

ADMISSION VOLUNTEER MANUAL

On behalf of Austin College and the Office of Admission, we thank you for assisting us with our recruitment programs. Through your volunteer efforts, we are able to broaden our scope and able to contact more prospective students throughout the state and nation.

In order to help you assist us, we have put together a comprehensive packet of information on college programs (college fairs). Enclosed in this manual you will find:

- College Literature Explained
- College Program Description
- College Program Etiquette (*Summary of the National Association for College Admission Counseling: Statement of Principles of Good Practice*)
- Austin College-at-a-Glance
- College Program Checklist

We hope you find this information helpful. Again, thank you for assisting us in our recruitment efforts. It is because of volunteers like you that we can say, “*one college can make a difference, one student at a time.*”

If you need further assistance, please contact:

Sarah Beatty Snyder '04
Senior Associate Director of Admission
Coordinator of Admission Volunteers
ssnyder@austincollege.edu
Direct 903.813.2060

COLLEGE LITERATURE EXPLAINED

- Information Brochure (with info card)** A handout for everyone. This piece profiles the College, as well as gives detailed facts and figures.
- Travel Sheet** A handout for everyone. This piece is (1) an announcement of campus visitation dates for prospective students, the best times to visit the campus; (2) instructions on how to apply for admission, as well as additional materials which are required; and (3) a listing of the scholarships, plus deadlines, available to prospective students.
- Info Cards (for student information)** By filling out this card, students are added to our mailing list. Upon receipt, an activity is recorded for the student's initiation of contact (*Very important for them!*). This information also enables us to do proper follow up. Any personal notes you would like to write on the cards about each student is appreciated.

COLLEGE (FAIR) PROGRAM DESCRIPTION

College programs, also called college fairs or college nights, are similar to trade shows. Several colleges are invited to attend these events where they display materials for students to take. The programs usually take place at local high schools or at a convention center. They can be held in the morning, afternoon, or night. A college program allows students and parents to ask college representatives specific questions. Up to a few hundred students attend these programs.

In fall and spring, alumni and parent volunteers represent Austin College at many college programs, which usually do not fit into the schedules of the admission staff. These volunteers bring several hundred new inquiries to the college each year from these events.

COLLEGE PROGRAM ETIQUETTE

- Smile, be positive, enthusiastic, and professional.
 - Never speak negatively about another university.
 - Be courteous to colleges near you.
 - Always stand behind your table; never stand in the aisles.
 - Do not allow students to fill-out the Info Card at the tables of other colleges.
 - Never call students to your table at a college program. Allow them to choose the table they would like to visit.
- Share Austin College stories to a prospective student that is based upon your experience; however, separate your opinion from facts.
- Do not make a statement of admissibility to a prospective student. The Admission Committee and the Vice President for Institutional Enrollment have this responsibility. Be an advocate of our admission decision. Do not blame decisions on an uncaring, insensitive committee “somewhere” on campus.
- Review and study the current Information Brochure and Bulletin. These pieces provide up-to-date information about the college, procedures on how to apply, criteria required, types of applicants, the financial aid process, and a list of majors. *Please be aware that extra-curricular activities are important in the application review process!*
- Review the “Austin College-at-a-Glance” and “College Program Checklist” prior to, during, and following the college program.

AUSTIN COLLEGE-AT-A-GLANCE 2014-15

- Location** North Texas, just north of Dallas in a metroplex of over 80,000 people
- Campus** Over 70 acres on a beautifully landscaped tree-lined campus, 29 acres on Lake Texoma for recreational use, and over 350 acres for environmental research
- Students** 1,208; **51:49 female:male ratio** in the entire college;
30 states and 11 countries represented in the student body
- Faculty** 91 men and women; 93% hold Ph.D. or terminal degree in their field
- Student:Faculty Ratio** 12:1
- Average Class Size** 23; no auditorium-style classes, no Teaching Assistants.
Classes are discussion-oriented and reading/writing intensive.
- Degrees** Bachelor of Arts; Master of Arts in Teaching
- Majors** more than 40 majors/minors plus option to design-your-own major; students declare disciplines at the end of their sophomore year (required to double major *or* major+minor)
- Independent Study** Opportunities for students to design a course with the supervision of a faculty member
- Internships & Research** Available through academic departments and Career Services
- Outcomes** More than 90% of graduates from the last 5 years are employed or in graduate school.
- Athletics** NCAA Division III, **Southern Collegiate Athletic Conference (SCAC)**
14 intercollegiate sports for men and women; no athletic scholarships; several intramural sports
Men: Football, Baseball, Basketball, Soccer, Tennis, Swimming & Diving, Cross-Country
Women: Volleyball, Softball, Basketball, Soccer, Tennis, Swimming & Diving, Cross-Country
- Admissions** Competitive with three application deadlines:
December 1 – Early Action I (non-binding commitment, interview recommended)
February 1 – Early Action II (non-binding commitment, interview recommended)
March 1: Regular Decision (rolling admission)
- Rank** (last year's freshman class) 37% were in top 10% of high school graduating class
- Official Test Scores** SAT middle 50%: 1140-1330 (CR+M) ACT middle 50%: 24-29
- Costs** New student cost for 2014/2015 is **\$46,368**
Tuition//Fees \$34,865 Room/Board \$11,503
- Scholarships** 70% of students receive a merit-based scholarship from AC. No separate application needed for general scholarships; institutional scholarships require separate applications with a deadline of January 15.
- Financial Aid** 90% of students have financial assistance (i.e. need-based loans & grants and merit-based scholarships). Apply online using the Free Application for Federal Student Aid (FAFSA).
- Campus Visit** Call 1.800.KANGAROO (800.526.4276) or 903.813.3000 to schedule a visit, which includes a campus tour and an information session. Also available upon request are class visitations, faculty/coach appointments, and overnight visits for seniors only. Visiting is the best way to experience Austin College!

COLLEGE PROGRAM CHECKLIST

Before the Program

- [] Familiarize yourself with the material which has been mailed to you, which should include:

For distribution:

Information Brochures
Travel Sheets
Info Cards
Admission Rep Business Cards

Other:

your nametag
table banner
pens

Review the information sheets in the manual “Austin College-at-a-Glance” and “College Program Etiquette”. Take this manual with you to the college program and use it during the college program.

During the Program

- [] **Arrive at least 30 minutes prior to the start time** and check-in with the program organizers.
Set up your table before students arrive.
- [] Offer to answer questions. Remember that many students are just beginning to search and will have *few* or *no* questions at this point. Typically, juniors and seniors will be in attendance.
- [] **Remain behind the table** and do not give away any promotional items (stickers, pencils, etc.).
- [] Encourage students to complete an Info Card to get on the mailing list; however, they may also mail it in later or even complete it online.
- [] Spot-check the Info Cards for readability of the vital contact information.
- [] Remind seniors that important application material will be mailed to them by completing the Info Card.
- [] Encourage students to call their Admission Representative or the Admission Office at 800.KANGAROO (526.4276) if they have specific questions, which you cannot answer.

**** After the Program ****

- [] **Complete the online Evaluation Form for each program you attended.**
AustinCollege.edu/college-fair-evaluation/
- [] **Return the completed student info cards and table banner in the postage-paid envelope the day after the event.**