular interests?**
5. If you decide to attend Wabash, what are you looking for?
6. What is your current school like?
7. How do you feel your high school has prepared you best for college?
8. Do you participate in any sports? Fine arts?
9. What are your career interests? How do you see your college experience preparing you for those careers?
10. Have you met any Wabash alumni?

**Bold: Important information to pass to the admissions office.**

# Admissions Volunteer Training Manual

## Calling a Prospective Student (Initial Call)

*(Calls usually made in the early fall)*

### Best calling times:

1. Monday through Friday: right after school or between 7:00 PM and 9:00 PM. We recommend not making any calls after 9:00 PM.
2. Saturday: early afternoon.
3. Sunday: late afternoon or early evening.

### Call purposes:

1. Identify yourself as a local contact for the student.
2. Encourage the prospect to visit the campus and apply for admission.
3. Answer any questions about Wabash or promise to get the answers.

### Pre-call:

1. Review the prospect's information supplied by the territory manager. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Wabash commercial handy.
3. Have the call report handy to complete.

### Call format:

1. Introduce yourself. Mention you are a Wabash alumnus.
2. Ask if this is a good time to discuss their college search.
3. What does the prospect know about Wabash?
4. What does the prospect want to do? (Desired outcomes of his education.)
5. Judge the prospect's level of interest in Wabash on a 1 to 10 scale (1 is a DePauw prospect and 10 is a young man ready to mail his Wabash application).
- 6. Encourage the student to visit campus and apply.**
7. Come to some agreement with the student about what he would like for you to do next: Schedule a visit? Get in touch with a coach? Send him an application? This makes a subsequent call from you much easier.

### Post-call format:

1. Complete the call report and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.

*Remember: **you** can waive the application fee.*

# Admissions Volunteer Training Manual

## **Calling an Applicant (Student has applied)**

*(Calls usually made in the late winter-early spring)*

### **Best calling times:**

1. Monday through Friday: right after school or between 7:00 PM and 9:00 PM. We recommend not making any calls after 9:00 PM (unless the family specifically requests for you to call at this hour).
2. Saturday: early afternoon.
3. Sunday: late afternoon or early evening.

### **Call purposes:**

1. Solidify the contact between alumnus and applicant.
2. Encourage the applicant to attend Fine Arts Weekend (February), Honors Weekend (mid-March), file the necessary financial aid paperwork and apply for scholarships
3. Answer any questions about Wabash.

### **Pre-call:**

1. Review the prospect's information supplied by the territory manager. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Wabash commercial handy.
3. Have the call report handy to complete.

### **Call format:**

1. Reintroduce yourself. Try to make a linkage to your last contact.
2. Ask if this is a good time to discuss his college search.
3. Discuss the upcoming events (Multicultural Weekend, Fine Arts Weekend, Honors Scholarship weekend, etc.)
4. Remind the applicant to complete the **FAFSA** (Free Application for Federal Student Aid) **and** the **PROFILE**. (The College will mail a complete packet of information on financial aid to each applicant.)
5. Judge the prospect's level of interest in Wabash on a 1 to 10 scale.
6. Come to some agreement with the student about what he would like for you to do next: Schedule a visit? Get in touch with a coach? This makes a subsequent call from you much easier.

### **Post-call format:**

1. Complete the call report (example attached) and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.

*Remember: a campus visit is the only real predictor of interest.*

# Admissions Volunteer Training Manual

## Calling an Accepted Student to Make a Deposit

*(Calls usually made in late March-early April)*

### Best calling times:

1. Monday through Friday: right after school or between 7:00 PM and 9:00 PM. We recommend not making any calls after 9:00 PM (unless the family specifically requests for you to call at this hour).
2. Saturday: early afternoon.
3. Sunday: late afternoon or early evening.

### Call purposes:

1. Solidify the contact between alumnus and applicant.
2. Encourage the applicant to select Wabash College and mail a deposit to reserve a place in the entering class.
3. Answer any questions about Wabash.

### Pre-call:

1. Review the prospect's information supplied by the territory manager. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Wabash commercial handy—just in case.
3. Have the call report handy to complete.

### Call format:

1. Reintroduce yourself. Try to make a linkage to your last contact.
2. Ask if this is a good time to discuss his college search.
3. Discuss his position with regard to selecting a school. Find out if Wabash is his top choice or if he is leaning toward another school.
4. If the applicant is leaning toward another school, try to determine what factor(s) are influencing him.
5. Judge the prospect's level of interest in Wabash on a 1 to 10 scale.
6. Come to some agreement with the student about what he would like for you to do next: Mail additional information? Stop hearing from us? Have a faculty member, territory manager, financial aid director or coach call?

### Post-call format:

1. Complete the call report (example attached) and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.

*Wabash Won't Be Easy; It Will Be Worth It!*

# Admissions Volunteer Training Manual

## **Congratulatory Calling**

*(Calls usually made in May-June)*

### **Best calling times:**

1. Monday through Friday: right after school or between 7:00 PM and 9:00 PM. We recommend not making any calls after 9:00 PM (unless the family specifically requests for you to call at this hour).
2. Saturday: early afternoon.
3. Sunday: late afternoon or early evening.

### **Call purposes:**

1. Solidify the contact between alumnus and new Wabash Man!
2. Congratulate the young man on selecting Wabash.
3. Answer any questions about Wabash.

### **Pre-call:**

1. Review the prospect's information supplied by the territory manager. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Wabash commercial handy—just in case!
3. Have the call report handy to complete.

### **Call format:**

1. Reintroduce yourself. Try to make a linkage to your last contact.
2. Tell the young man “Congratulations” and offer to be a contact for him throughout his full four years.
3. Offer to answer any questions for his parents.
4. If you are having a “Send-off Social”, make sure you invite the student to the function.

### **Post-call format:**

1. Complete the call report and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.
3. Include the young man and his family in any subsequent Wabash events in your area.

*Boys Will Be Boys – Men Go To Wabash!*

## Talking to Parents

*(These calls most often occur when you have attempted to reach the prospect and he is not available. **Always** introduce yourself to the parents and ask if you can assist them in any way.)*

As you know, parents often approach the college selection process differently than their sons. While parents and students alike stress the importance of the outcomes from the education, parents examine the education "process" differently. Basically, they look at their son's education as an investment. From that standpoint they are interested in real cost and value. Additionally, they want to know that their son is entering into a safe environment and one conducive to supporting his quest for an education.

### Pre-call:

1. Review the prospect's information supplied by the territory manager.
2. Have your 30-second Wabash commercial handy—just in case!
3. Have the call report handy to complete.

### Call format:

1. Introduce yourself. Make a linkage to your last contact with the family.
2. Offer to answer any questions for them.
3. If money is an issue, stress scholarships and the personal, confidential services provided by Wabash's Financial Aid office. Do **not** make any promises or attempt to get personal information.
4. If you are having recruiting functions in the area, make sure you invite the family to the functions.

### Post-call format:

1. Complete the call report and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.

### Facts for Parents

#### Money

- Over 90% of the young men attending Wabash College receive financial assistance
- Wabash College meets full demonstrated need
- *U.S. News and World Report* rates Wabash among the best values in the nation

#### Outcomes

- 80% of graduates have attended law, medical, business, engineering, or graduate schools.
- 11% of graduates attend law school with 95% acceptance rate
- 11% of graduates attend medical school with 74% acceptance rate (over double the national average)
- Almost all students finish their degree in four years

#### Environment

- No teaching assistants
- Average class size - 12
- Gentleman's rule provides environment conducive to self control and development
- Nine coed institutions with an hour and 15 minutes

# Admissions Volunteer Training Manual

## Alumni Volunteer Call Report

Note: If the prospect's address or phone number has changed, please give us the new information on the back of this form.

Prospect's name: \_\_\_\_\_ Prospect's ID# \_\_\_\_\_

Alumni caller: \_\_\_\_\_ Date of call: \_\_\_\_\_

### Purpose of call

- |  |   |
|--|---|
| <input type="checkbox"/> Initial prospect call         | <input type="checkbox"/> Urging an applicant to deposit |
| <input type="checkbox"/> Call to applicant             | <input type="checkbox"/> Congratulatory call            |
| <input type="checkbox"/> Other <i>(please specify)</i> | <input type="checkbox"/> Talk to parents                |

Rate the success of this call in moving the student forward: *(1 to 10 with 10 the highest)*

1 2 3 4 5 6 7 8 9 10

Rate the student's interest level in Wabash *(1 to 10 with 10 the highest)*

1 2 3 4 5 6 7 8 9 10

**Feedback for the admissions staff:** *(anything that would help solidify this student's commitment)*

**Follow up needed?** *(circle one)* Yes No **By alumnus or admissions staff member?** *(circle one).*

**Follow up actions required:**

**Note: You need to complete this form only when you have new information on the prospect.**

Mail to your territory manager at:  
Wabash College Admissions Office  
PO Box 352  
Crawfordsville, IN 47933

# Admissions Volunteer Training Manual

## Sample Letter #1

*(Company Letterhead)*

*Date*

*Prospect name and address*

Dear "*Nickname*",

As a Deputy Attorney General, I make a lot of important decisions, and I don't have much time to waste. Decisions I make today will have a lasting effect on my future and the future of others. I realize that this is similar to your situation as a student preparing to choose a college, an experience that will affect the rest of your life.

Looking back at my years at Wabash, I can think of two easy questions that judge a college from a graduate's perspective.

First, "What did you want from a college?" Personally, I wanted a school that was small enough to maintain a community atmosphere, yet advanced enough to offer a first-rate education that would get me into a top law school. I wanted open access to professors who would challenge me and push me to my intellectual limits, but I also wanted a place where I could participate in varsity athletics and campus organizations.

Second "Did Wabash deliver?" For me, the answer is "yes" on all counts.

I would never suggest that Wabash is the right school for everyone. But, Wabash does have a lot to offer to students ready for a challenging and rewarding college experience. On a campus visit during my senior year of high school, I knew that Wabash was the right place for me.

I encourage you to explore your own goals and see whether Wabash is the place that will help you achieve them. No matter what you decide, you will have come one step closer to finding the right place to spend four very important years of your life. I wish you the best of luck in your college search.

Sincerely,

Wabash Alumnus  
Class of



# Admissions Volunteer Training Manual

## Sample Letter #2

*(Company Letterhead)*

*Date*

*Prospect name and address*

Dear "*Nickname*",

As I began my senior year of high school in Virginia, I had no shortage of college materials to look at. Expensive, full-color brochures and magazines littered my desk and floor, each one proclaiming the merits of its school. With so many "right" colleges, how is any one school supposed to stand out?

Fortunately for me, my father, who had done his graduate work in Indiana, picked up the Wabash brochure and said, "You should really take a look at this." It was simple but sound advice. He knew about Wabash's excellent academic reputation and of the success of its graduates, but he didn't force the issue. He knew that the final decision was up to me, and that I needed to find out for myself whether Wabash would be a good fit.

Planning for a career in medicine while in high school, I had a rigid set of demands for my undergraduate college. I wanted a school with a strong science program, but one that was small, with a foundation in the liberal arts. Wabash met those requirements, but I didn't know it was the right place for me until my first visit. By the end of that weekend, I was sure that Wabash students knew how to have fun, but that academics always came first. I was sold.

When I was looking at schools, I wasn't interested in any Admissions hyperbole, and I'll assume the same is the case for you now. Make no mistake, Wabash isn't easy; it challenged me from my first day as a freshman all the way through until Commencement. But hoping to realize my potential, that's the kind of environment I needed.

Wabash College isn't for everybody, and it will never pretend to be. It's a school that has high expectations *for* its students, while inviting high expectations *from* them as well. It speaks very highly of you that Wabash is interested in you as a student. If I may repeat some great advice I got in high school, you should really take a look.

Good luck in your continued search for the school that is right for you.

Sincerely,

Wabash Alumnus  
Class of 1991

# Admissions Volunteer Training Manual

## Sample Letter #3

(Company Letterhead)

Date

Prospect name and address

Dear "Nickname",

Back when I worked in Purchasing for the State of Indiana, I noticed an interesting parallel: Every year, departments with available funds reach a critical point. They must either spend that money or give it back to the general fund. As you can imagine, when they learn that the deadline is approaching, they scramble and do just about anything they can to spend the money, figuring that whatever they purchase will somehow be helpful to them. Some of them are right, of course, but some end up with equipment and resources that are totally useless.

It's too bad that so many students approach selecting a college the same way, and I was no exception. I spent my senior year of high school the way most students do – playing sports, keeping the grades I'd worked hard for – but not particularly worried about selecting the right college. I figured that it would all just fall into place.

It was my good fortune that Wabash College had its eye on me. Like you, I was fortunate enough to have the right numbers and educational background to catch the attention of a place like Wabash. But so what, right? I'm sure that as you read this letter, you can barely process the tons of college information you receive each day. Plenty of people want you. But the more important issue is, what do *you* want? And are you prepared to look hard for the place that can provide it?

When I told my priest about my college options, he had only one thing to say; "Wabash is probably one of the best schools you can go to." As I drove back home after my first campus visit, I knew he was right. I wasn't pretty sure; *I knew*.

I'm not going to guarantee that Wabash is the right place for you. But there's a good chance it is, and one of the best ways to determine that is to visit the campus – whether it's for an afternoon, a day, or a full weekend.

Trust me when I say that Wabash is as concerned about your college choice as you are. If the school you select isn't a good fit, then nobody wins. So you owe it to yourself to check out all your options and to make sure that when you're ready for your big investment, you choose the equipment and resources that are useful to you – and that you don't just assume that everything will fall into place. I wish you the best of luck in your college search.

Sincerely,

Wabash Alumnus  
Class of

# Admissions Volunteer Training Manual

## Guidelines for Hosting a Wabash Night/Reception

1. Pick a time that allows maximum participation from alumni and guests. Typically, weekday evenings work well and so do Sunday afternoons and evenings. When planning, make sure you take the high school sports calendar into account.
2. Coordinate the planning with the territory manager for your area.
  - A. Your territory manager will take care of invitations to the prospective students in your area. Typically the invitations will be mailed three to four weeks before the event. Plan on making all the arrangements at least two months before the event as we normally need a minimum of two weeks to develop, print, and distribute invitations.
  - B. The territory manager will coordinate with any Wabash faculty and staff attending the function.
3. Pick a location that is easily accessible to prospective students and their families. We recommend homes of alumni, hotels, restaurants with private meeting rooms, reception areas at public libraries or museums. Stay away from private clubs that limit memberships by race, gender, or religion.
4. Invite alumni in the area. A good ratio is 2:1 or 3:1—more can give the appearance that the College is being pushy. Try to make sure a number of different vocations are represented. Finally, spouses provide mothers an opportunity to ask those questions they will not ask an alumnus. The territory manager and coordinator of alumni volunteers can generate a list and send them an invitation.
5. Do not serve alcoholic beverages at the function. This will prevent a number of problems from occurring. If the alumni want to get together and have alcohol at a function, then make it a purely social get-together or have a separate event **after** the recruitment event.
6. There isn't a need to serve a dinner. Light refreshments work fine.
7. Keep the event as informal as possible. Try to get the prospects and parents to do most of the talking.
8. Encourage as many questions as possible.
9. Please complete the Wabash Alumni Recruitment Program Event Assessment and return it to your area's territory manager.

# Admissions Volunteer Training Manual

## Responsibilities of the Alumni Volunteer Leader

(2 hours a month—for WABASH!)

1. Commit yourself to 24 hours of service to Wabash annually. Those 24 hours will make a significant difference to the future of your Wabash College.
2. Work closely with the admissions office territory manager for all matters directly related to recruiting events in your area.
3. Work with the alumni volunteer coordinator on issues relating to organization, membership, etc. (Tom Runge: 765-361-6018 or [runget@wabash.edu](mailto:runget@wabash.edu))
4. Maintain an adequate supply of recruitment materials.
5. Organize, plan, and delegate the different recruitment activities for the upcoming year.
6. Maintain a current directory of alumni volunteers and report any changes to the alumni volunteer coordinator
7. Hold at least two meetings per year. Because of the recruitment cycle, these are best held in the early fall (Aug/Sep) and late winter/early spring (Feb/Mar.) These meetings work best if the territory manager from admissions can attend.
8. Provide feedback to the admissions staff concerning publications, procedures, event success and any other areas needing improvement.
9. Stay in contact with all members. Welcome new members to the organization.
10. Maintain a list of target high schools within the territory and include these schools, wherever possible, in your recruitment activities.
11. Establish goals for the recruitment year in conjunction with the territory manager.
12. Assess the achievement of the year's recruitment goals and determine improvement areas.
13. Share your organization's successes with other Wabash alumni groups.

# Admissions Volunteer Training Manual

## **Responsibilities of an Alumni Volunteer**

(One hour a month—for WABASH!)

1. Commit yourself to 12 hours of service to Wabash annually. Those 12 hours will make a significant difference to the future of your Wabash College.
2. Represent Wabash College at local recruitment events, such as high school days and nights, college fairs, etc.
3. Introduce yourself to designated local high school counselors or other staff members. Let them know you will serve as a ready resource for anyone wanting to learn more about Wabash College.
4. Plan, organize, and hold recruitment events.
5. Attend as many recruitment activities as possible.
6. Attend all training sessions in your area. Attempt to return to campus on a regular basis to refamiliarize yourself with Wabash and any recent changes.
7. Provide feedback to the admissions staff concerning publications, procedures, event success and any other areas needing improvement.