



# Alumni Admission Volunteer (AAV) Program

## Alumni Calling\* Handbook

\*Or emailing, as is often the case. Sometimes Skype.

---

# Contact Information

## Alumni Admission Volunteer Program Email

[aav@kzoo.edu](mailto:aav@kzoo.edu)

## Office of Admission Phone (Monday - Friday, 8am - 5pm EST)

269-337-7166

## Office of Admission Fax

269-337-7390

## Mailing Address

Office of Admission  
1200 Academy  
Kalamazoo, MI 49006

## AAV Coordinator Contact

Hillary Teague  
Assistant Director of Admission  
[Hillary.teague@kzoo.edu](mailto:Hillary.teague@kzoo.edu)  
269-337-7179 office  
269-532-9780 cell

## AAV Intern Contact

Swapna Gudipati, K'13  
[Swapna.Gudipati09@kzoo.edu](mailto:Swapna.Gudipati09@kzoo.edu)  
269-337-7235 office

---

# Alumni Volunteers and Prospective Students

As an alumnus, you have experienced Kalamazoo College on an intimate level. Everyone has a story to tell about their four years at Kalamazoo College and how their K experience has prepared them for life after graduation.

Prospective students and families love to hear these stories straight from the source, and may be more comfortable asking you (as an alum) a question about the K experience versus hearing about K from somebody on the Admission Office staff.

By agreeing to represent the College by contacting a prospective student(s) via phone, email and/or Skype; you are helping the Admission Office staff engage prospective students and encouraging them to start and complete their application to Kalamazoo College. Most importantly, you are spreading the good word about K and letting students know that Kalamazoo indeed is a College that Changes Lives.

## The Goal of Contacting a Prospective Student

The goal of directly contacting prospective students is to:

- Give basic information about the College to students who are beginning the college search process.
- Help prospective students answer any questions they have but may not be comfortable enough to ask the Admission Office staff.
- Provide information about what a life after Kalamazoo College can look like.

There are a range of students that you may contact while representing Kalamazoo College.

- All students are on our mailing list, most by their own choosing.
- Some have been referred to K by their counselor, parent or other contact (like an alum).
- Some have started, but not yet completed, their Kalamazoo College application.
- Some students have submitted test scores to the Admission Office.
- Some have been admitted to the College, but have not yet decided to attend.

---

# How to Contact a Student

1. We will only ask you to contact a student who has asked to be contact by an alum. Students are asked to identify a preferred day of the week, preferred method of contact and interests.
2. We will include the student(s) request in our Weekly Email update.
3. We aim to connect student and alum within 2 weeks of the request.
4. Please contact your student upon confirmation from us.

## **Calling:**

- Please place your call between 7 and 9pm on weekdays and 9 and 11 am on weekends.
- Refer to the Sample Phone Script on Page 6 for how to talk with students.

## **Emailing:**

- Obviously there is not time of day that works best for emails, but please be sure to email in a timely manner.
- Refer to the Sample Email on Page 5.

## **Skyping:**

- Another alternative to chatting with a prospective student on the phone or via email is connecting with them over Skype.
- This will NOT be an advertised option, but it is an option you may offer a student after initial contact has been made.
- Sample Skype Script on Page 6.

---

## Words of Wisdom

- Be prepared to ask students questions if the conversation comes to a hold. Some students may be prepared to ask you questions, but others may not. Refer to Page 5 for conversation prompts.
- Remember it is ok to say, “I don’t know.” If there are any questions you cannot answer, please inform the Admission Office that follow-up is needed for that student.
- Certainly as an alumnus you can speak from your experience about Kalamazoo, but try to remain objective about the school. Be clear when you are stating an opinion.
- Feel free to speak openly with the student. *This is an informal conversation which will in no way impact the admission process!*

## Sample Email Script

Dear {Student Name},

My name is {alum name} and I am an alumnus of Kalamazoo College. I was given your contact information by the Office of Admission because you are a student who has expressed interest in K.

*Here you can talk about your experience at Kalamazoo and why you recommend K to prospective students.*

For more information about Admissions for Kalamazoo College, please visit the website at [www.kzoo.edu/admission](http://www.kzoo.edu/admission). There you will find helpful information about visiting the College, Fast Facts about Kalamazoo, instructions for submitting portfolios and applying for scholarships, and information about the Admission Process. Kalamazoo College accepts the Common Application ([www.commonapp.org](http://www.commonapp.org)) and automatically considers all applicants for merit-based scholarships. Here are a few dates to remember:

- Early Action (non-binding) Application Deadline: November 20
- Regular Decision Application Deadline: February 1
- Enlightened Leadership Awards Application Deadline: February 1

If you have questions about applying to Kalamazoo College, you are welcome to contact your Admission Counselor (whose name you can find here: <http://www.kzoo.edu/admission/index.php?p=staff>) by email or phone (800-253-3602). If you just want to know more about the K Experience, you can contact me! I would be happy to set up a time to talk with you on the phone or chat via Skype.

---

## Sample Phone/Skype Script

My name is {alum name} and I am an alumnus of Kalamazoo College. I understand that you have shown some interest in K and I was wondering if you had a few minutes to chat. I would love to share with you some of the things I appreciated about my time at K and of course to answer questions you might have about the College.

*If they don't want to talk then, ask if there is a better time to talk.*

Give a brief overview of your:

- K-Plan
  - Major/Minor
  - Study Abroad
  - Internship/Externship
  - Senior Individualized Project
- Extracurricular involvement
- Current employment

Engage them in conversation by asking questions like:

- Are you looking at mostly small schools? What other schools?
- Do you have any idea what you might like to study in college?
  - What subjects do you like in high school?
  - Do you have any particular career goals?
- What extracurricular activities are you involved in?

A few dates to remember are:

- Early Action (non-binding) Application Deadline: November 20
- Regular Decision Application Deadline: February 1
- Enlightened Leadership Awards Application Deadline: February 1

Direct them to the website:

[www.kzoo.edu/admission](http://www.kzoo.edu/admission)

Other helpful info:

- Kalamazoo College accepts the Common Application
- Automatically considers all applicants for merit-based scholarships

Refer them to the Admission Office:

- 800-253-3602
- admission@kzoo.edu

---

## Campus Visits

If a student expresses interest in visiting the campus during the course of your conversation, please provide them with information how to schedule a visit.

There are many opportunities to schedule a visit and explore K. Individual visits are available weekdays year round and certain Saturdays during the academic year; visits can include:

- An interview with an Admission Counselor
- Meeting with a professor or coach
- Music lesson
- Class visit
- An overnight stay on campus

If a student would like to schedule a visit, please advise them to sign up on our website <http://www.kzoo.edu/visit> or to call our office at 269-337-7166 or 1-800-253-3602.

## After Contacting a Prospective Student

First and foremost, **THANK YOU FOR YOUR HELP!!** We certainly could not continue to contact as many students as we do without the help of our volunteers! There are only two more things left to do:

- Please send us an email at [aav@kzoo.edu](mailto:aav@kzoo.edu) including the following information for each student :
  - Contact attempts (talked to student/parent, left a voicemail and/or sent email)
  - Brief comments about the conversation with student/parent
  - Notes about if any further contact is needed by the Admissions staff
- Sit back and feel good about your hard work in helping Kalamazoo College recruit another great class!