

MILLSAPS --- COLLEGE

The Millsaps College Alumni and Parent Volunteer Recruitment Program

Fundamentals, Organization and Procedures

May 2010

Admission Volunteer Training Manual

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The Millsaps College Alumni and Parent Volunteer Recruitment Program

The Millsaps College Alumni and Parent Volunteer Program, in which alumni and friends of Millsaps College help to reach young women and men who could become Millsaps alumni, has always existed informally. Frequently, Millsaps alumni are proud of their college and have a strong desire to share the experience with students worthy of the challenge. This document is our effort to formalize that effort and provides you with resources to identify potential Millsaps students and positively influence their decision to pursue Millsaps in their college search.

Alumni referrals have proven more successful than the results received from direct mail, high school visits, college fairs, and admission phone calls. As competition intensifies for highly qualified college-bound students, many schools are channeling more and more resources toward recruiting. In this competitive environment, the entire Millsaps family—alumni, parents, and friends of Millsaps—can help ensure that Millsaps continues to attract a high-quality student body.

N.B.: Alums, parents of students or alums, and friends of the college are referred to within this guide under an umbrella term of “alumni” for purpose of brevity.

Section I The Fundamentals

Millsaps College Office of Undergraduate Admissions Strategic Plan

Millsaps College has identified the following recommendations as essential to its recruiting goals: recruit a diverse student body; develop a national strategy; and build a strong Alumni volunteer program that involves the entire Millsaps community.

We want to integrate your efforts with the admission office and provide you with several options for successful recruitment activities.

We have four major goals for the program:

- **Support the territory manager (the admission counselor) in their efforts to utilize Alumni in their recruitment functions.**
- **Assist Alumni groups as they organize to perform recruitment work.**
- **Train Alumni volunteers on the fundamentals of the recruitment process.**
- **Serve as a clearing house for information on effective Alumni recruitment programs.**

Prospect Management

We want to focus our energy and resources on recruiting students who are most likely to attend Millsaps. We don't want to waste our time on someone who isn't qualified or who point-blank tells us s/he isn't interested in Millsaps. In other words, a "No" is OK!

Every year, over 29,000 students will graduate from high school **in Mississippi alone**. Several hundred thousand will graduate throughout the United States. During the course of a recruiting year, Millsaps College will have a prospect file of at least 16,000 high school seniors. From that point, we'll end up with approximately 1,600 applications and 291 deposits. We use a prospect management model to guide our action through the recruitment process.

"Prospect management...the guidance and direction through the admission process of those students **most likely** or **most desirable to apply and enroll.**"

George Dehne
Student Recruitment Consultant

As we move from prospects (they might be interested) to inquiries, to "graded" inquiries (those who appear most interested) and so on, we do two separate but equally important things: we concentrate on those most likely to become Millsaps students **and** we continue to fine-tune our approach to each particular student. Two of the most important events in this

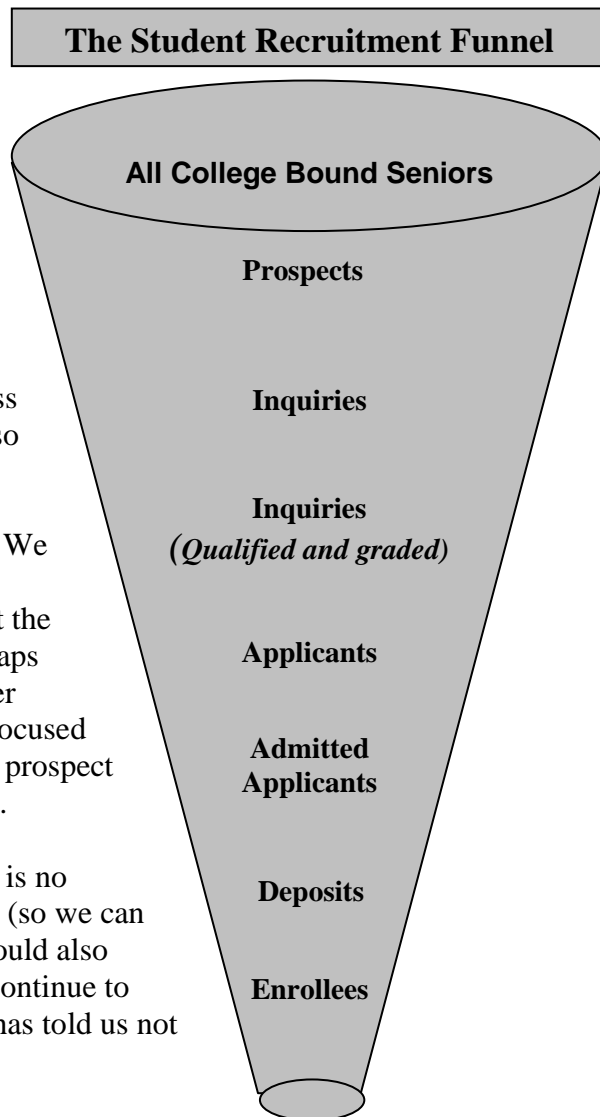
funnel are 1) the campus visit and 2) submitting the application. Encouraging these two activities are critical steps to matriculation.

For example, let's say we receive the information of a student who lives in Chicago. We will place her/him in the prospect database and begin a series of written, electronic and verbal communications. At some point, we may learn s/he is interested in going to law school and would like to play soccer in college. Almost immediately we will respond with information about our pre-law program and soccer. We will also update her/his file to reflect that information and pass the name on to the soccer coach. We will also recommend that s/he visit the campuses and take the opportunity to talk with a pre-law committee member and to the soccer coach. We will also try to have an alumnus who is a practicing lawyer in the Chicago area contact the prospect. We would also ask a current Millsaps student who plays soccer to discuss the soccer program from a student's perspective. This focused approach is efficient and demonstrates to the prospect that we are listening to her/his specific needs.

On the other hand, if s/he were to tell us s/he is no longer interested, we would politely ask why (so we can improve our process in the future) and we would also annotate the record. We would not want to continue to focus time and energy on her/him once s/he has told us not to do so.

As you can see, the prospect management system places great importance on understanding each prospect's interests and developing a recruitment strategy on an individual scale. The important signals are prospect-initiated contacts and the campus visit. Once we have a dialogue going, we can effectively assess the level of interest and our path forward for a prospective student.

One final point - the entire Millsaps community is involved in the process, and you, as loyal alumni or friend of Millsaps College, play a key role.



Alumni and Recruiting

Here's how you can help.

- **Prospect Identification.** You can play a vital role in the identification of students who might fit the Millsaps mold. While the admission office has a number of sophisticated tools to search for and identify prospects, none match the firsthand knowledge you may have. Historically, Alumni referrals apply for admission at a rate five to ten times higher than all other sources.
- **Admission Staff Augmentation.** You play a key role in extending Millsaps College's reach into distant markets. When representing Millsaps at a college fair or hosting a social function, you do not have to worry about performing as a territory manager. In fact, you will have the most impact if you identify yourself as an alumna/i. Your visitors will not expect you to know everything there is to know about Millsaps admission, but they will certainly appreciate your reflections on the Millsaps College experience.
- **Personal Testimony.** Increasingly, potential college students and their families view the admission team as a sales force. The prospect and her/his family expect admission representatives to paint a rosy picture of the college they represent. Accordingly, they reserve judgment on a number of key issues. However, an alumna/alumnus can create a different feeling. All you need to do is relay the positive personal experiences you had at Millsaps College, explain the impact the Millsaps family has had on your life, and explain how the liberal arts education provided the tools necessary to be successful in your career.

Seven Keys To Making Prospect Management Effective

1. The campus visit is the best predictor of enrollment
2. The only contacts that count are student initiated
3. An admission staff can not manage all the inquiries they receive
4. Knowledge is power
5. You cannot rely on the admission staff alone to recruit students
6. The emphasis should be on customization as well as personalization
7. A single unified message is more effective than multiple messages

"It's easy. You help a lot if you do nothing more than send in the name of a neighbor's daughter or son."

Alumni Volunteer Opportunities

You are the heart and soul of the Millsaps College Alumni volunteer program. For the program to reach its full potential, every member needs to participate in a variety of recruitment activities. Towards that end, we ask that you fulfill the following duties:

- Identify young women and men who would contribute to our community and refer them to the admission office.
- Participate in as many recruitment activities as your busy schedule permits.
- If possible, attend on-campus or local training sessions.
- Complete and return student information cards from college fairs and program evaluation reports from the different functions **immediately** so that we can provide the student a rapid response.
- Communicate with prospective students during the recruitment process: phone calls, mail, or email.
- Serve as an information source about Millsaps College for local high school counselors, teachers, and staff members.
- Serve as a career resource and advisor for current and potential Millsaps students.
- Provide feedback to the admission office on the full range of recruitment activities in your area.
- Talk about Millsaps College in your place of work, neighborhood and parish. Sign up with the Alumni office to get periodic news and events emails.
- Create a link on your personal web page or blog that links to www.millsaps.edu.

Referring a prospective student is easy. See page 13 for details.

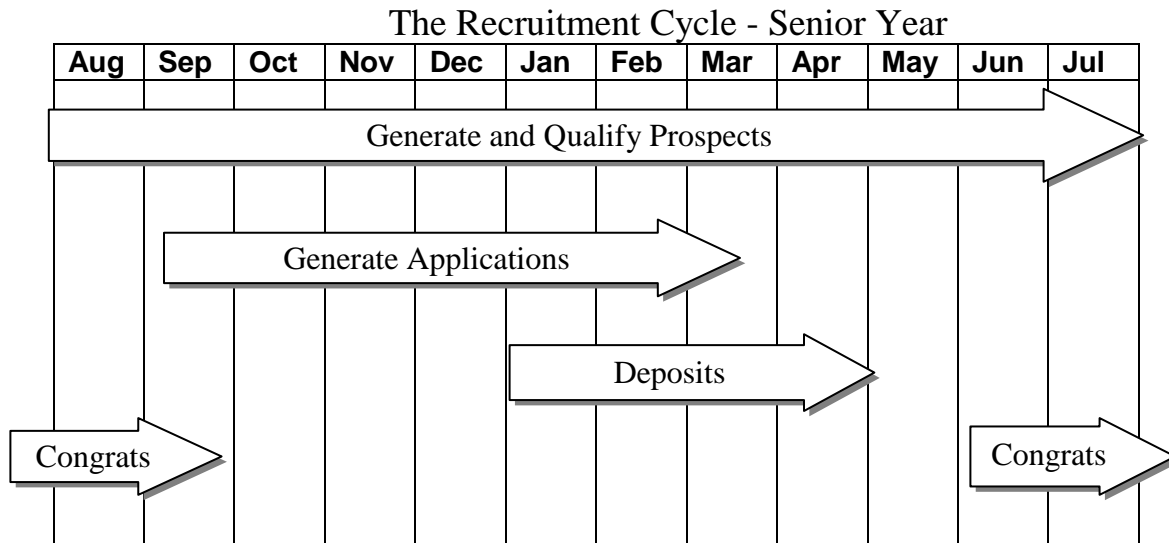
All of these can be done with a commitment of just 1 hour per month. That's an hour that can make the difference in a student's life and in the future of your alma mater.

Section II The Recruitment Cycle

In the early stages, usually in the student's sophomore or junior year, high school students are inundated with mail from a multitude of schools. As time marches on, the student becomes attracted to several institutions, visits most of those, applies to a handful, and ultimately selects **the** school. From Millsaps College's standpoint, the senior year is divided into segments that define the major focus of our recruitment efforts. Before outlining these for you, here's a quick note. The first phase is called the prospect phase. This phase is not just a couple of months long anymore, but can include the entire junior year and a portion of the sophomore year! Increasingly, college-bound academic programs begin early in high school; counselors encourage students to examine colleges earlier; and thus many students are already narrowing their choices as they complete their junior year. What that means to Millsaps College is that the junior year can also be included in the prospect generation phase and **Alumni are encouraged to refer juniors and even sophomores!**

36% of all high school seniors have decided on their first college choice...before their senior year!!!

*Art and Science Group
2000*



Prospect Generation Phase. During this phase, we want to identify those high school students may have the potential to be great students at Millsaps College. We can gain this information in any number of ways: students signal their ability via a SAT or ACT test; they are in a family with a Millsaps heritage; they attend college fairs and ask for more information; or, they impress an Alumni enough that the Alumni refers them to the school. This phase frequently begins in their junior year and continues through the end of the first semester of their senior year. Activities during the prospect generation phase are designed to “get the word **out**” about Millsaps and "get the word **in**" about prospects. Typically, these activities include a comprehensive mail plan, admission representatives visiting their high schools, college fairs, Millsaps Receptions, campus visit days, campus tours, etc.

Prospect Qualification Phase. An important part of the recruitment process is the on-going effort to identify those prospects who are most likely to attend Millsaps. Activities during this period include personal calls by the student callers, admission staff and alumni, targeted mailings, etc.

Application Phase. This phase starts in the first semester of the senior year, overlaps with the prospect generation phase and continues through the middle of March. During this phase, we are working with the prospect and her/his family to generate enough interest in Millsaps College for the student to take the next step and submit an application. At this juncture, our efforts are more personal. We want to determine exactly what the student’s interests are and what concerns the parents have. Our goal is to make Millsaps one of the student’s top four or five choices. By far the most important thing to do during this phase is arrange for a campus visit. Typically, a visit to campus is the strongest predictor that they will apply. To allow Millsaps to shape the incoming class, our goal during the application phase is to generate over 1,500 applications.



"The campus visit is the only real predictor of enrollment."
George Dehne
Student Recruitment Consultant

The **Appendix** contains information on the application contents and the processing of a completed application.

Deposit Phase. This is the phase in which a family makes a financial commitment to send their son or daughter to Millsaps College via the enrollment



deposit. The family has selected Millsaps as the college of choice and made a deposit to “hold” a spot in the freshman class. This phase begins as early as the December of the student’s senior year and runs until May 1st. Activities during this phase continue to focus on the student and family. During this phase most of the financial award package will be determined. This is a high-pressure time for many families and, as it involves sensitive information, all of the financial material is handled with strict confidentiality. However, you should know that the Financial Aid Office at Millsaps works extremely hard to make sure the family has every option available. During this phase, our goal will be approximately 300 deposits.

Matriculant Phase. The new students are on their way! One of the nicest ways to congratulate Millsaps College’s newest class is a send-off social.



Often the new students and their families are invited to an informal function with alumni and current students and their families. This makes the new members feel a real part of the Millsaps family.

Final note:

Remember that Millsaps isn't for everyone and some very good prospects will attend other institutions. By focusing our attention on the remainder of the good prospects, our efforts will generate top-quality classes.

Section III Recruitment Actions and Events

Goals

We want to continue the Millsaps tradition of attracting talented young women and men and then helping them to grow into something even better than they thought possible. To do that, we have a few simple goals guiding the spectrum of our recruiting efforts.

- **Get prospects to complete an inquiry card.** We can't get them into the mail, email and phone plans if we don't know they are out there!
- **Get them to visit.** How are they going to know if they like Millsaps if they don't go for a test drive?
- **Get them to apply.** They won't know about their status, scholarships, etc, until they apply.
- **Get them to deposit.** If they don't reserve a spot, they may be out in the cold!
- **Get them to enroll.** Recruiting isn't over until they are physically on campus.
- **Get them to stay.** With all you've assisted with, never hesitate to ask them how they're liking Millsaps and helping them if there are problems.

Alumni Roles

The following table gives you a quick reference for your roles and the different events that give you the opportunity to function in those roles

Remember, we are not asking you to participate in all of these. We simply want to give you a menu of the possibilities, and let you select the actions and events that you believe best suit your interests and availability.

Alumni Roles	Actions and Events
Identify and refer prospects <i>(Prospect generation phase)</i>	<ul style="list-style-type: none"> • 24-7-365. All day, every day. You are looking for students who you think might be a good fit with Millsaps. Submit names via the web form (https://secure.millsaps.edu/admissions/prospective_student_referral_form.html). Refer these students to your territory manager or to the coordinator of Alumni

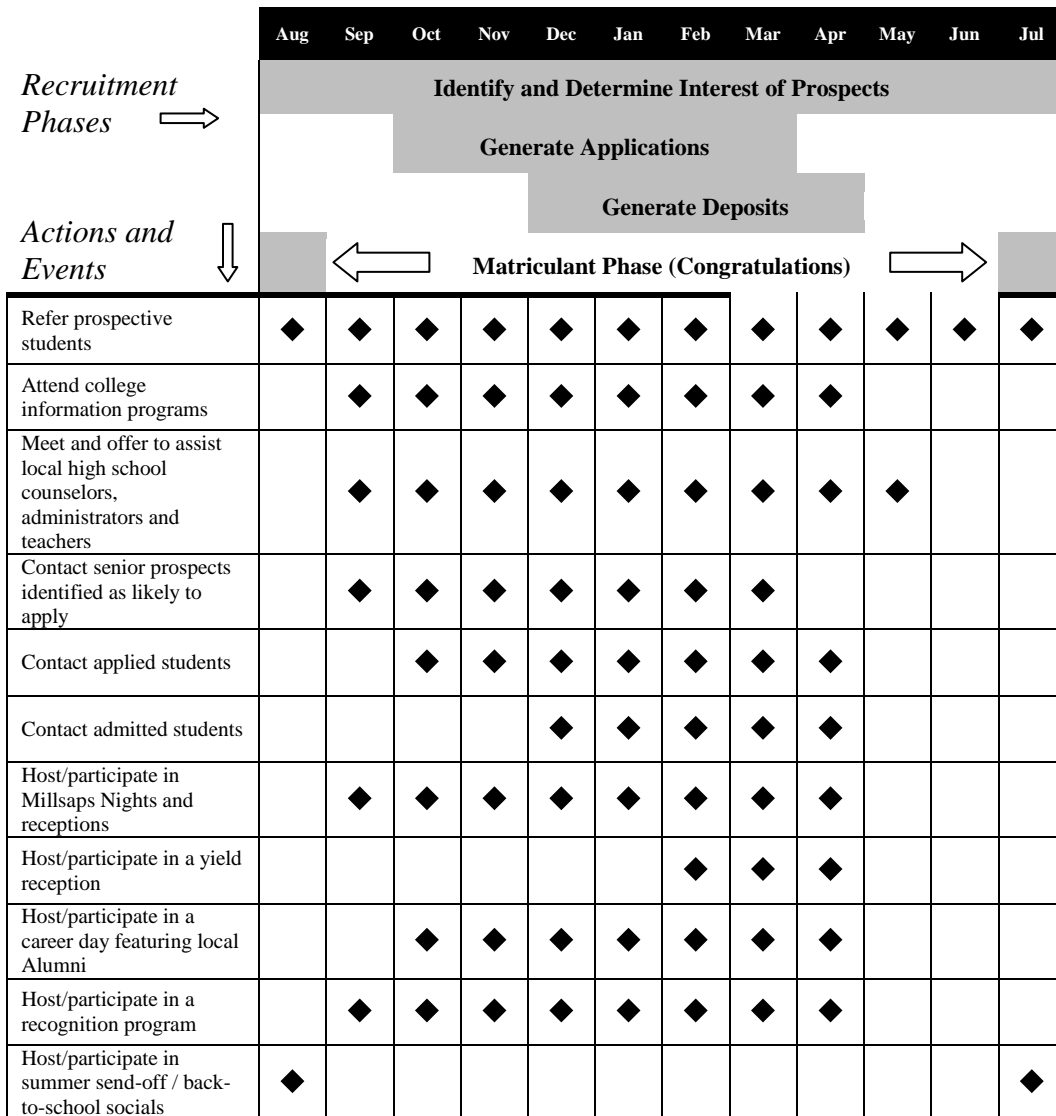
Alumni Roles	Actions and Events
	volunteers (check admissions website for names and contact information). [See page 13 for other ways to refer students].
Augment the admission staff <i>(All phases)</i>	<ul style="list-style-type: none"> • College information programs • Provide information to high school counselors, teachers, coaches and staff members. • Direct communication projects • Campus visit programs (transport students to campus) • Yield receptions
Provide personal testimony <i>(All phases)</i>	<ul style="list-style-type: none"> • College information programs • Direct communication projects • Millsaps Nights and receptions • Career day • Back-to-school/send-off socials

Important note: All of the following events are a combined effort between Alumni volunteers and the admission representative responsible for the area. Your territory manager can provide event invitations, prospect and current student lists and college fair materials.

Recruitment Events Calendar

Now that you have an idea of the different phases of the recruitment cycle and an introduction to the various types of recruitment events, it will be helpful to briefly describe the different kinds of events and their timing. The calendar below gives some specific time periods for events and programs that have proven successful in the past. (Calendar on next page)

The Recruitment Calendar



The following actions and events are designed to give you a more in-depth understanding of the different ways you can help Millsaps College recruit students.

Referring a Student

A referral is the easiest way for an alumna/us to tell us about a potential Millsaps student. It is easy. Always stay vigilant for the student who is bright, talented, and energetic—just like you!

Prospects present themselves to you in any number of different ways. Your profession may provide you with contacts whose families include women or men who should attend Millsaps College. Oftentimes the newspaper will include articles on local students who have distinguished themselves in the classroom, sports field or both. Your neighborhood may have students who are of Millsaps caliber. Local Boy Scout, Girl Scout and Explorer troops are excellent sources. A number of community service clubs such as Rotary, Kiwanis, etc., invite

top high school students to their meetings. Your parish probably has a number of students who have what it takes to be Millsaps graduates

Important note: Do not feel compelled to "screen" or "qualify" a student before you refer them. Nevertheless, there are a few things to keep in mind. 1) Our students are very bright. Generally they have earned a high school grade point average of 3.3 or higher (depending on the rigor of their course work). They also do very well on standardized tests, earning, on average, somewhere between 23 and 29 on the ACT. They are engaged in their community. Many of our students played varsity sports in high school, but our students are also excellent musicians, student government leaders and are often active within their parish youth group. You don't need to know them personally and you don't need to check their grades, sports interests, etc. If you think s/he might be a prospect, then s/he is a prospect!

Once you alert us to a potential student, we begin to communicate with them on a regular basis. The more we know about the student in the beginning, the quicker we can personalize the communication. The following information is helpful:

- Preferred or nickname
- Address
- Email address
- Home telephone number
- High school and year of graduation
- Academic and career interests
- Sports and extracurricular activities
- Relative of a Millsaps alumnus
- Student of Color

When you have identified someone, take just a minute to let the admission office know about them in one of the following ways:

- **On the web.** Go to the Millsaps homepage and go through the Alumni link pages to the "refer a student" page (https://secure.millsaps.edu/admissions/prospective_student_referral_form.html.)
- **Submit a referral card.** Mail the referral card to us. You don't even need a stamp.
- **Send a note.** If you don't have a referral card, simply jot down as much information as you have and send it to us in the mail.
- **Send an e-mail.** Just fire a note to admissions@millsaps.edu. Type 'Alumni referral' in the subject line.

- **Telephone.** Call the admission office at 800-352-1059 or 601-974-1050
- **Fax.** Just fax a note with the prospect's information to 601-974-1059.

The **Appendix** in this manual contains a very simple plan (**1+2>3 Plan**) that gives every alumnus an opportunity to contribute to the recruitment effort in only **12 1/2 minutes a month!**

College Information Programs

Many high schools, school districts, educational associations and community organizations schedule college information programs. These programs, held during the school day or in the early evening, often resemble a shopping mall. All of the educational institutions set up information booths in one area and the students and their families are encouraged to look around, pick up information, and discuss colleges with their respective representatives. Typically, these programs are offered in the fall for high school seniors and in the spring for juniors. There are two basic types of college information sessions: college fairs and classroom presentations.

College Fairs (also called college days or college nights). The college fair is the most common information program.

Each college or university will provide information on admission and the institution including such things as majors, student life, financial aid, sports, and facilities. Our goal is to generate interest in Millsaps College and **to get the student to fill out an inquiry card.** This card will allow us to enter the student into our prospect management system and initiate a number of different forms of communication.

Alumni can be very effective at a college fair. Families are there to collect information and to seek answers to their questions. With just a little preparation, you will be able to handle both easily and provide important personal experiences. Your testimony provides a very powerful message and can set Millsaps apart immediately from other institutions.

The **Appendix** in this manual contains steps for representing Millsaps at a college fair and a Millsaps College Fast Facts sheet.

Classroom Presentations. Another type of program is the formal classroom presentation. Normally these are done in simultaneous sessions with presentations by several colleges. Typically, the college representatives will each be given a classroom and a certain time block. The students are given the opportunity to visit the college presentations of their choice. These sessions usually involve a 20 to 30 minute in-depth presentation on the college. The admission staff normally handles classroom presentations.

The **Appendix** in this manual contains an outline for making a classroom presentation.

Working with High School Staffs

High school counselors are very busy. Most of their time is taken up doing things other than counseling students about college. As a result, they often have little time to talk to students about college. Just as important, they usually will have a certain set of colleges to which they direct their students. For their best and brightest, that list may be Ivy League and West Coast. For middle-of-the-class students, they will often recommend local public and private institutions. For the students lower in the class, they may suggest community colleges to get started. In other words, if a school is not at the forefront of their thought process, they probably will not recommend it or mention it.

The answer, of course, is to get the Millsaps College onto their radar screen. The most effective way to raise Millsaps awareness is to get the counselors away from the office where you have their full attention. Treating them to a meal, a breakfast or a quick lunch may work. You won't have them long, but you might be able to give them some information about Millsaps and, more importantly, offer to help them with their students by being a ready Millsaps reference and possibly a spokesperson for the benefits of a liberal arts education. In that way, you help their students and help recruit for your Alma Mater. Building a solid working relationship with a counselor takes time, so don't be discouraged if you don't immediately make an impact.

High school administrators, teachers and coaches offer another avenue to get information on Millsaps into a high school. All of these groups like to see their students become successful and find a college or university that meets their needs.

Are you an expert in your field of work? Have you considered volunteering as a guest lecturer with the Advance Placement (AP) or International Baccalaureate (IB) teacher at your local high school? Often AP and IB teachers are looking for experts in science, math, economics, history, law and many other fields. While the guest lecture you deliver won't be about Millsaps College, just the mention of your alma mater at the beginning and ending of the lecture will be enough to inspire students to find our school.

If you decide to contact local administrators, teachers and coaches, concentrate on those with whom you are already acquainted. Also, before you begin these efforts, discuss your thoughts with the territory manager for your area. Together, you'll be able to determine what is attainable in your area.

Direct Communication Projects

Throughout the entire recruitment process, we place a great deal of emphasis on developing a personal relationship with a prospect and his family. We want to get to know them so that we are able to address their needs. For you to have the fullest impact on a prospect or their family, you will need to communicate directly, and somewhat frequently, with them. Direct contact allows you to put your own personal touch on everything you do. Engaging them on a personal level will also "distance" you from any consideration as a college "salesperson." However, communicating for the sake of communicating is not necessarily productive and may even have a

*We promise -
No Cold Calls!*

negative impact. Therefore, we **promise** we won't ask you to make any cold calls, the calls will always have a purpose, and we'll help you make them as easy and painless as possible.

Phone Calls (Phon-a-thon). Today's typical high school student is continuously on the go and you are extremely busy as well. The next best thing is a telephone call to the prospect or his parents.

Each call will have an objective or set of objectives. On **every** call, there should be some measurement of the prospect's interest in Millsaps and some level of agreement on what should be the next step in the process. Objectives are linked to the recruitment cycle and the student's progress in the cycle. For example, an October call might suggest a campus visit or alert the student to our Open Door Day program in November (details found on the website). A November call would be to encourage the student to apply for admission. An April call to an applicant would urge them to make Millsaps their choice and deposit.

Your territory manager will provide you with information about the objectives.

Important note: If the student is not at home, introduce yourself to the parents and see if you can assist them in any way. The parents may even be more interested in talking to you than the student. If you complete the objectives of the call with the parents, you don't need to call the prospect back. Simply make sure you leave your name and phone number for the family.

The **Appendix** in this manual contain instructions on completing phone calls.

Letters. A personal letter on your company's stationery sends a strong that Millsaps College has played an integral part in your success. As with a phone call, letters should have a distinct objective or set of objectives. An initial letter might be an introduction and an offer to help. A subsequent letter might be an invitation to a Millsaps event. Another option is a letter encouraging the prospect to apply or send a deposit.

Handwritten Notes. A handwritten note communicates a very personal interest in the prospect. Handwritten notes are usually very short and sweet. They work best for congratulating the prospect on applying, a scholarship award or deciding to enroll.

The **Appendix** in this manual contains some samples of personal letters.

Receptions and Millsaps Nights

One very effective way to tell the Millsaps story is to get families to attend a Millsaps reception. These events are essentially social gatherings designed to tell prospects and their families about Millsaps College in a relaxed, informal atmosphere. Typically, these programs are held in a local hotel, restaurant or club. We serve light refreshments and provide a program including presentations by a faculty member, a coach or coaches, several Alumni and current students from the local area. This gives the entire family a perspective on the special nature of Millsaps College. After the presentations, many families will stay to discuss Millsaps in more detail or to

ask specific questions. Of course our ability to assemble a group of Millsaps representatives is limited based upon the timing of the event and the distance from campus. However, we have hosted several successful receptions as far away as New York and California.

These receptions are jointly organized by Alumni in the local area and the territory manager responsible for recruiting in that area. Typically these events are held in the fall for high school seniors and their families. A spring reception can be used as an information source for high school juniors.

Yield Receptions. Another option for a spring reception is called a yield reception. The goal is to get the admitted student to commit to attending Millsaps and make the deposit. There really doesn't need to be a set program although it's important to introduce all the Alumni in attendance.

The **Appendix** in this manual contains guidelines for hosting a reception.

Summer Send-off/Back-to-School Socials

Summer send-off /back-to-school socials are informal get-togethers. The intent is to allow Alumni and current students and their families to mingle with the new matriculants and their families.

These events can be at someone's home, a local restaurant, or any other place that fits the needs. There isn't any program required—the only part a host might play is to introduce the newcomers. After that, let them mingle. Encourage the new parents to ask questions of the “experienced” parents.

Recruiting Student-Athletes

Millsaps College has a proud tradition of excellence in athletics. When discussing Millsaps College with prospects and their families, the Admission staff often stresses that over 70% of students are involved in varsity, club, or intramural athletics. However, Millsaps students understand that while participation in intercollegiate athletics is a great experience, it does not replace the attainment of a great education and degree as the primary reasons to attend Millsaps College. The common buzzword for individuals who balance their academics with athletics is “scholar-athlete.”

Millsaps is a NCAA Division III school. That means Millsaps does not award athletic scholarships. It means the emphasis is placed squarely on the student element of the term “scholar-athlete.” For your purposes, a few simple rules and a little common sense will keep you out of trouble. In fact, Alumni recruitment of athletes falls into a very simple model:

Recruit prospects the same, whether they are athletes or not, and you will not place yourself or Millsaps College in a position of breaking any rules.

Contacting Athletic Prospects.

The rule: The NCAA prohibits institutional staff members and representatives of athletic interests¹ from in-person, off-campus recruiting contacts with the prospect, his relatives or legal guardian(s) until the prospect has completed the junior year in high school. (Millsaps College uses July 1 as the date to divide the junior and senior years.)

What does that rule mean to you as an alumni recruiter? You can do all of the things discussed in the handbook and not worry about breaking any rules.

The only times you might violate any rules would be if you:

- Did something specifically to recruit athletes, and only athletes, and you do that before the student was a senior in high school.
- Provided an athletic prospect, her/his relatives or legal guardians with favors such as employment, money or other gifts.

To summarize, there are only a couple of things to keep in mind as you recruit student-athletes for Millsaps College.

- Treat all Millsaps prospects the same.
- When hosting an event for prospects, make sure you invite all area prospects. Never host an event strictly for athletes.
- When you talk to an athlete, treat them exactly the same as any other recruit. Please make sure you refer them to the admission and athletics offices and indicate s/he is interested in intercollegiate athletics.
- Encourage the student-athlete to visit our web site and submit the form:
 - http://millsaps.edu/admissions/admissions_request_information_form.php or
 - Go to our sports portal and register under their sport: <http://www.gomajors.com>

This will create an immediate link between the athlete and the coach.

- Don't put a Millsaps coach in a bad situation. Introduce the prospect to the coach just like you would any other prospect to any member of the Millsaps community. Let the coach take the lead from that point.

¹ **Representatives of athletics interests.** You are, and will remain forever, a representative of Millsaps College's athletic interests if you:

- Have participated as a member of an organization promoting Millsaps College's intercollegiate athletics program.
- Have ever assisted Millsaps College in the recruitment of an athlete.
- Have promoted the Millsaps athletics program.
-

While these rules are straightforward, always ask for clarification before doing something that is not covered in this handbook. Simply call the admission/athletics liaison at Millsaps (800-352-1059) and explain what you are planning. The athletics liaison, as the primary contact for all NCAA matters, can give you the answer or refer you to our NCAA compliance officer.

Little Things That Can Make a **BIG** Difference

Encourage the student to apply, IT'S FREE. It sounds like such a small thing, but sometimes that is all it takes for the student to apply. Prime application time comes just before Christmas.

Encourage a campus visit. As mentioned earlier, the campus visit is the strongest real predictor of enrollment. Always mention a campus visit and don't hesitate to offer to set it up. All you have to do is call us on the toll free line (800-352-1059) and we'll take care of the rest.

Attend the high school's senior awards day. Most schools set aside a portion of a day or evening to announce senior class awards and scholarships. If a member of the class is receiving a scholarship from Millsaps College, offer to be a presenter. This makes the student feel special. It also personalizes Millsaps. Many in the audience will remember the Millsaps scholarship and the fact that an alumnus of the school took the time to make the presentation.

Campus Visits

*If a student visits Millsaps, it's a **win-win** situation for the college. First, it signals her/his relatively strong interest in the schools. Second, it gives the Millsaps community an opportunity to demonstrate Millsaps College's uniqueness.*

Section IV Organization

Wherever Millsaps College has alumni, there is the opportunity for a successful recruitment program. In fact, a single alumnus/a can accomplish all of the activities and events described in the previous section. However, we realize that most of you do not have the extra time available to perform a large number of these activities by yourself. Therefore, we also offer a suggested organizational structure that facilitates involvement by any number of alumni without asking too much from any individual.

Individual. If you are interested in helping to recruit students but do not know if any other alumni in your area are active, just call the Alumni Volunteer Coordinator at Millsaps College (toll free through the admission office). The coordinator tracks the involvement of Alumni in your area and can provide you with a contact person in your area. If there isn't an active group, you have two options. The first option is to operate by yourself working with the territory manager for your area. The second, if there are a number of interested alumni in your area, is to start a recruitment group. The group approach is described in a later paragraph.

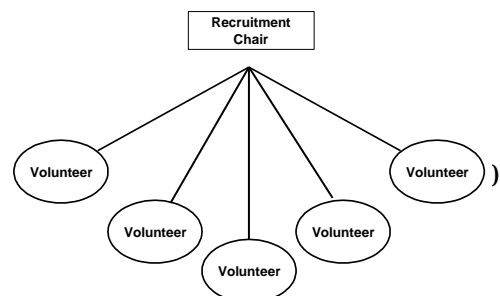
As an individual, you will probably "pick and choose" the events/activities in which you want to become involved. The easiest way to begin your participation is to discuss your situation with the applicable territory manager in the admission office.

The key to success as a "solo" alum recruiter is to try a small number of activities. Don't try to do too much and spread yourself too thin. You would be a strong contributor to the Admission effort by doing the following:

- Refer a student or two.
- Follow those students you referred, and a couple of others, through the recruitment process. Prospects and their families appreciate having someone they can call on to gain additional information on the colleges search process.
- Introduce yourself to a staff member at your local high school. This contact could be a teacher, coach, counselor, or administrator. Offer to serve as a source of information on Millsaps and the value of a liberal arts education.

Recruitment Committee. Millsaps College has a long and distinguished heritage of producing graduates who excel in a number of different fields. Because these same graduates lead busy lives, their time for recruitment activities is usually very limited. The

*Are you a one-person Millsaps show in your area? If so, and time is limited, see the Appendix for a simple, easy but effective way to help Admission. It's the...
1+2>3 Plan*



solution to this problem is for alumni interested in recruiting to get together and work as a team.

Our experience has shown the best recruitment organization is a committee approach.

Committee Chair. The chairman serves as a conduit of information to and from Millsaps. S/he also organizes the efforts of the committee and, working with the territory manager, insures the committee's efforts are integrated with the overall admission strategy for the area.

*As little as two
hours a month...
for Millsaps!*

The chairman doesn't have to do it all. In fact, the busiest organizations appoint an event director responsible for organizing a particular event. This allows the workload to be spread evenly and keeps the hours manageable.

The **Appendix** contains a suggested list of the major responsibilities of the committee chairman and committee members.

Section V Financial Aid

Financial aid is a complicated area, but, as alumni you will find you only need to know the basics.

There are two forms of financial aid: **merit-based** and **need-based**. Merit-based aid is awarded to a student who has demonstrated performance and/or potential in academics, leadership, the fine arts, community service or a combination of all of those factors. Need-based aid is determined by an evaluation of the family's ability to pay. Typically, most merit-based aid does not require repayment. Need-based aid varies. Usually grants are not repaid but loans, to either the student or the family, must be repaid.

Merit-Based Aid

The most common form of merit-based aid is a scholarship. While there are many types, they are normally awarded by matching the student's performance with a given set of criteria. For example, Millsaps's **Presidential Scholarship, Second Century Scholarship, Leadership, and Millsaps Award** scholarships are primarily awarded for academic achievement, involvement in extracurricular activities, leadership and service.

There are a number of merit-based scholarships available from a variety of sources outside of the college. Local communities, school corporations, private industry or service clubs may offer scholarships. These are over and above the comprehensive set of Millsaps scholarships. When you talk to families, encourage them to seek additional information on scholarships from all of these sources.

Once a student has submitted a complete application to Millsaps College, s/he will **automatically** be considered for most forms of merit scholarships. The crucial factor is the student **must** have a completed application for admission on file.

The **Appendix** contains a discussion of the major elements of a completed application.

The following Millsaps scholarships require a separate application²:

- Art (usually an early January application deadline)
- Music (usually an early January application deadline)
- Theatre (usually an early January application deadline)

² All applicants will be sent electronic communication that includes applications for these scholarships.

- Army ROTC and Air Force ROTC (Through Jackson State University)

Art, Music, and Theater applications are unique. They require a student to submit a separate application (available on the admissions area of the Millsaps website) where they will highlight their experience in art, music, or theatre, often including art slides, performance audio or video as applicable. Students selected from the first round of applications are then invited to campus for an individual audition with members of the appropriate arts faculty.

Scholarships offered through the Reserve Officer Training Corp must be applied for through the ROTC offices at Jackson State University. Jackson State University offers Millsaps students access to both Army ROTC and Air Force ROTC programs and scholarships are managed by these individual offices. Encourage interested students to be in touch with their Admission representative for more information.

Remember, the key to merit-based financial aid is a completed application for admission (the earlier the better) and timely applications for any applicable scholarships. Traditionally, the most generous merit-based scholarships have been awarded to highly qualified Early Action applicants in the form of Presidential Scholarships; this is often an incentive for the best and brightest from our pool to apply early.

Need Based Aid

Need-based financial aid is dependent upon the family's ability to pay for a college education. This is not simply a "plead your best case" process. Millsaps College uses the information from the **Free Application For Student Aid (FAFSA)**. **The applicant must --repeat must-- complete this form to be reviewed for need-based financial aid.**

The **FAFSA** form is available from Millsaps, the student's high school or on-line (www.fafsa.ed.gov). The time frame for completing the FAFSA is **January 1 to March 15** of the same year the student will enter college. That is, the family fills out the FAFSA for the first time in the second semester of the student's senior year in high school.

Things to remember:

- A **completed** application for admission is essential for both merit and need-based aid calculations.
- The **FAFSA form** should be completed by March 15.
- <http://www.fafsa.ed.gov/>
- Fine Arts scholarship application forms can be downloaded from the admissions section of our website (www.millsaps.edu)

Toll Free Number
Federal Student Aid Information Center
 1-800-433-3243

- Students should be encouraged to seek out all sources of scholarship aid.
- Students and their families are encouraged to meet in person with the financial aid staff at Millsaps College.

Caution: This is also an area requiring a great deal of confidentiality. If a family has specific questions on financial aid, please refer them to the Admission or Financial Aid Offices (800-352-1059). Be sure to check the Millsaps website for current information (<http://www.millsaps.edu/>)

Section VI Responsibilities and Ethics

As an admission volunteer, you will be representing Millsaps in any number of different settings. There are national standards that cover your responsibilities. The following information in this section comes directly from the “Statement of Principles of Good Practice” issued by the National Association for College Admission Counseling (NACAC).

“High schools, colleges, universities...and individuals dedicated to the promotion of formal education believe in the dignity, the worth, and the potentialities of every human being. They cooperate in the development of programs and services in post-secondary counseling, admission and financial aid to eliminate bias related to race, creed, gender, sexual orientation, age, political affiliation, national origin, and disabling conditions. Believing that institutions of learning are only as strong ultimately as their human resources, they look upon counseling individual students about their educational plans as a fundamental aspect of their responsibilities.

College and university members agree that they will...exercise appropriate responsibility for all people whom the institution involves in admission, promotional and recruitment activities and educate them about the principles outlined in this statement [which includes the responsibility to:]

- speak forthrightly, accurately, and comprehensively in presenting their institution to counseling personnel, prospective students, and their families. They will:
 - not use disparaging comparisons of secondary or post-secondary institutions
 - not use unprofessional promotional tactics
 - not encourage students to transfer if they have shown no interest to do so
 - refrain from recruiting students who are enrolled, registered, or have declared their intent or submitted a contractual deposit with other institutions unless the students initiate the inquiries themselves.”

Other items to remember:

- Always refer to the college’s admission and financial aid processes in a positive manner.
- Discussions of your personal experiences³ should reflect favorably on the academic and social aspects of the Millsaps experience.
- Do not discuss a prospective student’s chances of admittance or suggest the amount of financial aid a family might receive.

³ While stories of the world’s greatest party may bring back many old memories, these types of stories may not make great recruiting pitches, especially with families. Let the student discover his or her own social opportunities!

- Your referrals, references, interviews, etc. become confidential as soon as you submit the information to Millsaps. As such, please do not discuss this information with a prospective student, their family, or any other parties.

Section VII

Appendix

This section is provided for you to use as a reference. Please use any or all of the following pages as you see fit. Also, don't hesitate to recommend any changes or additions. We are always interested in helping you help Millsaps!

- Responsibilities of the Recruitment Chair
- Responsibilities of a Recruitment Volunteer
- Points of Distinction
- 1+2>3 Plan
- Phone Call Do's and Don'ts
- Ten Icebreaking Lines
- Millsaps College Fast Facts
- Three Millsaps College 30 Second Commercials
- Calling a Prospective Student (Initial Call)
- Application Process
- Calling an Applicant
- Calling an Accepted Student to Make a Deposit
- Congratulatory Calling
- Talking to Parents
- Call Report
- Sample Personal Letters
- Guidelines for Hosting a Reception
- College Fair Procedures
- Classroom Presentation Outline
- Millsaps Alumni Recruitment Program—Event Assessment

Responsibilities of the Alumni Recruitment Chair

(2 hours a month—for Millsaps!)

1. Commit yourself to 24 hours of service to Millsaps College annually. Those 24 hours will make a significant difference to the future of Millsaps.
2. Work closely with the admission office territory manager for all matters directly related to recruiting events in your area.
3. Work with the coordinator of volunteers on issues relating to organization, membership, etc.
4. Maintain an adequate supply of recruitment materials.
5. Organize, plan, and delegate the different recruitment activities for the upcoming year.
6. Maintain a current directory of Alumni and parent volunteers and report any changes to the Alumni Volunteer Coordinator
7. Hold at least two meetings per year. Because of the recruitment cycle, these are best held in the early fall (Aug/Sep) and late winter/early spring (Feb/Mar.) These meetings work best if the territory manager from admission can attend.
8. Provide feedback to the admission staff concerning publications, procedures, event success and any other areas needing improvement.
9. Stay in contact with all members. Welcome new members to the organization.
10. Maintain a list of target high schools within the territory and include these schools, wherever possible, in your recruitment activities.
11. Establish goals for the recruitment year in conjunction with the territory manager.
12. Assess the achievement of the year's recruitment goals and determine improvement areas.
13. Share your organization's successes with other Millsaps Alumni groups.

Responsibilities of an Alumni Recruitment Volunteer

(One hour a month—for Millsaps!)

1. Commit yourself to 12 hours of service to Millsaps College annually. Those 12 hours will make a significant difference to the future of Millsaps.
2. Represent Millsaps at local recruitment events, such as high school days and nights, college fairs, etc.
3. Introduce yourself to designated local high school counselors or other staff members. Let them know you will serve as a ready resource for anyone wanting to learn more about Millsaps College.
4. Plan, organize, and hold recruitment events.
5. Attend as many recruitment activities as possible.
6. Attend all training sessions in your area. Attempt to return to campus on a regular basis to acquaint yourself with Millsaps and any recent changes.
7. Provide feedback to the admission staff concerning publications, procedures, event success and any other areas needing improvement.

Our Distinctive Strengths

Our formal communication platform rests on what we call the *Distinctive Strengths*. The *Distinctive Strengths* will provide you a framework for discussion.

Program Excellence

Millsaps College has long sought to create programs that set the College apart from ordinary institutions. We have done this by constantly making and reinforcing the connection between academic pursuits and the real world. Students are embraced and engaged the moment they set foot on campus. They each play an active role in shaping their own education and their future.

Faith & Work Initiative

The Millsaps College Faith & Work Initiative - through an array of seminars, courses, and internships - allows students to explore their personal and professional futures as they relate to issues of ethics, values, faith, and the common good. They learn to build fulfilling lives and careers characterized by service to others.

Faith & Work will produce a new generation of global citizens who have the capability and desire to make an impact in their communities. The Faith & Work Initiative is funded through the Programs for the Theological Exploration of Vocation of the Lilly Endowment, Inc.

Living in Yucatan

Our Helen Moyers Biocultural Reserve at Kiuic in Mexico's Yucatan Peninsula is host to the only program of its kind in the nation. The 4,000-acre reserve contains a wealth of archaeological sites important to the understanding of ancient and modern Maya culture. The Yucatan Program offers faculty and students a living laboratory where they study the relationships among disciplines as varied as biology, English, business, the environment, and archaeology. The Reserve - which demonstrates connections between economic development, environmental policy, and cultural preservation - has become a national model for interdisciplinary studies.

Pre-Medical Initiative/Laboratory and Field Research

Long recognized as a leader in pre-medical education, Millsaps has an unusually high medical school acceptance rate, twice that of the national average. For students seeking careers in medical fields, Julian and Kathryn Wiener Pre-medical Summer Research Fellowships are available. Field research programs at Millsaps promote the study of archaeology, biology, chemistry or geology in remote areas such as the Pacific Northwest, Yellowstone, the mountains of Albania, the Blue Ridge Mountains, and Yucatan. Additionally, nearly a third of Millsaps College students take advantage in study abroad opportunities in Costa Rica, England, Germany, Israel, Japan, China, Ghana, France, Italy, Greece, Belgium, Ireland, Mexico, Albania and Tanzania.

Heritage

This is no ordinary history class. The Heritage program is an innovative and stimulating curriculum designed to give students a broad perspective of the Western world. Heritage is an interdisciplinary humanities program designed for freshmen as an alternative to topics courses. The program has received praise from the John Templeton Foundation as "a comprehensive window into world history and culture. Heritage is a year-long journey through history, literature, philosophy, religion, and the fine arts."

Five Year MBA

By combining the strengths of our liberal arts and business studies, Millsaps has developed a Master of Business Administration program unlike any in the nation. Our MBA program broadens the perspectives of our students by enriching traditional business education with liberal arts studies - providing a graduate business education that cannot be found at most other business schools. Millsaps MBAs are known for that "indefinable something" - that combination of intellect, confidence, and hard work that adds up to success. The Masters of Accountancy (MAcc) program at Millsaps is also offered through the College's Else School of Management. The MAcc degree program provides post-baccalaureate professional education in the field of accounting, and is designed for students who intend to pursue professional careers in public accounting, business, and governmental/non profit sectors. The Else School is one of 45 schools that The Princeton Review is adding to its annual "Best Business Schools" guide this year.

Performing Arts

A significant number of our students participate in the College's musical and theatrical performances, and many members of the Jackson community attend and support performing arts activities on the Millsaps College campus. Most students come to the Department of Performing Arts because they excel in performance or want to improve their performance. While the Department of Performing Arts offers a balanced curriculum of study in music and theatre, performance forms the core of our activities. Repertoire classes, Honors Recitals, solo recitals, choir and ensemble performances, and master classes with visiting professionals are but a portion of the opportunities that encourage student performers to hone their skills while at Millsaps.

Ford Teaching Fellowship Program

The Ford Teaching Fellowship Program is a unique program designed to attract qualified students into teaching at the college level, and to foster the development of those students' potential as professional educators. Open to sophomores and juniors interested in a career as a college professor and who have an overall cumulative GPA of 3.2, the program focuses on a collegial relationship between the Ford Fellow and a faculty mentor. Through an apprenticeship in teaching and research, the faculty mentor models excellence in college teaching and offers guidance to the Ford Fellow in all of his or her teaching, research, and professional development. Ford Fellows are not merely undergraduate versions of graduate teaching assistants; rather, the Ford Fellow is gradually and carefully initiated into a rewarding teaching experience.

Writing Across the Disciplines

Unlike many colleges, Millsaps has developed a Writing Program that is independent of the English Department. Our program teaches students how to develop the art of communication, an essential skill that can be used in any major or career. Millsaps embraces the philosophy that writing cannot be taught in one semester of freshman composition. Instead, it is taught continuously, and within the context of the discipline, from English to biology, even accounting. The College was ranked by U.S. News as one of 17 colleges that "make writing a priority."

Athletics

Millsaps College is one of the few institutions of higher learning in Mississippi where the phrase "student athlete" has real meaning. Our athletes compete at the Division III level of the NCAA in 14 sports. For men, there's football, soccer, cross country, tennis, basketball, baseball, and golf; women can participate in volleyball, tennis, basketball, cross country, soccer, golf, and fast-pitch softball. Our teams of scholar athletes are not just competitive; they win championships. More important, an astounding 24 percent of the student body, men and women, compete in intercollegiate sports.

1 + 2 > 3 (A Simple Alumni Admission Plan)

This plan is very simple...and very effective. There isn't an alumnus/a so busy s/he can't complete this plan in less than 2 1/2 hours...a year! Here's how it works...

- A. **The "1" Part. *Refer one student to Millsaps.*** Everyone out there can find one student who might have what it takes to be a Millsaps student. Refer the student with a note to Admission through the Internet (https://secure.millsaps.edu/admissions/prospective_student_referral_form.html), a referral card or a phone call (800-359-1059).
- B. **The "+2" Part. *Make a commitment to monitor the progress of two students in addition to the one you have referred.*** Do you have some sort of a relationship built with a particular high school in your area? You might be a graduate, live near the school, or have a friend who is a coach, teacher, or administrator. Use this relationship to build a link to the school(s) and help the Millsaps recruitment effort by communicating with two students from the school(s).
- If you are an alumnus/a operating on your own, call the admission office and ask for the territory manager responsible for your locale. Tell her/him you are participating in the "1+2>3" program, give him your school choices and ask for two additional contacts. Or, visit the admission web site to locate your territory manager.
 - If you are on a Millsaps recruitment committee, let the committee chairman know to count you in for the plan. We'll take care of the rest.
- C. **The ">" Part. *Commit to communicating with your three students at least twice a year.*** Some Alumni prefer to make contact solely through phone calls for others it's a combination of a call, email and a personal note. Please remember to relay any significant information to the admission office.
- The **first communication** is in the early fall of the prospects' senior year. Introduce yourself with a brief explanation of your Millsaps background and career. Offer to help them with their college choice. Important points to cover: Have they visited Millsaps College yet? (Offer to make the trip with them, if you can.) Have they applied yet? Do they need additional information from Millsaps? What is their interest level in Millsaps?
 - The **second communication** comes in the January/February time frame. The communication should cover the same visit/application questions as well as discussing their attendance at a **Open Doors Day**.
 - The possible **third communication** is a call in April of the prospects' senior year to encourage them to attend Millsaps College and mail their deposit.

- **Other communication.** Options include the following: Congratulations on applying, being accepted and depositing at Millsaps. Congratulations on your scholarship to Millsaps. How was the visit? Heard you have applied. Heard you are going somewhere else (Remember—it is important to know if a student is no longer interested so we save our time and effort for those most interested. A "No" is OK.)

Phone Call Do's and Don'ts

Do's	Don'ts
Review admission materials and calling script before dialing the number.	Push students who aren't interested.
Identify yourself as a Millsaps alumnus and state the purpose of your call.	Comment on a student's chances of admission.
Try to make the student or parents as comfortable as possible. Serve as a helper, not a sales rep!	Slip into stories of the "good old days." Use your experiences only to build upon the student's interests.
Let the student do most of the talking. Note her/his academic, sports, and extracurricular interests. Document any information that might be of value to you or an admission staff member at a later time.	Quiz the student about her/his grades, class standing, etc. If s/he brings it up, that's OK.
Ask if there are any questions about Millsaps that you can answer.	Do all the talking. Let the student talk approx. 70% of the time.
Ask if the student or their family would like to speak to a member of the admission staff.	Talk about yourself (other than an introduction).
Judge the student's interest level in Millsaps and relay this information in your report.	
Recommend that the family visit the campus. Offer to have an admission staff member contact the family to set up the visit.	
Leave the student and his family your phone number and e-mail address.	
Talk about the student.	
Complete the call report form.	

Ten Ice Breaking Lines

1. What do you hope to gain from your college experience?
2. What sort of things interest you academically?
3. How did you hear about Millsaps?
4. What are your extracurricular interests?
5. If you decide to attend Millsaps College, what are you looking for?
6. What is your current school like?
7. How do you feel your high school has prepared you best for college?
8. Do you participate in any sports? Fine arts?
9. What are your career interests? How do you see your college experience preparing you for those careers?
10. Have you met any Millsaps Alumni?

Millsaps College Fast Facts

Millsaps is a coeducational, residential nationally selective liberal arts college established in 1890 and affiliated with the United Methodist Church. With around 1200 students and nearly 100 faculty members we represent 37 majors, 42 minors, 16 countries, 32 states, 25 religious denominations, over 80 clubs, 18 D III varsity sports teams, 6 fraternities and 6 sororities all on a gated 100-acre campus.

Faculty

96 Faculty members from all over the world, 97% have their terminal degrees. No graduate students teach courses at Millsaps.

Average Class Size

15; Small class sizes facilitate an open, discussion oriented class and enables students to learn from both the professor and their classmates.

Student to Faculty Ratio

10:1; The professors will know the students and will also be very accessible (home #s, office hours, know them by name)

Class Profile (Incoming Freshman Class of 2009)

- 56% Male and 44% Female
- Average ACT: 26 (Mid 50%: 24-30)
- Average SAT: 1154 (Mid 50%: 1085-1310)
- Average GPA: 3.46
- 25% Minority – Significantly higher than our competitors at other prestigious liberal arts schools
- 42% are from in state; 58% are from out of state (14 states, 9 international students)

Degrees

Bachelor of Arts, Bachelor of Science, Bachelor of Business Administration, Master of Business Administration, Master of Accountancy.

Location

Jackson, the capital of Mississippi; metro population 500,000. Jackson is within a day's drive of half the nation's population.

Academic Excellence

First college or university in Mississippi to earn a chapter of the prestigious honorary Phi Beta Kappa.

Affiliation

Affiliated with the United Methodist Church; ecumenical in spirit and practice.

Campus

34 Buildings on a 100-acre landscaped campus; \$17 million Campus Life Complex, with state of the art exercise equipmet, squash courts, and an outdoor pool.

Student Life

More than 80 student clubs and organizations; 6 national fraternities and 6 national sororities; 3 student publications.

Library

209,900 volumes; 90,000 multimedia and microfilm units; 7,000 print and electronic journal subscriptions; online catalog; open 7 days a week.

Athletics

18 teams compete in NCAA Div. III, Southern Collegia Athletic Conference. Recent additions include men's and women's lacrosse, men's and women's track and field.

Cost/Financial Aid

2009-2010: Tuition-\$24,608; Room and Board-\$9,252; Fees-\$1,632; **Total-\$35,500**. Over 90% of students receive some form of financial assistance.

Important Phone Numbers

- Admission/Financial Aid Toll Free – 800-352-1059

Two Millsaps College 30-second Commercials

You can use these short descriptions, in part or in total, to quickly describe Millsaps and open the door to further communication when talking to a student.

"Millsaps is a liberal arts college located in Jackson, MS. Millsaps is recognized nationally for offering a powerful liberal arts education that prepares students for meaningful lives and high participation rates in study abroad.

Does any of this interest you?"

“Students considering Millsaps are exploring careers in business, medicine, law, and many areas of the liberal arts. If they have not decided on a career, they are searching for a challenging academic environment that can prepare them for **any** future venture.

Does this sound interesting to you?"

Calling a Prospective Student (Initial Call)

(Calls usually made in the early fall)

Best calling times:

1. Monday through Friday: right after school or between 7:00 PM and 9:00 PM. We recommend not making any calls after 9:00 PM.
2. Saturday: early afternoon.
3. Sunday: late afternoon or early evening.

Call purposes:

1. Identify yourself as a local contact for the student.
2. Encourage the prospect to visit the campus and apply for admission.
3. Answer any questions about Millsaps or promise to get the answers.

Pre-call:

1. Review the prospect's information supplied by the territory manager. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Millsaps commercial handy.
3. Have the call report handy to complete.

Call format:

1. Introduce yourself. Mention you are a Millsaps alumna/alumnus.
2. Ask if this is a good time to discuss his/her college search.
3. What does the prospect know about Millsaps?
4. What does the prospect want to do? (Desired outcomes of their education.)
5. Judge the prospect's level of interest in Millsaps on a 1 to 10 scale (1 is a *Gusty* prospect and 10 is a student ready to mail her/his Millsaps application).
- 6. Encourage the student to visit campus and apply.**
7. Come to some agreement with the student about what s/he would like for you to do next: Schedule a visit? Get in touch with a coach? Send them an application? This makes a subsequent call from you much easier.

Post-call format:

1. Complete the call report and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.

The Application Process

A student can apply to Millsaps four ways:

1. Online (<http://www.millsaps.edu/admissions.php>).
The site is secure and only the student and the Millsaps Admission Office can access his/her data.
2. Common Application form.
(<http://www.commonapp.org/>)
3. Regular application forms are available from the admission office (800-544-1489.)

***Encourage the Students
to Apply!***

Important note: The admission office cannot start processing an application until it is complete.

A **completed** application includes:

1. The student's portion – the "Application for Admission". This portion includes a written statement by the student.
2. Teacher/Counselor Recommendation, a teacher recommendation is a required part of the Millsaps application for high school seniors applying as first-year students.
3. ACT or SAT scores. Millsaps accepts either set of standardized scores.
4. Complete transcripts of all high school and college coursework.

Important Millsaps Codes
SAT code 1471
ACT Code 2212
FAFSA Codes: 002414

The admission staff reviews the application. If the student is accepted for admission, the student's file will be reviewed for all applicable merit-based scholarships.

Calling an Applicant (Student has applied)

(Calls usually made in the late winter/early spring)

Best calling times:

1. Monday through Friday: right after school or between 7:00 PM and 9:00 PM. We recommend not making any calls after 9:00 PM (unless the family specifically requests for you to call at this hour).
2. Saturday: early afternoon.
3. Sunday: late afternoon or early evening.

Call purposes:

1. Solidify the contact between Alumni and applicant.
2. Encourage the applicant to attend *Campus Visit Events*, file the necessary financial aid paperwork and apply for scholarships.
3. Answer any questions about Millsaps.

Pre-call:

1. Review the prospect's information supplied by the territory manager. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Millsaps commercial handy.
3. Have the call report handy to complete.

Call format:

1. Reintroduce yourself. Try to make a linkage to your last contact.
2. Ask if this is a good time to discuss his/her college search.
3. Discuss the upcoming events
4. Remind the applicant to complete the **FAFSA** (Free Application for Federal Student Aid). (**Millsaps College** will mail a complete packet of information on financial aid to each applicant.)
5. Judge the prospect's level of interest in Millsaps on a 1 to 10 scale.
6. Come to some agreement with the student about what s/he would like for you to do next: Schedule a visit? Get in touch with a coach? This makes a subsequent call from you much easier.

Post-call format:

1. Complete the call report (example attached) and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.

Calling an Accepted Student to Make a Deposit

(Calls usually made in late March/early April)

Best calling times:

1. Monday through Friday: right after school or between 7:00 PM and 9:00 PM. We recommend not making any calls after 9:00 PM (unless the family specifically requests for you to call at this hour).
2. Saturday: early afternoon.
3. Sunday: late afternoon or early evening.

Call purposes:

1. Solidify the contact between alumnus and applicant.
2. Encourage the applicant to select Millsaps and mail a deposit to reserve a place in the entering class.
3. Answer any questions about Millsaps.

Pre-call:

1. Review the prospect's information supplied by the territory manager. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Millsaps commercial handy—just in case.
3. Have the call report handy to complete.

Call format:

1. Reintroduce yourself. Try to make a linkage to your last contact.
2. Ask if this is a good time to discuss his/her college search.
3. Discuss his/her position with regard to selecting a school. Find out if Millsaps is his/her top choice or if s/he is leaning toward another school.
4. If the applicant is leaning toward another school, try to determine what factor(s) are influencing them.
5. Judge the prospect's level of interest in Millsaps on a 1 to 10 scale.
6. Come to some agreement with the student about what s/he would like for you to do next: Mail additional information? Stop hearing from us? Have a faculty member, territory manager, financial aid director or coach call?

Post-call format:

1. Complete the call report (example attached) and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.

Congratulatory Calling

(Calls usually made in May/June)

Best calling times:

1. Monday through Friday: right after school or between 7:00 PM and 9:00 PM. We recommend not making any calls after 9:00 PM (unless the family specifically requests for you to call at this hour).
2. Saturday: early afternoon.
3. Sunday: late afternoon or early evening.

Call purposes:

1. Solidify the contact between Alumni and new Millsaps Student!
2. Congratulate the student on selecting Millsaps College.
3. Answer any questions about Millsaps.

Pre-call:

1. Review the prospect's information supplied by the territory manager. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Millsaps commercial handy—just in case!
3. Have the call report handy to complete.

Call format:

1. Reintroduce yourself. Try to make a linkage to your last contact.
2. Tell the young woman or man “Congratulations” and offer to be a contact for them throughout the next four years.
3. Offer to answer any questions for her/his parents.
4. If you are having a “Send-off Social”, make sure you invite the student to the function.

Post-call format:

1. Complete the call report and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.
3. Include the student and their family in any subsequent Millsaps events in your area.

Talking to Parents

(These calls most often occur when you have attempted to reach the prospect and s/he is not available. **Always** introduce yourself to the parents and ask if you can assist them in any way.)

As you know, parents often approach the college selection process differently than their students. While parents and students alike stress the importance of the outcomes from the education, parents examine the education "process" differently. Basically, they look at their student's education as an investment. From that standpoint they are interested in real cost and value. Additionally, they want to know that their student is entering into a safe environment and one conducive to supporting her/his quest for an education.

Pre-call:

1. Review the prospect's information supplied by the territory manager.
2. Have your 30-second Millsaps commercial handy—just in case!
3. Have the call report handy to complete.

Call format:

1. Introduce yourself. Make a linkage to your last contact with the family.
2. Offer to answer any questions for them.
3. If money is an issue, stress scholarships and the personal, confidential services provided by Millsap's Financial Aid office. Do **not** make any promises or attempt to get personal information.
4. If you are having recruiting functions in the area, make sure you invite the family to the functions.

Post-call format:

1. Complete the call report and mail it in as soon as possible.
2. Let the territory manager know if the call results in something unique.

Facts for Parents

Money

- Over 90% of the students attending Millsaps receive financial assistance
- *U.S. News and World Report* rates Millsaps in the top 100 Colleges & Universities

Outcomes

- 66% of alumni attend graduate school within 3 years of graduation.

Environment

- No teaching assistants
- Average class size - 15
- 10:1 student:faculty ratio
- 78% retention rate
- 97% of faculty have their terminal degree.

Alumni Volunteer Call Report

Note: If the prospect's address or phone number has changed, please give us the new information on the back of this form.

Prospect's name: _____ Prospect's ID# _____

Alumni caller: _____ Date of call: _____

Purpose of call

- | | |
|---|---|
| <input type="checkbox"/> Initial prospect call | <input type="checkbox"/> Urging an applicant to deposit |
| <input type="checkbox"/> Call to applicant | <input type="checkbox"/> Congratulatory call |
| <input type="checkbox"/> Other (please specify) | <input type="checkbox"/> Talk to parents |

Rate the success of this call in moving the student forward: (1 to 10 with 10 the highest)

1 2 3 4 5 6 7 8 9 10

Rate the student's interest level in Millsaps (1 to 10 with 10 the highest)

1 2 3 4 5 6 7 8 9 10

Feedback for the admission staff: (anything that would help solidify this student's commitment)

Follow up needed? (circle one) **Yes** **No** **By alumnus or admission staff member?** (circle one).

Follow up actions required:

Note: You need to complete this form only when you have new information on the prospect.

Mail to your territory manager at:
Millsaps College
Office of Undergraduate Admission
1701 North State Street
Jackson, MS 39210-0001

Sample Letter #1

(Company Letterhead)

Date

Prospect name and address

Dear "*Nickname*",

As a Deputy Attorney General, I make a lot of important decisions, and I don't have much time to waste. Decisions I make today will have a lasting effect on my future and the future of others. I realize that this is similar to your situation as a student preparing to choose a college, an experience that will affect the rest of your life.

Looking back at my years at Millsaps College, I can think of two easy questions that judge a college from a graduate's perspective.

First, "What did you want from a college?" Personally, I wanted a school that was small enough to maintain a community atmosphere, yet advanced enough to offer a first-rate education that would get me into a top law school. I wanted open access to professors who would challenge me and push me to my intellectual limits, but I also wanted a place where I could participate in varsity athletics and campus organizations.

Second, "Did Millsaps deliver?" For me, the answer is "yes" on all counts.

I would never suggest that Millsaps is right for everyone. But, Millsaps does have a lot to offer to students ready for a challenging and rewarding college experience. On a campus visit during my senior year of high school, I knew that Millsaps was the right place for me.

I encourage you to explore your own goals and see whether Millsaps College is the place that will help you achieve them. No matter what you decide, you will have come one step closer to finding the right place to spend four very important years of your life. I wish you the best of luck in your college search.

Sincerely,

Millsaps Alumnus
Class of 1975

Sample Letter #2

(Company Letterhead)

Date

Prospect name and address

Dear "*Nickname*",

As I began my senior year of high school in Virginia, I had no shortage of college materials to look at. Expensive, full-color brochures and magazines littered my desk and floor, each one proclaiming the merits of its school. With so many "right" colleges, how is any one school supposed to stand out?

Fortunately for me, my father, who had done his graduate work in Mississippi, picked up the Millsaps College brochure and said, "You should really take a look at this." It was simple but sound advice. He knew about Millsaps College's excellent academic reputation and of the success of its graduates, but he didn't force the issue. He knew that the final decision was up to me, and that I needed to find out for myself whether Millsaps would be a good fit.

Planning for a career in medicine while in high school, I had a rigid set of demands for my undergraduate college. I wanted a school with a strong science program, but one that was small, with a foundation in the liberal arts. Millsaps met those requirements, but I didn't know it was the right place for me until my first visit. By the end of that weekend, I was sure that Millsaps students knew how to have fun, but that academics always came first. I was sold.

When I was looking at schools, I wasn't interested in any Admission hyperbole, and I'll assume the same is the case for you now. Make no mistake, Millsaps isn't easy; it challenged me from my first day as a freshman all the way through until Commencement. But hoping to realize my potential, that's the kind of environment I needed.

Millsaps College isn't for everybody, and they will never pretend to be. They have high expectations *for* their students, while inviting high expectations *from* them as well. It speaks very highly of you that Millsaps is interested in you as a student. If I may repeat some great advice I got in high school, you should really take a look.

Good luck in your continued search for the school that is right for you.

Sincerely,

Millsaps Alumnus
Class of 1991

Sample Letter #3

(Company Letterhead)

Date

Prospect name and address

Dear "Nickname",

Back when I worked in Purchasing for the State of Mississippi, I noticed an interesting parallel: Every year, departments with available funds reach a critical point. They must either spend that money or give it back to the general fund. As you can imagine, when they learn that the deadline is approaching, they scramble and do just about anything they can to spend the money, figuring that whatever they purchase will somehow be helpful to them. Some of them are right, of course, but some end up with equipment and resources that are totally useless.

It's too bad that so many students approach selecting a college the same way, and I was no exception. I spent my senior year of high school the way most students do – playing sports, keeping the grades I'd worked hard for – but not particularly worried about selecting the right college. I figured that it would all just fall into place.

It was my good fortune that Millsaps College had its eye on me. Like you, I was fortunate enough to have the right numbers and educational background to catch the attention of a place like Millsaps. But so what, right? I'm sure that as you read this letter, you can barely process the tons of college information you receive each day. Plenty of people want you. But the more important issue is, what do *you* want? And are you prepared to look hard for the place that can provide it?

When I told my priest about my college options, he had only one thing to say; "Millsaps is probably one of the best schools you can go to." As I drove back home after my first campus visit, I knew he was right. I wasn't pretty sure; *I knew*.

I'm not going to guarantee that Millsaps College is the right place for you. But there's a good chance it is, and one of the best ways to determine that is to visit the campus – whether it's for an afternoon, a day, or a full weekend.

Trust me when I say that Millsaps is as concerned about your college choice as you are. If the school you select isn't a good fit, then nobody wins. So you owe it to yourself to check out all your options and to make sure that when you're ready for your big investment, you choose the equipment and resources that are useful to you – and that you don't just assume that everything will fall into place. I wish you the best of luck in your college search.

Sincerely,

Millsaps Alumnus
Class of 2001

Guidelines for Hosting a Millsaps Night/Reception

1. Pick a time that allows maximum participation from Alumni and guests. Typically, weekday evenings work well and so do Sunday afternoons and evenings. When planning, make sure you take the high school sports calendar into account.
2. Coordinate the planning with the territory manager for your area.
 - A. Your territory manager will take care of invitations to the prospective students in your area. Typically the invitations will be mailed three to four weeks before the event. Plan on making all the arrangements at least two months before the event as we normally need a minimum of two weeks to develop, print, and distribute invitations.
 - B. The territory manager will coordinate with any Millsaps faculty and staff attending the function.
3. Pick a location that is easily accessible to prospective students and their families. We recommend homes of alumni, hotels, restaurants with private meeting rooms, reception areas at public libraries or museums. Stay away from private clubs that limit memberships by race or gender.
4. Invite alumni in the area. A good ratio is 2:1 or 3:1—more can give the appearance that Millsaps is being pushy. Try to make sure a number of different vocations are represented. The territory manager and Alumni Volunteer Coordinator can generate a list and send them an invitation.
5. **Do not** serve alcoholic beverages at the function. This will prevent a number of problems from occurring. If the alumni want to get together and have alcohol at a function, then make it a purely social get-together or have a separate event **after** the recruitment event.
6. There isn't a need to serve a dinner. Light refreshments work fine.
7. Keep the event as informal as possible. Try to get the prospects and parents to do most of the talking.
8. Encourage as many questions as possible.
9. Please complete the Millsaps Alumni Recruitment Program Event Assessment and return it to your area's territory manager.

College Fair Procedures

1. **Before the fair.** Make sure you have good directions to the fair location. You will receive a packet of information and supplies in plenty of time to prepare for the event. Take a moment to familiarize yourself with the information. In only 30 minutes you'll be ready to go! The packet will contain the following:
 - Millsaps banner
 - Pens
 - Millsaps information pieces
 - Brief "how to" instructions
 - Financial aid and scholarship pieces
 - Inquiry cards
 - Evaluation form with return envelope

2. **The fair.** Typically, these programs last from one to two hours. Please try to arrive 30 minutes early to allow you sufficient time to check in and set up the table. **We strongly encourage you to stay until the scheduled ending time** to make certain everyone has an opportunity to receive Millsaps information and to insure we do not injure our relationship with the hosting group.
 - a. Our professional rules state you must remain behind the table. Do not attempt to call people over to the table. You can, however, make eye contact with approaching visitors and verbally greet them. (That may be all it takes!)
 - b. Most people will pick up information and ask general questions. Very seldom will you be asked a detailed question.
 - c. You will not be expected to know everything about the college by either the families or the admission office. If you are asked a question to which you do not know the answer, explain that you will find out and someone will contact them. Discuss the question with the territory manager for your area and between you decide who should close the loop with the family.
 - d. **Please have all interested students complete an inquiry card before they leave.** Please include any notes you think will be important for the admission staff.
 - e. Depending on the geographic location of the college fair you attend, you may not talk to many families especially beyond a 500-mile radius from campus. This is okay. **We measure success one family at a time.** If you have one good conversation at your location in Mississippi or Nevada, that card you send back is like gold!
 - f. Encourage students to visit the campus.

3. **After the fair.** Before you depart, leave a set of information for the organization sponsoring the event. This will insure they also have the most current information on the school. Please mail the student inquiry cards to us **immediately**.

College Fair opening lines. Here are two 10-second commercials you can use as opening lines at a college fair.

"Do you know yet what subject you want to study in college? If not, you may want to consider a liberal arts college like Millsaps. Study of the liberal arts introduces you to a range of subjects and develops knowledge and skills of value in any career field."

"Millsaps College is great at placing students in graduate school. Did you know that approximately 66% of our students are accepted into and attend graduate school within 3 years of graduation? Many of these students are in law school, medical school, or training to be professors in liberal arts & sciences disciplines."

Classroom Presentation Outline

Get the latest factual data from the Millsaps Fast Facts

Introduction

- Introduce yourself as an alumnus/a and **not** as an admission professional
- Mention the name and phone number of the territory manager
- Encourage students to contact you if they have any questions

College Overview

- A private liberal arts college in an urban Southern setting
- Enrollment - approximately 1200 students
- Students from approximately 32 states and 16 countries

Academics

- A total teaching and learning environment – low student to faculty ratio, small classes
- Strong faculty credentials
- Discuss majors and minors, in a liberal arts context

Student Life

- Co-ed environment
- Student organizations

Athletics

- Varsity, club and intramural sports
- Division III NCAA Athletics
- SCAC Athletic Conference

Admission

- Early Decision date is November 15
- Early Action deadline is December 1
- Priority deadline for Regular Admission is February 1
- Every file is read by Admission committee (don't speculate on admission)

Outcomes

- Law school and medical school statistics (66% to graduate school within 3 years)
- Meaningful lives

Millsaps and **You** (*get personal in this part*)

- A brief description of your Millsaps experience
- How your Millsaps education prepared you for your career

Closing (*leave plenty of time for questions*)

- Thank them for including you in the program; offer your help again
- Answer any questions you can; relay the rest to the territory manager

Fighting for Feedback!

Please fill out an Event Assessment sheet for every event in which you participate. We need the feedback to make the program better!

Millsaps Alumni Recruitment Program - Event Assessment

Alumni filing report: _____ Date(s) of event: _____

Alumni in charge of event: _____

Type of Event

Event		Students attending (#)	Alumni attending (#)	Notes (include event name and location)
College Fair	<input type="checkbox"/>			
Millsaps Night	<input type="checkbox"/>			
Millsaps Reception	<input type="checkbox"/>			
Campus visit program	<input type="checkbox"/>			
Calling project	<input type="checkbox"/>			
Career day	<input type="checkbox"/>			
Yield reception	<input type="checkbox"/>			
Send-Off Social	<input type="checkbox"/>			
Other	<input type="checkbox"/>			Type?

Alumnae/i in attendance:

Rate the Event

1 = Excellent 2 = Good 3 = Fair 4 = Poor 5 = Unsatisfactory/Waste of time

Area	1	2	3	4	5	Notes
The overall event						
The event's ability to meet its objectives						
Rate student participation						
Rate Alumni participation						
For college fairs, rate future attendance						

Event Assessment (back)

How would you improve this event?

Other thoughts on using alumnae/i in the recruitment process?

THANKS for participating in this important event!

Please mail this form to:

Millsaps College
Office of Undergraduate Admissions
1701 North State Street
Jackson, MS 39210-0001

Office Processing

Date received:	Copy to Director	Copy to counselor	Required response	Response mailed
			Y / N	