



Alumnae Admission Program Tips for AACs Flying Solo

If you are in an area with few Smith alumnae and/or without a club, it may be difficult to find a co-AAC or admission committee to help you. Check out the Alumnae Association online listing of alumnae in your area. You can also contact your NAAC, who can help you do an email blast to find more volunteers to help. Once you have some names, try to find volunteers to help with discrete tasks:

- Find an alum or two to sponsor a book award at their local high schools.
- Ask an alum to host a prospect or yield party at her home.
- Ask an alum if she would be willing to "adopt-a-school" - meet with guidance counselors from the school and maybe even do a book award.
- Find an alum or two to send postcards/ecards to prospective students and/or do interviews.
- Find alumnae who might be willing just to call and reach out to some prospective students to make personal contact during the recruiting season or after decisions.
- See if any parents of current or past Smith students in your area would like to help - parents can be wonderful spokespersons for Smith. Get to know some of these folks personally...they may just love to be included in college fairs or prospect events.

It can be difficult to recruit for Smith when there is a limited Smith presence in the community. To enhance the Smith presence you might:

- Get some book awards going; they can provide great visibility.
- Visit guidance counselors to inform them about Smith and to answer their questions.



Ask current students from the area to talk about Smith as much as they can, in various settings, when they are home on vacation.

- Involve parents of Smith students to network in the community. Some of them may work in the school system or other community organization that deals with high school students.

If you are trying to cover a vast geographic area or an entire state, it may not make sense to host gatherings or prospect events. Instead, you might:

- Focus on sending postcards (ecards are also available) to every inquiry name you receive from the Admission Office. Be creative: you may prefer to write a letter on Smith letterhead and enclose a business card. Call the Admission Office for materials.
- Provide personalized contact with every prospect by calling or emailing to see if they have questions about Smith.
- Attend college fairs as often as possible. Invite a Smith parent to come along.

Remember: The job of AAC is one with lots of choice and flexibility. Each of us should be comfortable about choosing what works best for us as a person and for our area. Working on one's own without a club presents special challenges as well as a range of opportunities. Make sure to reach out to your NAAC for more ideas and support.