Alumni Admission Volunteer (AAV) Program

Alumni Calling Handbook
Contact Information

Alumni Admission Volunteer Program Email
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
Associate Director of Admission
Hillary.teague@kzoo.edu
269-337-7179 office
269-532-9780 cell

AAV Intern Contact
Alex Werder ’15
aav@kzoo.edu
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 a question about the K experience versus hearing about K from somebody on the Admission Office staff.

By agreeing to represent the College by calling prospective students, 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 Calling a Prospective Student

The goal of calling 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

Calling:
- Please place your call between 6 and 9pm on weekdays and 9am and 4pm on weekends.
- Refer to the Sample Phone Script on Page 5 for how to talk with students.
- We may also inform you of a particular reason to call students (e.g. to remind them of a deadline, to inform them of an event, etc.)

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 6.
- Emailing is a good option as a follow-up to a phone call; phone calls are preferred.

Words of Wisdom
- You might very well reach a voicemail; that’s ok. Leave a brief message. The student probably won’t call you back. But believe it or not, even the voicemail can make a difference. Don’t get discouraged.
- 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 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.

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? Which one do you like the most?

A few dates to remember are:
- Early Decision (binding) Application Deadline: November 15
- Early Action (non-binding) Application Deadline: November 15
- Regular Decision Application Deadline: January 15
- Early Decision II (binding) Application Deadline: February 15
- Enlightened Leadership Awards Application Deadline: February 1

Direct them to the website:
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
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 15
- Regular Decision Application Deadline: January 15
- Early Decision II (binding) Application Deadline: February 15
- 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/meet-your-admission-counselor/](http://www.kzoo.edu/admission/meet-your-admission-counselor/)) 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.
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 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!