

Winter 2013 Edition

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:

	2011	2012
# of Alumni Volunteers	61	244
# of College Nights Attended	11	13
# of Interviews Requested	n/a	40
# of Interviews Completed	n/a	38

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!



Early Action Admit letters ready to be mailed on December 20

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



Some local students get a surprise: hand delivered Admit letters

Weekly Email Update

As we continue to explore ways to remain in communication with AAV members about current and on-going opportunities for participation, we have come up with a new "Weekly Email Update." The body of the email will look something like this:

College Fairs:

Waterford College and Financial Aid Night
Waterford Mott High School
Waterford, CN
Jan. 28th 6:00 - 8:30 pm

Alumni Calling:

There are currently no students who have indicated an interest in receiving a phone call from an alum.

Alumni Interviews:

February 11th - 16th
Please follow this link to sign-up for conducting interviews.

Yield Events:

There are currently no yield (admitted student) events going on.

You may choose to opt out from these weekly emails and simply stay informed of current opportunities via the website.

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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