



Alumnae Admission Program Tips on Hosting Events

FALL - Prospect Events

Why:

- Encourage prospective students to apply to Smith

Who:

- Prospective students and their parents
- Recent graduates
- Parents of current students/recent graduates
- Committee members

SPRING - Yield Events

Why:

- Encourage accepted students to attend Smith

Who:

- Accepted students and their parents
- Recent graduates
- Parents of current students/recent graduates
- Committee members

WINTER - Holiday Events

Why:

- Allow prospective students to meet current students
- Allow current students to network with alumnae

Who:

- Prospective students and their parents
- Admitted Early Fall Decision candidates and their parents
- Current students
- Alumnae

SUMMER - Send-off Events

Why:

- Allow new students and returning students to meet each other
- Dispel fears and myths about what life is like on campus

Who:

- Students who will be new to campus
- Returning students
- Recent graduates
- Other Five College students
- Committee members



DO:

- Ask your local club for support. Put together an ad hoc committee and enlist the assistance of some alumnae who may not usually get involved. Some may be terrific party planners!
- Include prospective parents in all but the send-off events and invite parents of current students and/or recent graduates to talk to prospective parents about Smith from the point of view of a parent.
- Try to connect prospective students with current students and/or recent graduates; those of us who have been away from campus longer can speak more knowledgeably about what our Smith experience has meant to us but less knowledgeably about life on campus.
- Mail invitations out 2-3 weeks in advance and make follow-up calls. (We all HATE making those calls, but they really increase attendance.) Offer to coordinate transportation, if necessary.
- Keep refreshments simple. Hold the event in a convenient, neutral space, such as the public library.
- Get names, addresses and phone numbers of prospective students who attend and follow up with a brief note or phone call. Forward this information to the Admission Office.
- Bring nametags and urge everyone to wear one (include class year and major for alumnae). Nametags may seem foolish, but they give strangers a basis for starting conversations with other strangers.

DONT:

- Be discouraged by low attendance rates; remember that the act of extending an invitation is important in and of itself; experience proves anything over a 5% turnout is great.
- Allow the number of alumnae at an event to significantly outnumber the prospective students (it can make the prospects feel like prey) UNLESS the event is also a club event. If the event is a club event, do not let the prospective students get lost in the crowd - make sure they are greeted individually and introduced to alumnae. Do not serve alcohol. Alcohol may never be served at an event that includes prospective students
- Invite students and parents to fundraising events or to the business portion of your club meeting.