

# Alumni Admissions Representatives

## Quick Reference Guide

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Volunteer Opportunities: How you can help!

### High School Visits

Shippensburg University's admissions staff conducts approximately 550 high school visits throughout the recruitment season. While we cover a fairly wide territory surrounding the university, we attract students from across the globe. We realize that we cannot recruit in all areas and that's where we need your help. High School visits consist of contacting local schools (within a reasonable distance from your home) and scheduling a time to come in to speak with prospective students and their counselors about our great university. These visits can take anywhere from 30 minutes to an hour. Recruitment materials can be mailed directly to your home prior to the events in which you are covering.

### College Fairs

There are hundreds of organized college fairs throughout the US and Shippensburg University's admissions team covers a limited geographic. With dedicated alumni, this is a huge opportunity for us to branch out and increase awareness of Shippensburg University. College Fairs can last anywhere from an hour to 4 hours where you would be speaking with prospective students, parents, coaches, principals, etc. and providing them with information about what SHIP offers. Recruitment materials can be mailed directly to your home prior to the events in which you are covering.

### Open House Programs

Open house programs provide you with the opportunity to reconnect with the university on campus. Shippensburg University hosts 5 Open House programs every year; 3 in the fall and 2 in the spring semester. Open houses are a great opportunity to showcase SHIP to prospects in the best way we know how, face to face so that they may feel what it's like to be a SHIP student. The setup is similar to a college fair however representatives from each academic department will be available to speak with students, athletics coaches will be present, clubs and organization have tables, and other various pertinent Administrative Offices are available for questions. Your commitment for this day would include arriving around 8:00am to assist with setup as well as greeting prospects as they arrive, managing the "check-in" process. There are several informational sessions throughout the day but the most important session is the morning portion where you will be able to discuss your experiences with prospective students and families. The programs conclude around 2:00 pm.

### Phone Calls **(NEW for 2013)**

This option allows you to make personal phone calls to students who have applied to Shippensburg University. The goal of this initiative is to excite the students and encourage them complete their applications, come for a visit and answer any questions they may have. The time commitment for this initiative is completely up to the individual (could be anywhere from 10-100 personal phone calls.)

### Admitted student letters **(NEW for 2013)**

Receiving an acceptance letter to continue their educational endeavors is one of the most exciting times for a prospective student. The goal of this initiative is to make a personal connection with students. We will be targeting students with the same major that you graduated with and you will have the opportunity to discuss your successes. We want to keep up the excitement from being admitted and maximize our confirmations and ultimately, enrollment. This initiative will require you to draft a personal letter to these students. Envelopes and University letterhead can be mailed directly to your home prior to beginning your letters.

### Confirmed student post cards **(NEW for 2013)**

We want to maximize our yield percentages by holding on to the students through each phase of the admissions funnel: from inquiry to application and onto enrolling in the first class. Once a student has been accepted, our next step is to encourage them to submit their confirmation deposits. For some students, they may still have some questions while others may not have visited yet. Our goal of these post cards will be for you to throw a short little message on the post card to our admitted students who are living in your state/county/city. Postcards will be designed and postage-paid so all you will need to do is draft a message and put in the mail. These will be mailed directly to your home prior to the events in which you are covering.



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### **Alumni hosted home receptions** (NEW for 2013)

This opportunity will have Alumni volunteers hosting home receptions for admitted students who have been made an offer to attend Ship and confirmed (paid their \$100 enrollment deposit) students who will be enrolling in the upcoming semester.

These events involve informal conversations focused on your experience as a former Ship student. The reception usually last approximately 2 hours with refreshments being served. Best time of year (February-June)

### **Ship Road Show** (NEW for 2013)

This opportunity involves attending an admission/recruiting event with prospective students and families at a hotel. This reception type information session is a great way to interact with prospective students who cannot always make it to campus.

Participation will include talking informally with prospective students and parents and/or participating on an Alumni panel discussion. These events will last approximately 2 hours. Best time of year (October-November and February-March)

### **Legacies & Friends Referral Program** (NEW for 2013)

The referral program is an easy way to participate. As a Ship Alum you may have a son or daughter you would like to attend Ship. You may also have friends, co-workers, and extended family with kids that would be a great fit at Ship. With any of these prospective students, once you have permission, all you need to do is provide the admission office with the prospective students name and contact information. This is an ongoing opportunity throughout the year.

