AAV Participation on the Rise

I recently had to answer a couple questions about Alumni participation in Admission events for a survey and was very impressed with the marked strides we’ve made from last year to this year. Here were the questions, and the year to year comparison:

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Alumni Volunteers</td>
<td>61</td>
<td>244</td>
</tr>
<tr>
<td># of College Nights Attended</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td># of Interviews Requested</td>
<td>n/a</td>
<td>40</td>
</tr>
<tr>
<td># of Interviews Completed</td>
<td>n/a</td>
<td>38</td>
</tr>
</tbody>
</table>

I want to add a few more numbers that I think are particularly telling of AAV participation:

- There were 54 AAV members who volunteered to conduct interviews last spring and this fall.
- 33 AAV members volunteered to call students this fall (they contacted.
- Of the 12 seniors interviewed last spring, 3 chose to attend K this fall! (that falls right in line with our 25% - 30% average yield rate)

Thank you so much for volunteering your time and energy. You’re doing the Admission Office a valuable service!

On the Horizon

Winter is an interesting time in Admission: we’re still trying to complete and read applications, while at the same time we’re trying to yield our recently admitted Early Action applicants. Come March, we also start attending college fairs where we’ll be meeting with high school juniors. As such, we’ll be asking again for your help. We’ll need you to make calls throughout the winter and spring, and will be asking for volunteers to conduct senior interviews in February. Of course, we also need college fair reps!

Admission Numbers

Early Decision (Nov 20):
- Applied: 55 (120% increase)
- Admitted: 53

Early Action (Dec 20):
- Applied: 1015 (5% increase)
- Admitted: 941

Regular Decision (Feb 1):
- Still accepting applications

Demographics: Building a Diverse Class

It is an institutional priority to make Kalamazoo College a more diverse and inclusive environment; our Admission numbers certainly suggested that we are upholding our part of that initiative. Year after year we’ve seen an increase in the number of applications and subsequent admissions and matriculations of domestic students of color, international students, males, out of state students and first generation students.

This year is no exception. So far,

- Domestic student of color application are up 33% (over a record year last year)
- International applications are up 6%
- Out of state applications are up 12%
- Male applicants are up 12%

Questions or concerns? Emails us at aav@kzoo.edu or call 269-337-7179
Check out our website: www.kzoo.edu/aav
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