



**ALUMNI VOLUNTEER
RECRUITMENT
MANUAL**



**Department of
Enrollment Management and Student Success**

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Welcome to the Tougaloo College Alumni Volunteer Recruitment Program!

I hope you are as excited about the chance to welcome new students to our *Eagle Queen* family. Through the joint efforts of the Office of Alumni Affairs and the Department of Enrollment Management, we recognize that when it comes to recruiting students alumni volunteers serve as valuable extensions of Tougaloo College in their communities.

Many students can find the college preparation and admissions process very confusing. There are so many exciting opportunities and choices it can be a little overwhelming. This is where your time and knowledge are of such great value. What could be better than the opportunity for alumni to assist prospective students and their families by welcoming them into our *Eagle Queen* community!

With your help, we plan to strengthen our alumni connection. Your time and effort are extremely important. As you might expect, the manner in which you represent Tougaloo College and the message you present will have a measurable impact on the young people and parents with whom you will meet. The information in this manual will prepare you to represent Tougaloo College in your community.

Your involvement in the Tougaloo College Alumni Volunteer Recruitment Program will enhance your connection with the college, and most importantly, will help students make better informed decisions about their futures. We are counting on your *Eagle Queen* spirit and commitment to excellence in representing Tougaloo College in this critical function.

Respectfully,

A handwritten signature in black ink, which appears to read "Linda J. Daniels". The signature is written in a cursive style with a large initial "L".

Linda J. Daniels
Assistant Vice President
Department of Enrollment Management

ALUMNI VOLUNTEER RECRUITMENT PROGRAM

“We must remember that our first priority is to the students. We exist for them—they are the reason we are here. It was the same way when you were a student...and it will always be that way.” Anonymous

PURPOSE

The Tougaloo College Alumni Volunteer Recruitment Program was created in response to the interest of alumni in supporting Tougaloo College as admissions representatives in their respective communities. Our admissions counselors/recruiters travel extensively, but can't be everywhere. Therefore, we must rely on alumni volunteers to represent Tougaloo at college fairs and other events to recruit prospective students. The purpose of the program is to extend the reach of the Office of Enrollment Services through volunteer recruitment efforts of well-trained and knowledgeable alumni.

ALUMNI AND RECRUITING!

How do alumni volunteers fit into the recruitment effort? We often talk about the important roles alumni play in the recruitment process. However, we often neglect to outline exactly what those roles are and how they are integrated into the overall recruitment strategy of the Office of Enrollment Services. Alumni volunteers play three key roles: (1) identifying and referring prospective students, (2) augmenting the Enrollment Services staff, and serving as a source of personal testimony on how the Tougaloo experience and involvement influenced your lives. Through our Alumni Volunteer Recruitment Program, you can help shape the next generation of Tougaloo College by sharing your Tougaloo stories with prospective students.

WHAT CAN ALUMNI VOLUNTEERS DO?

- Identify prospective students who might be a match for Tougaloo through relatives, friends, neighbors, acquaintances, churches, or community groups (social or professional) and refer the names of these students to the Office of Enrollment Services.
- Visit and build relationships with area high schools to get to know the counselors and students.
- Represent Tougaloo at college fairs and other recruitment events.
- Identify new college fairs and other recruitment and outreach events in your area and share this information with the Office of Enrollment Services.
- Adopt a local school in your locales.
- Clip and send any newspaper article discussing achievements of high school students in your area to the Office of Enrollment Services.
- Provide personal contact and/or literature to local schools, students and other groups (e.g., churches, organizations).
- Encourage students in your area to visit the campus and then arrange the tour.
- Encourage other alumni to staff enrollment events such as High School Day (fall) and the Annual Acceptance Day (spring).
- Refer students and/or provide awards for special events such as High School Day (fall) and the Annual Acceptance Day (spring).
- Purchase snacks and beverages for the “Cooling Lounges” for Freshpersons’ Move-in Day in the fall.
- Host a “Prospective Student Reception” in the fall for prospective students and parents to share information and generate enthusiasm about Tougaloo. Prospective students and their parents consider alumni to be credible sources of “real” information. What you say carries more weight than a college staff member: it puts a face on what Tougaloo is all about. Your presence as an

alum willing to put aside time to talk about Tougaloo makes a good impression on prospective students and families.

- Host “Tougaloo Day” at a high school in your local areas. The recruiting team will attend and will admit qualified students on the spot.
- Host an “Accepted Student Reception” in the fall for students who have been accepted to Tougaloo or an “Admitted Student Reception” in the spring for students who have accepted Tougaloo College. These receptions are great for helping students to choose Tougaloo College.
- Host a “Student Send-off” social during the summer to welcome “confirmed” students into the Tougaloo family and keep returning students connected to the Tougaloo family until they become enrolled and matriculating. Students are able to meet future Tougalooians from their hometown and start building friendships before even stepping on the campus.
- Participate in phonathons where calls are made to offer congratulations to confirmed students and encouragement to students admitted but have not accepted Tougaloo.
- Give us suggestions, ask questions, and bring potential concerns to the Office of Enrollment Service’s attention.

WHAT SUPPORT WILL THE OFFICE OF ENROLLMENT SERVICES PROVIDE?

We understand the importance of providing training and resources to ensure that alumni volunteers are informed and knowledgeable about the college to be effective in their recruitment efforts. The Office of Enrollment Services will supply:

- Training Manual PDF
- Recruitment Videos
- Admission applications and supporting admission documents PDF
- *Special Place* Brochure PDF
- Admission Inquiry card PDF

WHAT WILL BE THE RESULT OF ALUMNI RECRUITING EFFORTS?

The entire college community including administrators, faculty, staff, and students is aware of the valuable work alumni volunteers do and highly support that work. Recruiting statistics show that personal contacts made by alumni can increase the number of applicants and, ultimately, enrolled students. As alumni, you help define what Tougaloo is. Your input is valued and can make a difference!

ALUMNI VOLUNTEERS EXPECTATIONS

- Be knowledgeable of current information about Tougaloo College.
- Attend local college fairs or events at request when available.
- Serve as a resource to students and their families.
- Evaluate recruitment and outreach events.
- Volunteer for other opportunities where alumni can assist at the college.
- Identify and recruit future recruitment volunteers.

ALUMNI VOLUNTEERS QUALIFICATIONS

- Tougaloo alumni or friend.
- Enthusiasm to represent Tougaloo College in an authentic and positive way.
- Good communication, personable, and approachable.

If you are interested in participating in the Tougaloo Alumni Volunteer Recruitment Program, and we hope that you are, please complete and submit the Alumni Volunteer Interest Form or contact Dr. Juno Leggette Jacobs at 601-977-7765 or jjacobs@tougaloo.edu.

TOUGALOO COLLEGE ACADEMIC DIVISIONS AND MAJORS

DIVISION OF EDUCATION, SUPERVISION AND INSTRUCTION

Dr. Pamela Russ, Dean
Telephone: 601-977-7744
Email: pruss@tougaloo.edu

Child Development
Elementary Education
Health and Physical Education
Health and Recreation
Special Education
Secondary Education

AA Degree
Child Development
Early Childhood

DIVISION OF HUMANITIES

Dr. Andrea Montgomery, Dean
Telephone: 601-977-4431
Email: amontgomery@tougaloo.edu

Art
Art Education
English
Emphasis in Creative Writing
Emphasis in Secondary Education
Liberal Studies
Mass Communications
Emphasis in Advertising
Emphasis in Print Journalism
Emphasis in Public Relations
Emphasis in Radio and Television Broadcasting
Music
Music Education
Religious Studies

Beginning AY 2014-2015, the Division of Humanities will offer a degree in
Music Performance
Emphasis in Vocal
Emphasis in Piano

DIVISION OF NATURAL SCIENCES

Dr. Richard McGinnis, Dean
Telephone: 601-977-7782
Email: rmcginnis@tougaloo.edu

Biology
Biology Education
Chemistry
Chemistry Education
Computer Science
Mathematics
Emphasis in Computer Science
Mathematics Education
Physics
Physics Education

Programs

Nursing (Early Entry)
Pre-Engineering
Pre-Health (Includes Pre-Medicine, Dentistry, Veterinary Medicine,
Pre-Pharmacy, Pre-Physical Therapy and Allied Health)

DIVISION OF SOCIAL SCIENCES

Dr. Michael Williams
Telephone: 601-977-6173
Email: mwilliams@tougaloo.edu

Economics
Emphasis in Accounting
Emphasis in Business Administration
History
Emphasis in African American Studies
History Education
Political Science
Emphasis in International Studies
Psychology
Sociology
Emphasis in Social Work

Program

Pre-Law

Minors

Biology
Chemistry
Disaster Response and Coastal Studies
Physics
Psychology

TOUGALOO COLLEGE ADMISSION REQUIREMENTS

TRADITIONAL ADMISSION

First-Year Students

- Admission Application
- \$25.00 non-refundable application fee
- Official High School Transcript with evidence of a 2.00 grade point average
- SAT or ACT score

High School Requirements

Successful candidates will be expected to have completed (16) units of secondary school work divided in the following manner:

- Three units of English
- Two units of Biological and Physical Sciences
- Two units of Social Science or History
- Two units of Mathematics
- Seven units of electives

Home Schooled Requirements

- Admission Application
- \$25.00 non-refundable application fee
- Official High School Transcript with evidence of 2.00 grade point average
- SAT or ACT scores, if under 25 years of age
- Letter of reference
- High school equivalent transcript issued by agency, school, or individual overseeing the curriculum, including the date of graduation
- Academic portfolio
- Diploma or certificate of completion from Home Schooled Association
- Essay

Early Admission Applicants

- Admission Application
- \$25.00 non-refundable application fee
- High School juniors
- Official high school transcript with evidence of 3.00 grade point average
- SAT or ACT scores with evidence of 800 or score of 18

Dual Enrolled Students

- Admission Application
- \$25.00 non-refundable application fee
- High School juniors and seniors
- Official High School Transcript with evidence of 3.00 grade point average
- SAT or ACT scores with evidence of 800 or score of 18

G.E.D. Applicants

- Admission Application
- \$25.00 non-refundable application fee
- General Education Development (GED) test with a score of 45
- Essay

Transfer Students

- Admission Application
- \$25.00 non-refundable application fee
- Official College transcript(s) from all previous schools attended with evidence of a 2.00 grade point average

Please note: developmental and/or remedial classes are not transferable. Official high school transcripts are required only for students who are transferring with less than twenty four (24) credits from college. Transfer students must be in good standing at the last institution attended.

Readmitted Students

- Admission Application
- \$25.00 non-refundable application fee
- Official transcripts from other attending institutions with evidence of a 2.00 grade point average

NON-TRADITIONAL ADMISSION**International Students**

- International Application for Admission (incomplete applications will not be processed)
- \$25.00 non-refundable application fee
- Housing Application
- Medical Records
- Copies of Passport
- Official high school and/or college transcripts with evidence of a 2.00 grade point average
- Copy of ACT/SAT, TOEFL, IELTS, or STEP scores with acceptable passing scores; the acceptable scores for TOEFL are 500, paper; 173, computer; and 60, Internet. For the IELTS, the acceptable score is 5.0
- Apply for F-1 VISA

Contact the Center for International Studies & Global Change on campus at 601-977-7916.

Mature Adults

For admissions purposes, a mature adult may be defined as one who is older than the traditional undergraduate (25 and older) and who meets one or more of the following criteria: (1) the applicant is financially independent; (2) the applicant's primary responsibility is to duties other than being a student; (3) the applicant has not been regularly enrolled in an educational institution for three years or more.

- Admission Application
- \$25.00 non-refundable application fee
- Official transcript of all academic work completed
- Meet placement testing requirements

Veterans

For admissions purposes, a veteran may be defined as a current or former member of any branch of the U.S. Armed Services with twelve months (one year) or more of active duty served, and with no intervening college or university attendance since discharge from the service. The requirements below are applicable also to veteran dependents.

- Admission Application
- \$25.00 non-refundable application fee
- Official transcript of all academic work completed with evidence of a 2.00 grade point average
- Meet placement testing requirements
- Contact the veteran certifying official on campus in the Academic Records/Registrar's Office

ADMISSION AND APPLICATION INSTRUCTIONS

Step 1

Complete Admission Application

- Apply online at www.tougaloo.edu/admission/apply
- Request an application by calling 601-977-7768 or 1-844-4-THELOO (1-844-484-3566)
- Read the important application information and be aware of important dates and deadlines which may affect your application status.
- If you have questions completing your application, call Enrollment Services at 601-977-7768.

Step 2

Obtain Official Transcripts

- Official high school transcripts from every school attended are required. (Complete transcript request)
- Students with post-secondary course work must include college transcripts from every institution attended. (Complete transcript request)
- Students who have completed the GED should submit an official transcript with a minimum score of 45.

Step 3

Obtain Official ACT or SAT Results

Official ACT or SAT scores are required for admission to Tougaloo College. Scores appearing on your official high school transcript are acceptable. You can also request to have your test scores sent to Tougaloo College directly from the testing agencies. Transfer applicants who have earned less than 30 semester hours in college-level work must present a high school transcript and ACT/SAT scores.

Step 4

Complete Free Application for Federal Student Aid (FASFA)

Request a FASFA booklet from your high school guidance counselor or from the Financial Aid Office of the college you are currently attending. You may also go to www.fasfa.edu.gov to complete the application online, which will generate a Student Aid Report (SAR). Tougaloo College's code is **002439**. Priority deadline for new or transferring students is March 15th and April 15th for returning students. Contact the Office of Financial Aid to verify that all necessary documents have been received.

Step 5

Submit Application Fee and Required Documents

To apply for admission, submit your materials (application, official transcripts, official ACT or SAT test results), along with the nonrefundable \$25 application fee (check or money order made payable to Tougaloo College). Students submitting an application online may pay with Visa, MasterCard or American Express.

Step 6

Application Review

Your application will be reviewed for acceptance. All students must be admitted to Tougaloo College and accept their admission offer to receive financial aid and scholarships (fall deadline: May 1st, spring deadline: November 1st).

You will receive the following documents:

- Award Letter, Notification of Acceptance, and Housing and Medical Records forms.
- If any part of the award is rejected, you are required to return the original letter noting the award being rejected including your signature to the Office of Financial Aid, Tougaloo College, 500 West County Line Road, Tougaloo, MS 39174. If you have questions, call 601-977-7776.

Step 7

Accept your Admission

Upon receipt of your Notification of Acceptance, the following documents must also be submitted:

- Housing application including a \$50.00 non-refundable housing deposit (check or money order made payable to Tougaloo College). Mail deposit to Tougaloo College, Director of Residential Life, 500 West County Line Road, Tougaloo, MS 39174. Call 601-977-7819 to verify that your deposit has been received.
- Medical records. Mail records to Tougaloo College, Owens Health and Wellness Center, 500 West County Line Road, Tougaloo, MS 39174. Call 601-978-3095 if you have questions or need additional information.

IMPORTANT NUMBERS TO KNOW

Enrollment Services

Linda J. Daniels, Assistant Vice President
ldaniels@tougaloo.edu
601-977-4462

Academic Records

Carolyn Evans, Director of Academic Records/Registrar
cevens@tougaloo.edu
601-977-7764

Enrollment Services

Juno Leggette Jacobs, Ph.D., Director
jjacobs@tougaloo.edu
601-977-7765

Admission Counselors/Recruiters

James Louis (STEM Majors and Community Colleges)
jlouis@tougaloo.edu
601-977-6180

Doriecia Washington
dWASHINGTON@tougaloo.edu
601-977-7919

Joel Swan
jswan@tougaloo.edu
601-977-7771

Tommie Mabry
tmabry@tougaloo.edu
601-977-4481

Xavier Amos
xamos@tougaloo.edu
601-977-4512

Check Admission Status

Whitney Hunter, Coordinator of Enrollment and Data Operations
whunter@tougaloo.edu
601-977-7768
Toll Free: 1-844-4-THELOO Fax: 977-7739

Schedule A Tour/ Private Visit

LaQuanda Fields, Coordinator of Enrollment Management Activities
lfields@tougaloo.edu
601-977-7772

Financial Aid

Maria Thomas, Director
mthomas@tougaloo.edu
601-977-7769

Larry Terrance, Assistant Director
lterrance@tougaloo.edu
601-977-6134

Residential Life

Albert Goines, Director
agoines@tougaloo.edu
601-977-7819

Medical Records

Dominica Randle Sheriff, Office Manager
drandle@tougaloo.edu
601-977-6160



RECRUITERS ASSIGNED TERRITORIES AND COLLEGE DIVISIONS

James Louis, Coordinator of STEM Majors and Community College Recruitment (Recruiter for Division of Natural Sciences)

All Community Colleges

All STEM Focused High Schools

Xavier Amos, Admissions Counselor/Recruiter (Recruiter for the Division of Natural Sciences)

IN-STATE

Brandon High School
 Canton Academy
 Canton High School
 Christ Missionary & Industrial College (CMI)
 Crystal Springs High School
 Hillcrest Christian School
 Pine Belt Area (Includes Hattiesburg, Laurel, McComb, Columbia, Brookhaven)

Jackson Preparatory
 McLaurin Attendance Center
 Murrah High School
 Terry High School
 Velma Jackson High School
 Gulf Coast Area

OUT-OF-STATE

Connecticut
 Delaware
 Illinois
 Maryland

New Jersey
 New York
 Pennsylvania
 Rhode Island

Virginia
 Washington, D.C.
 West Virginia

Tommie Mabry, Admissions Counselor/Recruiter (Recruiter for the Division of Humanities)

IN-STATE

Florence High School
 Forest Hill High School
 Jim Hill High School
 Northwest Rankin High School

Pearl High School
 Pelahatchie High School
 Pisgah High School
 Puckett High School
 Raymond High School

Richland High School
 Richton High School
 Northeast Mississippi

OUT-OF-STATE

Alabama
 California
 Florida
 Georgia

Indiana
 Iowa
 Kansas
 Maine

Nevada
 Utah
 Vermont

Joel Swan, Admissions Counselor/Recruiter (Recruiter for the Division of Education)

IN-STATE

Career Development Center
Germantown High School
Hartfield Academy
Jackson Academy
Lanier High School
Madison Central High School
Mississippi Delta Area (Greenville/Greenwood)

Madison Ridgeland Academy
Piney Woods Country Life School
Rosa Fort High School
St. Andrew's Episcopal School
St. Joe Catholic School
Wingfield High School

OUT-OF-STATE

Arizona
Colorado
Louisiana
Massachusetts

Michigan
Minnesota
North Carolina
South Carolina

Ohio
Oklahoma
Wisconsin

Doriecia Washington, Admissions Counselor/Recruiter (Recruiter for the Division of Social Sciences)

IN-STATE

Academy Innovation
Callaway High School
Clinton Christian Academy
Clinton High School
Mt. Salus Christian School
Provine High School
Ridgeland High School
Vicksburg High School

Warren Central High School
Yazoo City High School
Yazoo County High School
Marshall County Area
Natchez Area
Prentiss Area

OUT-OF-STATE

Arkansas
Hawaii
Kentucky
Missouri

Montana
Nebraska
New Mexico
Oregon

North Dekota
South Dekota
Tennessee
Texas

TOUGALOO COLLEGE

ACADEMIC SCHOLARSHIPS FOR NEW STUDENTS

Presidential I and II Academic Scholarships

To qualify, the prospective student must submit the following documents:

- 1) Application for Admission
- 2) Official high school transcript
- 3) Official ACT or SAT score
- 4) Notification of Acceptance Form

Upon receipt of the acceptance letter, the student must submit the following:

- 1) Scholarship Application
- 2) Verification of Leadership or Work Experience (signature required)
- 3) Verification of Community or Volunteer Service (signature required)
- 4) Two Letters of Recommendation (*Letters of recommendation should provide specific insight into the applicant's personality and/or distinguishing characteristics and may be from a principal, instructor or counselor. Letters must be typed on letterhead with original signatures.*)
- 5) Medical records
- 6) Housing Deposit - \$50.00

PRESIDENTIAL I SCHOLARSHIP

Criteria: GPA \geq 3.50 ACT 27+ SAT 1220+	Award: Tuition, Fees, Room, Board, \$300 Book Voucher, Laptop	GPA Renewal: 3.50
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PRESIDENTIAL II SCHOLARSHIP

Criteria: GPA \geq 3.50 ACT 24-26 SAT 1100-1220	Award: Tuition, Fees, Room, Board, \$300 Book Voucher	GPA Renewal: 3.50
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PARTIAL SCHOLARSHIP (Application not required)

GPA	ACT	SAT	Award:	GPA Renewal:
3.49	24-36	1080	\$5,000	3.20
4.00	23	1050	\$5,000	3.20
3.50-3.99	23	1000	\$3,500	3.20
3.50-4.00	22	980	\$3,500	3.20
3.25-3.48	23-36	960	\$3,500	3.20
3.50-4.00	20-21	940	\$3,000	3.20
3.25-3.49	20-22	920	\$2,500	3.00
3.00-3.24	20-36	900	\$2,500	3.00
3.50-4.00	18-19	850	\$2,000	3.00
3.00-3.49	18-19	800	\$1,000	3.00

VALEDICTORIAN/SALUTATORIAN SCHOLARSHIP

Criteria: Class Valedictorian Class Salutatorian	Award: Tuition, Room, Board Tuition, Room, Board	GPA Renewal: 3.50 3.50
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NOTE: Scholarships are limited and very selective. Scholarship recipients are selected by a Scholarship Committee. If a scholarship offer is made, the award is contingent upon the grade point average and ACT/SAT score listed on the final submitted transcript.

TOUGALOO COLLEGE
ACADEMIC SCHOLARSHIPS FOR COMMUNITY COLLEGE TRANSFER STUDENTS

Transfer Presidential I and II Academic Scholarships

The prospective student must submit the following documents:

- 1) Application for Admission
- 2) Official transcript from an accredited community college
- 3) Notification of Acceptance Form

Upon receipt of the acceptance letter, the student must submit the following:

- 1) Scholarship Application
- 2) Verification of Leadership or Work Experience (signature required)
- 3) Verification of Community or Volunteer Service (signature required)
- 4) Two Letters of Recommendation (*Letters of recommendation should provide specific insight into the applicant's personality and/or distinguishing characteristics and may be from an instructor, advisor or counselor. Letters must be typed on letterhead with original signatures.*)
- 5) Housing Deposit - \$50.00.

TRANSFER PRESIDENTIAL I SCHOLARSHIP
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Criteria:	Award:	GPA Renewal: 3.80
GPA \geq 3.80	Tuition, Fees, Room, Board, \$300 Book Voucher, Laptop	

TRANSFER PRESIDENTIAL II SCHOLARSHIP

Criteria:	Award:	GPA Renewal: 3.50
GPA 3.50-3.79	Tuition, Fees, Room, Board, \$300 Book Voucher	

TRANSFER PARTIAL SCHOLARSHIP (Application not required)
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Criteria:	Award:	GPA Renewal: 3.00
GPA: 3.49-3.39	\$5,000.00	
GPA: 3.38-3.29	\$3,500.00	
GPA: 3.28-3.00	\$2,000.00	

NOTE: Scholarships are limited and very selective. Scholarship recipients are selected by a Scholarship Committee. If a scholarship offer is made, the award is contingent upon the final submitted transcript

EARLY ENTRY PROGRAMS

PRE-COLLEGE SCHOLARS

Students on the eleventh (11th) or twelfth (12th) grade levels may take college-level courses at Tougaloo College. The student must possess a “B” (3.00) average or better in an accredited high school curriculum, and a score of 18 or better on the enhanced ACT assessment or a score of eight hundred (800) or better on the SAT. A student is allowed to take up to 9 credit hours (freshmen courses only). If the student receives a scholarship offer from Tougaloo College, it cannot be used until the student has completed high school or successfully completed the eleventh (11th) grade.

EARLY ADMISSIONS

Students in the eleventh (11th) grade may apply for early admission to Tougaloo College and may be admitted as accelerated students upon completion of the 11th grade. To be considered for early admission, students must submit an official copy of their high school transcripts having earned a “B” (3.00) average or better in an accredited high school curriculum, and a score of 18 or better on the enhanced ACT assessment or a score of eight hundred (800) or better on the SAT.

PROVISIONAL ADMISSION

Applicant: Submit evidence of high school or college 2.00 cumulative grade point average

Students who do not meet the College’s admission requirements may appeal to the Admissions Committee. The students must submit three letters of recommendation from school or college officials where they matriculated. The committee reviews all cases and considers each on its own merit and then advises the Director of Enrollment Services of its disposition.

If provisional admission is granted, the provisional period is for one semester during which time the student’s academic progress is monitored by the Admissions Committee. The student will be required to meet with the Student Persistence to Academic Success Center –SASC (formerly Center for Student Advising & Retention/One-Stop Services-CSARS) located on the second floor in the Alumni House to discuss his/her plan for successfully completing the semester. Additionally, the student will also be required to meet with SASC twice a month.

**ALUMNI VOLUNTEER RECRUITMENT
PROGRAM GOALS**

RECRUITING FUNDAMENTALS

RECRUITMENT CYCLE

VOLUNTEER OPPORTUNITIES

ALUMNI VOLUNTEERS--TOUGALOO'S BEST RESOURCES!

Why has Tougaloo College decided to formalize and strengthen alumni recruitment efforts? Alumni volunteers recruiting efforts in the past, performed largely on an individual basis, have yielded success and signaled an untapped potential. Additionally, the competition for highly qualified college-bound young men is tougher than ever before. Many schools are channeling more and more resources toward recruiting. Faced with this level of competition and this environment, the entire Tougaloo family—alumni, parents, and friends of Tougaloo—must do its part to see that Tougaloo continues its role indefinitely.

The Alumni Volunteer Recruitment Program facilitates effective involvement in the student recruitment process.

Our efforts are directed towards providing alumni volunteers interested in recruiting young men with the tools necessary to accomplish a variety of recruitment activities easily and effectively. We want to integrate your efforts with the Office of Enrollment Services and provide you with several options for successful recruitment activities. We have four major goals for the program.

- **Support the recruiters in their efforts to utilize alumni in their recruitment functions.** By providing the recruiters with accurate, timely information on alumni in their travel areas who are willing to help, we can augment the work of the recruiters and make the entire recruitment team more effective.
- **Assist alumni chapters as they organize to perform recruitment work.** Our focus will be to assist volunteer groups, formal or informal, big or small, as they work to begin or strengthen systematic efforts to participate in any number of recruitment events.
- **Train alumni volunteers on the fundamentals of the recruitment process.** We want to ensure you have the training necessary to represent Tougaloo College in the best possible way. We do not want to tinker with your personal message—we simply want to give you some background on certain events and update your knowledge of Tougaloo as it is today.
- **Serve as a clearinghouse for information on effective recruitment.** We will serve as a clearinghouse for any pertinent information volunteers find helpful. We will make that information available to you in a timely manner.

RECRUITING FUNDAMENTALS

Prospect Management

The term prospect management sounds complex but in essence it's a very simple business concept used all the time. We want to focus our energy and resources on recruiting young people who are most likely to attend Tougaloo. We want to concentrate our efforts on this "most likely" group and lead them through the enrollment process. We don't want to waste our time on someone who isn't qualified or who point-blank tells us he/she is not interested in Tougaloo. In other words, a "No" is OK! It saves us time and effort.

Tougaloo, during the course of a recruiting year the Office of Enrollment Services must have an adequate prospect pool (recommended names) to yield a solid pool of applicants. We use a prospect management model to guide our action through the recruitment process. As those in the prospect

pool move from suspect (those interested) to applicant (those who apply) and so on, we do two separate but equally important things: we concentrate on those who become applicants and continue to fine-tune our approach to each particular student.

For example, let's say we receive an inquiry from a young woman who lives in Chicago. We will place her in the prospect database and begin a series of written and verbal communications with her. At some point, we may learn she is interested in the sciences. Almost immediately we will respond with information about our Pre-Med program. We will also update her file to reflect that information and pass her name on to the Dean of Natural Sciences. We will also recommend that she visit the campus and take the opportunity to talk to Natural Sciences faculty. We will also try to have an alumnus who is a practicing physician contact the prospect. This focused approach is efficient and demonstrates to the prospect that we are listening to her specific needs. In the same vein, if she were to tell us she is no longer interested, we would politely ask why (so we can become better in the future) and we then annotate her record. We would not want to continue to focus time and energy on her once he/she has told us not to do so.

As you can see, the prospect management system places great importance on developing a measure of each prospect's interest 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 judge the way forward and the level of interest.

Prospect Identification: Alumni can play a vital role in identification of young men and women who might fit the Tougaloo mold. While the Office of Enrollment Services has a number of tools to search for and identify prospects, none match the firsthand knowledge you may have. Because of your personal knowledge, you have the ability to expand the pool of prospects with highly promising candidates. Historically, alumni referrals apply for admission at a rate five to ten times higher than all other sources.

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

Art and Science Group 2000

Enrollment Services Staff Augmentation: Alumni play a key role in expanding Tougaloo's ability to reach into distant markets. It isn't a question of replacing a recruiter at an event—it's a matter of being there or not being there. When representing Tougaloo at a college fair or hosting a social function, you do not have to worry about performing as a recruiter. In fact, you will have the most impact if you identify yourself as an alumnus. Your visitors will not expect you to know everything there is to know about Tougaloo College admissions, but they will certainly appreciate your reflections on the Tougaloo experience.

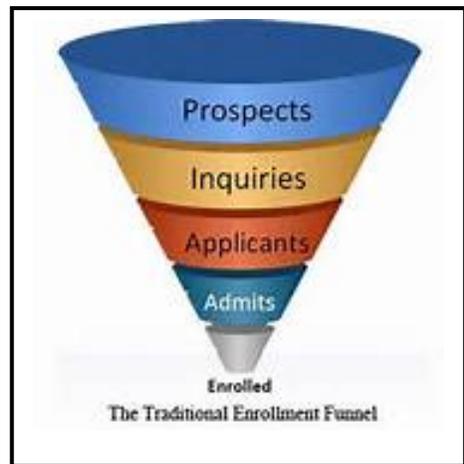
Personal Testimony: Increasingly, potential college students and their families view the Enrollment Services team as a sales force. The prospect and his/her family expect enrollment representatives to paint a rosy picture of the college they represent. Accordingly, they reserve judgment on a number of key issues. However, an alumnus can create a different feeling entirely. All the alumnus needs to do is relay the positive personal experiences he/she had at Tougaloo and explain how the liberal arts education provided the tools necessary to be successful in his/her career.

Seven Keys To Making Prospect Management Effective

- The campus visit is the only real predictor of enrollment.
- The only contacts that count are student initiated.
- Recruiters cannot manage all the inquiries they receive.
- Knowledge is power.
- We cannot rely on the recruiters alone to recruit students.
- Emphasis should be on customization as well as personalization.
- A single message is more effective than multiple messages.

RECRUITMENT CYCLE

In many ways the recruitment cycle gives the appearance of a long, drawn-out, rambling process. 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, will apply to several institutions and ultimately will **select** a school. From a student’s point of view, the process may at times be very haphazard and give every appearance of having no timelines, constraints, or end goal. However, from the college’s standpoint, the senior year is clearly divided into segments that define the major focus of our recruitment efforts.



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! This is a result of a number of factors: 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 Tougaloo is that the junior year can also be included in the prospect generation phase and **alumni are encouraged to refer juniors and even sophomores!**

The Recruitment Cycle

Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Identify and Qualify Prospects											
Generate Applications											
Congrats					Deposits					Congrats	

May 1st – National College Enrollment Deposit Day - the day by which all college bound seniors should decide where to enroll in the fall of 2014.

Prospect Generation Phase: During this phase, we want to identify those students who may be Tougaloo students. We can gain this information in any number of ways: students signal their interest in a liberal arts education; they are in a family with a Tougaloo heritage; they attend college fairs and ask for more information; or, they impress an alumnus enough that the alumnus refers them to the school. This phase 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 Tougaloo and “get the word **in**” about prospects. Typically, these activities include a comprehensive communication plan, recruiters visiting their high schools, college fairs, campus visitation days, campus tours, etc.

Prospect Qualification Phase: An important part of the recruitment process is the ongoing effort to identify prospects that are most likely to attend Tougaloo. For example, it is not unusual to start the year with 5,000 or more prospects as we seek to meet our application and enrollment goals. The quicker we can identify those prospects most likely to apply, the more effective we are in focusing our efforts on them. Activities during this period include personal calls by student callers, Enrollment Services staff and alumni, targeted mailings, etc.

Applicant Phase: This phase starts in earnest in the first semester of the senior year and, as such, overlaps with the prospect generation phase. The applicant phase continues through the middle of March. During the application phase, we are working with the prospect and his family to generate enough interest in Tougaloo for the student to take the next step and submit an application. At this juncture, our efforts directed towards the student are more personal. We want to determine exactly what the student’s interests are, what concerns his parents, etc. Our goal is to make Tougaloo one of the student’s top one or two choices. By far the most important thing to do during this phase is arrange for a campus visit. Typically, this will mean the student will probably apply. Other activities during this phase will continue to be campus visits, a targeted and focused mail plan, personal communication from Enrollment Services team members, faculty and alumni, home visits, etc. Again, what we have done is determine the prospects with the highest interest in Tougaloo and we have initiated a number of different, personal communication elements designed to build familiarity and comfort.

Admit Phase: During this phase, the student’s application is reviewed and evaluated for admission.

Confirmed/Deposit Phase: The confirmed/deposit phase is a financial commitment by the family to attend Tougaloo. In this phase, the family has typically selected Tougaloo as the college of their 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 of the senior year. Activities during this phase continue to be focused primarily on the student and his 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 works extremely hard to make sure the family has every option available to them. Admissions efforts during this period center on personalized communication and include information about majors and career options, reinforcement literature, scholarship awards, etc.

Matriculate (Enrolled) Phase: The new students are on their way! One of the nicest ways to congratulate Tougaloo's newest class is a send-off social (summer) or accepted student reception (spring). 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 Tougaloo family. While the new class is on the way, it doesn't mean our efforts are over. In fact, our new class will continue to receive that special personal attention throughout their time at Tougaloo. (Once we get them here we want to make sure they stay and graduate.) Remember that Tougaloo 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.

ALUMNI VOLUNTEER OPPORTUNITIES

You are the heart and soul of the Tougaloo alumni recruitment program. For the program to reach its full potential, we ask alumni to be active participants in a variety of recruitment activities:

College Information Programs: Many high schools, school districts, educational associations and community organizations schedule college information programs. The purpose of these programs is to give families the opportunity to collect a large amount of information about a number of colleges in a relatively short amount of time. 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 the 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: The fair is the most common information program. Some of the fairs are sponsored by the Mississippi Association of Collegiate Registrars and Admissions Officers (MACRAO), National Association for College Admission Counseling (NACAC), etc. Typically, each college or university will provide families with information on admissions and the institution including such things as majors, student life, financial aid, sports, and facilities. Our goal is to provide the family with enough information to generate interest in Tougaloo and also **to get the student to fill out an application**. The application 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 Tougaloo apart immediately from other institutions. The **Procedures** section of this manual contains steps for representing the College at a college fair.

Classroom Presentations: Another type of program is the formal classroom presentation. Normally these are done in simultaneous sessions with presentations by several divisions. 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 recruiters normally handle classroom presentations. The **Procedures** section of this manual contains an outline for making a classroom presentation.

Working with High School Staffs: High school counselors are very busy people in this day and age. Most of their time is taken up doing things other than counseling students about college. As a result, they often have little time to sit down and 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 Leagues. 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 Tougaloo College onto their radar screen. That sounds simple; however, there isn't a guaranteed way to accomplish this feat.**

The most effective way to raise Tougaloo 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 Tougaloo and, more importantly, offer to help them with their students by being a ready Tougaloo reference and possibly a spokesman 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 Tougaloo 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. Often, because of their positions, administrators, teachers and coaches may be easier to communicate with than their counterparts in the counseling office. However, their ability to spend time with students may be just as limited as the counselors. 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 recruiter 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. That personal attention component doesn't change because you, as an alumnus, are in the process. For you to have the fullest impact on a prospect or his 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. It will also "distance" you from any consideration as a college "salesman."

Phone Calls (Phon-a-thon): Personal meetings with prospects are great...but you may not have the opportunity or time to do that with prospects in your area. Today's typical high school student is continuously on the go and we know you are extremely busy as well. The "next best thing" is a telephone call to the prospect or his/her parents. Obviously, each call will have an objective or set of objectives. On every call, there should be some measurement of the prospect's interest in Tougaloo and some level of agreement on what should be the next step in the process. Objectives will also be linked to the recruitment cycle and the student's progress in the cycle. For example, an October call would probably suggest a campus visit or an application. You do not have to worry about what the objectives of the phone calls will be because your recruiter will provide you with all that information. The **Procedures** section of this manual contains instructions on completing phone calls. These

include two 30-second “commercials” on Tougaloo College, Calling Do’s and Don’ts, ten icebreakers, outlines for five different types of calls (including talking to parents), and a call report form. **Use the call report form to relay important information to the Office of Enrollment Services.**

Letters: A personal letter can be a very effective method for communication. Some research suggests that college prospects read only about 50% of the information they receive in the mail. They see the envelope from the college and, unless they are waiting to see if they have been accepted, the chances are it will sit on the dresser unopened, or worse, it goes directly into the wastebasket! However, a letter from an alumnus will probably make it through this screening process. There are two distinct advantages to sending a personal letter. First, you can pick the time you want to complete the correspondence. Second, a personal letter on your Chapter’s stationery sends a strong message that the College has played an integral part in your success. The one disadvantage is the same for any form of communication lacking a direct contact – you have to work to get feedback from the prospect. 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 Tougaloo event. Another option is a letter encouraging the prospect to apply or send a deposit.

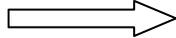
Handwritten Notes: A handwritten note can be a very powerful tool. They communicate a very personal interest in the prospect. Handwritten notes are usually very short and sweet. They work best for congratulating the prospect on applying, a scholarship award, deciding to enroll, etc. Just like the personal letter from you, a handwritten note will usually be opened and will certainly be a positive motivation to the student. The **Procedures** section of this manual contains some samples of personal letters.

Student Receptions: One very effective way to tell the Tougaloo story is to get families to attend special receptions (“Prospective” or “Accepted” Student). These are essentially social gatherings designed to tell prospects and their families about Tougaloo in a formal atmosphere. Typically, these programs are held in a local hotel, restaurant or club. Light refreshments are served and a program including presentations by college representatives, alumni and current students from the local area is held. This gives the entire family a perspective on the special nature of Tougaloo College. After the presentations, many families will stay to discuss Tougaloo in more detail or to ask specific questions. These receptions are held jointly organized by alumni in the local area and the Office of Enrollment Services. Prospective Student Receptions are typically held in the fall for high school seniors and their families. Accepted Student Receptions are typically held in the spring to get the admitted student to commit to make the deposit. The **Procedures** section contains guidelines for hosting a reception.

Career Days: Career Days offer another forum for informing families about Tougaloo College and the effect a Tougaloo education has on a career. These events can have a tremendous impact on families. First, they serve to demonstrate the multitude of successful careers enjoyed by our alumni. Just as important, the events also serve to alleviate the concerns some people have over the perceived increased need for the student to have specialized training. The subconscious message we want to send is, quite simply, that the Tougaloo liberal arts education serves you well regardless of the direction your professional life takes.

Summer Send-off Socials: Summer send-off 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 as well as returning students. As alumni, you are sending both groups of students off to another great year at Tougaloo. These events can also serve as a great recruiting event for rising high school seniors. 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.

The following actions/events below are designed to give you an understanding of the different ways you can help recruit students. This list is not all-inclusive.

Recruitment Phases 	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	Identify and determine interest of prospects											
	Generate applications						Generate deposits					
	Matriculate Phase (Congratulations) 											
Refer prospective students	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Attend college fairs and information programs		◆	◆	◆	◆	◆	◆	◆	◆			
Interact with local high school counselors, administrators and teachers		◆	◆	◆	◆	◆	◆	◆	◆	◆		
Contact senior prospects identified		◆	◆	◆	◆	◆	◆	◆				
Host/participate in prospective student receptions		◆	◆	◆	◆	◆	◆	◆				
Contact prospects who have applied			◆	◆	◆	◆	◆	◆	◆			
Contact admitted students					◆	◆	◆	◆	◆			
Host/participate in Admitted student receptions						◆	◆	◆	◆			
Host/participate summer send-off socials	◆											◆

PROCEDURES AND FORMS



RECRUITMENT DOS AND DON'TS

DO'S

- Be friendly, attentive, and smile. The best thing you can do is to convey your enthusiasm for Tougaloo with those who you talk to. They are more apt to remember an impression of Tougaloo than the details you discuss.
- Enjoy the fact that you are sharing your alma mater with prospective students and their families. Stress your feelings about the college and the preparation it provided for your life right now.
- Realize that Tougaloo is not for everyone.
- Realize that the way you represent yourself is the way you are representing Tougaloo College. You **are** Tougaloo College in the eyes of the students and their families.
- Know the basics (admissions requirements, costs, facts).
- Make sure the students and the families know you are an alumni representative.
- Make sure that if you say you will get back to someone that you do.
- Dress professionally when representing Tougaloo. Business casual attire is appropriate.

DON'TS

- Don't be afraid to say you don't know the answer to a question. Have the student contact the Office of Enrollment Services or the specific division/department directly.
- Don't say negative things about other institutions. Discuss Tougaloo's strengths, not other schools' perceived weaknesses.
- Don't guarantee admission, or even speak to specific possibilities. Only the Office of Enrollment Services can make admissions decisions.
- Don't use a specific student as an example. All conversations about Enrollment Services must remain confidential.

INTERACTING WITH PROSPECTIVE STUDENTS AND THEIR FAMILIES

It is important to remember that the impression a student or family gets when speaking with you is probably their first impression of the college. It is our goal to provide the most accurate information possible so that the students and their families will be able to make an informed decision about which college or university to attend. Tougaloo College has a great deal to offer students, but Tougaloo may not be right for everyone. Keep in mind that we are looking for students with the proper preparation to succeed at Tougaloo. Visiting the campus should be **strongly** encouraged!

TIPS ON INTERACTING WITH FAMILIES

- Answer *their* questions. Stay focused on their interests.
- Be approachable. It is easier to talk to people who look like they're enjoying themselves. A smile and a handshake may help make them feel more comfortable.
- Establish eye contact. Make students and family members feel like you are talking to them, not a large group.
- Be honest. Do not tell a student or parent what you think they want to hear. Accuracy is a must!
- Make each person attending feel important and have fun!



TOUGALOO COLLEGE 30-SECOND COMMERCIALS

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

Commercial #1

Tougaloo College is a small, liberal arts college located in Tougaloo, Mississippi. Tougaloo is primarily recognized nationally in two areas: (1) Graduates earning their Ph.D.s in the science and engineering disciplines and graduating females with undergraduate degrees in the physical sciences, and (2) in terms of affordability the *Princeton Review* and *U.S. News and World Report* consistently ranking Tougaloo College as one of the “Best Colleges in the Southeast.” The three largest professions our graduates enter are medicine, law and education. We also offer over 50 student organized clubs. Does any of this interest you?"

Commercial #2

Tougaloo College, a liberal arts institution, is an enduring and nurturing community that values lifelong learning. Our trademarks are academic excellence and social commitment. Tougaloo College offers an undergraduate curriculum designed to encourage students to apply critical thought to all areas of life; to acquire a basic knowledge of the humanities, natural sciences, social sciences, and education; to develop skills required in selected professions. We prepare our students to produce the “next new idea” and to become the servant-leaders that will effect order and change in a global society by incorporating new technologies, practices and knowledge into our teaching, service and research. Does this sound interesting to you?" Tougaloo means success.

SCHOLARSHIP RESOURCES

(These sites are being provided for resource purposes only).

Black College Dollars
www.blackcollegedollars.com/

College Funds
<http://www.collegefunds.net/>

College Xpress
www.collegeexpress.com/

Eunice Turner Foundation
www.euniceturner.org/

FastWeb Scholarship Search
www.fastweb.com/

FindTuition
<http://www.findtuition.com/>

Free Application for Student Aid
www.fafsa.ed.gov

Federal Department of Education,
Student Financial Assistance Programs
www.ed.gov/finaid.html

Magic Johnson Foundation
<http://www.magicjohnson.org/>

Mississippi Scholarships
<http://www.naas.org/>

Mississippi Student Financial Aid
www.mississippi.edu/ihl

My Free Degree
www.myfreedegree.com/

Sallie Mae Fund
www.salliemafund.org/

Scholarship America
www.scholarshipamerica.org/

Scholarship Guidance
www.scholarshipguidance.com/

Student Scholarships
<http://www.studentscholarships.org/>

The Financial Aid Information Page
www.finaid.org/

The U.S. Department of Education
Student Aid Programs
www.studentaid.ed.gov/

United Negro College Fund
uncf.org/



Tougaloo College

Where History Meets the Future

PHONE CALLING TIPS

1. Review admissions materials and calling script before dialing the number.
2. Identify yourself as a Tougaloo alumnus and state the purpose of your call.
3. Try to make the student as comfortable as possible. Serve as a helper, not a salesman!
4. Let the student do most of the talking but note the student's academic, sports, and extracurricular interests.
5. Document any information that might be of value to you or the Office of Enrollment Services.
6. Ask if there are any questions about Tougaloo that you can answer.

Ten Ice Breaking Lines

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

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 p.m.
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 Tougaloo or promise to get the answers.

Pre-call Preparation:

1. Review the prospect's information supplied by the Office of Enrollment Services.
(Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Tougaloo commercial handy.
3. Complete the call report.

Call format:

1. Introduce yourself. Mention you are a Tougaloo alumnus.
2. Ask if this is a good time to discuss their college search.
3. What does the prospect know about Tougaloo?
4. What does the prospect want to do? (Desired outcomes of his/her education.)
5. Judge the prospect's level of interest in Tougaloo on a 1 to 10 scale (1 not interested at all and 10 is a very interested student ready to mail the application).
6. **Encourage the student to visit campus and apply.**
7. Come to some agreement with the student about what he would like for you to do next: Schedule a visit? Get in touch with a professor? Send an application? This makes a subsequent call from you much easier.

Post-call format:

1. Complete the call report and e-mail it in as soon as possible.
2. Let the Office of Enrollment Services know if the call results in something unique.

Calling an Applicant (Student who 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 alumnus and applicant.
2. Encourage the applicant to attend High School Day (October), file the necessary financial aid paperwork and apply for scholarships
3. Answer any questions about Tougaloo.

Pre-call Preparation:

1. Review the prospect's information supplied by the Office of Enrollment Services. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Tougaloo commercial handy.
3. Complete the call report.

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 college search.
3. Discuss upcoming events provided by the Office of Enrollment Services.
4. Remind the applicant to complete the **FAFSA** (Free Application for Federal Student Aid). (The College will mail a complete packet of information on financial aid to each applicant.)
5. Judge the prospect's level of interest in Tougaloo on a 1 to 10 scale (1 is somewhat interested and 10 is very interested).
6. Come to some agreement with the student about what 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.

Calling an Accepted Student (Encouraging student to confirm and 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 Tougaloo College and mail a deposit to reserve a place in the entering class.
3. Answer any questions about Tougaloo.

Pre-call Preparation:

1. Review the prospect's information supplied by the Office of Enrollment Services. (Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Tougaloo commercial handy.
3. Complete the call report.

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 college search.
3. Discuss his position with regard to selecting a school. Find out if Tougaloo is the top choice or if the student is leaning toward another school.
4. If the applicant is leaning toward another school, try to determine what the influencing factor(s) are. Judge the prospect's level of interest in Tougaloo on a 1 to 10 scale (1 is the prospect expressing difficulty in paying the deposit and 10 is a student ready to mail the deposit).
5. Come to some agreement with the student about what he would like for you to do next: Mail additional information? Stop hearing from us? Have a faculty member, recruiter, or financial aid director call?

Post-call format:

1. Complete the call report and mail it in as soon as possible to the Office of Enrollment Services.
2. Let the Office of Enrollment Services know if the call results in something unique.

Calling a Confirmed Students (Offer Congratulations)

(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 alumnus and new Tougaloo student!
2. Congratulate the student on selecting Tougaloo.
3. Answer any questions about Tougaloo.

Pre-call Preparation:

1. Review the prospect's information supplied by the Office of Enrollment Services.
(Student's academic and career interests, sports interests, extracurricular interests, etc.)
2. Have your 30-second Tougaloo commercial handy.
3. Complete the call report.

Call format:

1. Reintroduce yourself. Try to make a linkage to your last contact.
2. Tell the student "Congratulations" and offer to be a contact.
3. Offer to answer any questions for 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 and mail call report as soon as possible to the Office of Enrollment Services.
2. Let the Office of Enrollment Services know if the call results in something unique.
3. Include the student and his family in any subsequent Tougaloo events in the local area.

Calling Parents

(These calls most often occur when you have attempted to reach the prospect and he/she 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 children. 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 child's education as an investment. From that standpoint they are interested in real cost and value. Additionally, they want to know that their child is entering into a **safe environment** and **one conducive to supporting his/her quest for an education**.

Pre-call:

1. Review the prospect's information supplied by the Office of Enrollment Services.
2. Have your 30-second Tougaloo 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 Tougaloo's Office of Financial Aid. Do **not** make any promises or attempt to get personal information.
4. Invite the family to any recruitment functions.

Post-call format:

1. Complete the call report and mail it in as soon as possible.
2. Let the Office of Enrollment Management know if the call results in something unique.



STUDENT CALL REPORT

Prospect Name _____ Date _____

Alumni Caller _____

Purpose of Call

- Initial prospect call Call to applicant Urging an applicant to deposit
 Congratulatory call Talk to parents Other

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 |
| <input type="checkbox"/> |

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

- | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="checkbox"/> |

Feedback for the Office of Enrollment Services:

Follow-up needed: Yes No

Follow-up action required:

Mail or email the Student Call Report Form to:
 Juno Leggette Jacobs, Ph.D.
 Office of Enrollment Services
 Tougaloo College
 500 West County Line Road
 Tougaloo, MS 39174
 jjacobs@tougaloo.edu



ALUMNI VOLUNTEER INTEREST FORM

Alumni volunteers are an integral part of Tougaloo College’s recruitment of prospective students. Please take this opportunity and respond to the following inquiry form. This gives us an opportunity to get to know a little about you, as you partner with the Office of Enrollment Services in our recruitment of the best and the brightest.

Name: _____ Class Year: _____

Relationship to Tougaloo: Alumni Individual Alumni Friend

Alumni Chapter _____

Preferred Email:

Preferred Telephone:

Address:

Please note that this address will be used to send recruitment materials, if necessary.

Volunteer Interest

Please indicate the activities in which you are willing to participate (check all that apply):

- Refer students to Tougaloo College.
- Represent Tougaloo College at college fairs or other recruitment events.
- Contact selected prospective students.
- Contact admitted students.
- Contact confirmed students.
- Host a reception (e.g., Prospective Students, Accepted Students, Student Send-Offs).
- Participate in High School Day or Annual Round Up.

Mail or email the Alumni Recruitment Volunteer Interest Form to:

Juno Leggette Jacobs, Ph.D.
Office of Enrollment Services
Tougaloo College
500 West County Line Road
Tougaloo, MS 39174
jjacobs@tougaloo.edu



Tougaloo College

Where History Meets the Future

REFER A STUDENT

Alumni volunteers are in a unique position to help spread the word about Tougaloo College! Your experiences and stories can bring the campus to life better than our most well-designed literature. We would like to extend to you the opportunity to participate in our Alumni Student Referral Program. If you know a student who wants to attend college, we would love to know more about that student! Simply provide us with the information and we will contact him or her.

Disclaimer: By submitting this form, you understand that a representative from Enrollment Services will contact the student.

Prospective Student's Name _____

Gender Male Female Possible

Major _____

Address _____
City _____ State _____ Zip _____

High School _____ High School Graduation Year _____

High School Address _____

Telephone _____ Email _____

Is this a legacy student? Yes No If legacy student, who graduated for Tougaloo?

Father/Legal Guardian Mother/Legal Guardian Grandfather Grandmother

You are an: Alumni Individual Alumni Chapter Representative Tougaloo Friend

Name _____ Class Year _____

Chapter Name _____

Email _____ Telephone _____

Mail or email the Student Referral Form to:

Juno Leggette Jacobs, Ph.D.
Office of Enrollment Services
Tougaloo College
500 West County Line Road
Tougaloo, MS 39174
jjacobs@tougaloo.edu



RECRUITMENT ACTIVITY REPORT

For work associated with the Alumni Volunteer Recruitment Program, please use this Recruitment Activity Report form below to confirm that prospective student contact assignments have been completed or that college fairs have been covered. Thank you for all you do to help recruit students to Tougaloo College.

Name: _____

Preferred Email: _____

CONTACT WITH A PROSPECTIVE STUDENT

Prospective Student Name: _____

Date of Contact: _____

How did you contact the prospective student?

Letter Email Phone Personal Visit Other

Comments, feedback that might be helpful to Enrollment Services:

COLLEGE FAIR

College Fair Program _____

College Fair Location _____

College Fair Date _____

How many inquiry cards and/or applications were completed? _____

Comments, feedback that might be helpful to Enrollment Services:

Mail or email the Recruitment Activity Form to:
Juno Leggette Jacobs, Ph.D.
Office of Enrollment Services
Tougaloo College
500 West County Line Road
Tougaloo, MS 39174
jjacobs@tougaloo.edu



COLLEGE FAIR GUIDE

A college fair is a gathering of many colleges and universities, creating a space for students and parents to meet with college representatives.

Tougaloo College receives invitations to hundreds of college fairs annually. Admissions counselors/recruiters attend some fairs when they travel, but there are too many fairs for them to attend every fair. We need alumni volunteers to cover some fairs and to share the Tougaloo story with prospective students.

Before the fair starts...

Please look over the materials we send you before going to the fair. We encourage you to arrive about 30 minutes before the start of the fair to set up your table. There is no “correct” way to do this; just make it appealing to the eye. While you will not receive lots of materials to be distributed, it is important to familiarize yourself with the information that you do have.

Try to arrive at the college fair early so you have time to set up your table. If there are refreshments provided by the organizing institution, please help yourself.

Remember...

There is no guarantee that you will be busy at the fair. One of our admissions counselors/recruiters felt that Tougaloo should be represented at the fair. It is possible that few students will have heard of Tougaloo; for these students, simply telling them about what we have to offer is the way to get Tougaloo’s name out there.

For students who know about Tougaloo, please try to answer any and all of their questions as best you can. The most important thing is to have interested students complete an inquiry card. When this card is returned to our office, the student’s information is entered into our database and they are added to the mailing list. While students can do this online as well, having the completed cards also gives us a sense of how many students are being seen at these fairs.

When the fair is over...

After the fair has ended, we ask that you do one simple thing: please use the enclosed business reply envelope to return the completed applications, and the fair evaluation form to us. If there are materials left over, please keep them to use at the next fair you attend. If you have questions, please contact Juno Leggette Jacobs at 601-977-7765 or jjacobs@tougaloo.edu.



COLLEGE FAIR EVALUATION FORM

Thank you for representing Tougaloo College. Please complete and return this evaluation to the Office of Enrollment Services. Your feedback is important for future planning!

Name of Event _____ Date _____

Address _____

City _____ State _____ ZIP _____

Did you encounter any problems during check-in at the fair? Yes ___ No ___

If yes, please explain: _____

Approximate number of other universities participating in the fair _____

Approximate number (total) of students/parents attending _____ / _____

Approximate number (total) of students/parents you spoke with _____ / _____

Approximate number (total) of applications completed _____

For Future Planning:

1. Were the materials you received adequate for the fair? Yes ___ No ___
2. What other information would have been helpful?
3. Would you recommend attending this event/fair next year? Yes ___ No ___
4. Considering space available, do we need additional representatives at this event/fair next year? Yes ___ No ___ If Yes, how many? _____
5. Suggestions and comments about the event/fair:

Mail or email the College Fair Evaluation Form to:

Juno Leggette Jacobs, Ph.D.
Office of Enrollment Services
Tougaloo College
500 West County Line Road
Tougaloo, MS 39174
jjacobs@tougaloo.edu



STUDENT RECEPTIONS PLANNING TIMELINE

This timeline provides you with a checklist that will help you plan the **Prospective Student Reception** or **Accepted Student Reception** without forgetting the most important details. Keep in mind however, this is meant only as a general guideline, which means it can be modified to include additional and revised steps unique to your event. **Good Luck and Enjoy!**

ACTION ITEM	RESPONSIBLE PARTIES	TIMELINE
✓ Select reception date	-Alumni Chapter Coordinator in collaboration with the Office of Enrollment Services	2-6 months before reception
✓ Create program and secure program participants	-Alumni Chapter Coordinator in collaboration with the Office of Enrollment Services	3-5 months before reception
✓ Contact area high school counselor(s)	-Office of Enrollment Services	3 months before reception
✓ Contact area students and community through announcements	-Alumni Chapter Coordinator	3 months before reception
✓ Provide Chapter with list of students who have applied from their area	-Office of Enrollment Services	2 months before reception
✓ Mail invitations to students and community	-Alumni Chapter Coordinator	1 month before reception
✓ Provide college materials	-Office of Enrollment Services	Day of reception
✓ Provide sign-in sheet	-Office of Enrollment Services	Day of reception
✓ Provide refreshments	-Alumni Chapter	Day of reception
✓ Provide name tags	--Alumni Chapter Coordinator	Day of reception



STUDENT RECEPTIONS PLANNING LOGISTICS GUIDE

RECEPTION FACILITY

- If possible, reception facility should be chosen to impress attendees.
- The room should be able to accommodate speakers and guests comfortably.
- If the facility is difficult to locate, directions should accompany invitation.
- Tables should be provided for refreshments and College materials.
- Consider posting signs, balloons and/or volunteers outside to help attendees find the facility without problems.

PROGRAM

- The program should last no more than 1 hour and 30 minutes.
- The program must start on time.
- All program participants should stay within their allotted time to give adequate time for student and parent to ask questions.
- All program participants should arrive 30-40 minutes early for a program overview.
- An example of the program's flow should be:

6:30 – 6:55	Registration, Application Completion, Mixing & Mingling
6:55 – 7:00	Welcome
7:00 – 7:05	Invocation
7:05 – 7:10	Introductions of College Representatives
7:10 – 7:30	College Recruitment Presentation & Financial Aid Information
7:30 – 7:45	Student Life at Tougaloo College
7:45 – 7:50	Introduction of Alumni Chapter Members
7:50 – 8:00	Questions & Answers
	Adjournment

COMMITTEE

- A chair or coordinator should be selected for the planning committee.
- Sub-committee chairs should be selected for the following committees:
 - Refreshments
 - Set-up/Clean-up
 - Registration
 - Publicity
 - Invitations & Programs

PROSPECTIVE STUDENT & PARENT ATTENDEES

- The invitation to the students should request that the students bring **TRANSCRIPTS** and **ACT or SAT SCORES, if available**, to complete applications on site.
- A total student and parent count should be completed and provided to the Office of Enrollment Services, if possible at least 1 week before the reception to ensure that adequate applications and cultivation materials will be on hand.
- Follow-up calls to students and parents may be necessary for maximum participation.

ANNOUNCEMENTS

- Announcements should be made using local radio stations and newspapers (ask to have them run as PSAs or public service announcements to avoid cost).
- Make sure that announcements are checked thoroughly for accuracy.
- Solicit participation from area churches to assist with student and parent participation and announcements.
- When making announcements, make sure to include the following:
 - ✓ Type of event
 - ✓ Location (including building, room name, address and special directions, if necessary)
 - ✓ Date (day of the week, month, date and year)
 - ✓ Contact person and contact number)

SPONSORSHIP

- Identify businesses and corporations to sponsor mailings, refreshments and facility rental.
- Publicly recognize sponsors during the reception (invite them to attend as special guests when possible).

REGISTRATION

- The registration table should be set-up well in advance of the arrival of the students and parents.
- Depending on the number of invited guests, it may be necessary to have 2 registration tables.

SET-UP

- All program participants should indicate in advance if special set-up is needed.
- The facility should be checked hours in advance of the reception to ensure that all set-ups are correct and that all equipment is in working order (If possible, some facilities may need to be checked 1 day before to ensure that incorrect set-up can be corrected in ample time).
- The facility should be set-up at least an hour before the reception.
- To save time, it might be necessary to have programs placed in chairs prior to the arrival of students and parents.

EVALUATION

- The Chapter should conduct evaluations after the reception to evaluate the effectiveness of the services provided to the attendees.

SAMPLE STUDENT RECEPTION INVITATION LETTER

Tougaloo College AYX Alumni Chapter
Post Office Box 123
Tougaloo, MS 39174

October 24, 2013

Mr. Terrance Young
789 Main Street
Jackson, MS 39201

Dear Mr. Young,

You and your parents are cordially invited to attend the Tougaloo College XYZ Alumni Chapter's "5th Annual High School Student Reception" on Thursday, November 6, 2003, 6:30-8:00 p.m. at the Hilton Hotel of Jackson, 1001 East County Line Road, Jackson, MS.

This special event is designed for academically talented students like you to discover the educational opportunities awaiting you at Tougaloo College. Our knowledgeable recruitment, admissions and financial aid staff will be on hand to assist and provide information about steps to Tougaloo. Also attending will be some of our current students from your area to share their "Tougaloo Experiences."

Please do not miss this opportunity to find out firsthand why "Choosy Students Choose Tougaloo College."

If you have any questions, please contact me at 601-345-2186 or marysmith2@yahoo.com. You may also contact Tougaloo College directly at 1-888-42GALOO or www.tougaloo.edu.

Sincerely,

Mary Smith
XYZ Alumni Chapter President

P.S. Please bring your official high school transcript and ACT or SAT score results to accompany the application you will complete on site. Please return the enclosed reply card to confirm your attendance.

SAMPLE STUDENT RECEPTIONS INVITATION

The Tougaloo College XYZ Alumni Chapter

Invites you and your parent(s) to its

5th Annual High School Student Reception

Thursday, November 6, 2003

Hilton Hotel of Jackson

1001 East County Line Road

Jackson, Mississippi

6:30 – 8:30 p.m.

REPLY CARD

Tougaloo College XYZ Alumni Chapter's
5th Annual High School Student Reception

Thursday, November 6, 2013

Hilton Hotel of Jackson

1001 East County Line Road

Jackson, Mississippi

Yes! I will attend

(Please Print)

Name _____

Telephone _____

Cell _____

Email _____

There will be _____ people in my party (including myself)

SAMPLE STUDENT RECEPTION PROGRAM

Registration, Application Completion & Mix & Mingle

Welcome.....XYZ Alumni Chapter President

Invocation.....XYZ Alumni Chapter Chaplain

Introduction of College Representatives.....XYZ Alumni Chapter Vice President

Steps to Tougaloo.....Director of Enrollment Services

The Financial Aid Process.....Director of Financial Aid

Student Life at Tougaloo.....Area Tougaloo College Students

Introduction of XYZ Alumni Chapter Members.....XYZ Alumni Chapter President

Questions & Answers

Adjournment

STUDENT RECEPTIONS EVENT CHECK-LIST

- Printed Invitations w/reply-cards & envelopes
- Stamps for mailing
- Printed Programs
- Name Badges
- Microphone (if necessary)
- _____ # of Tables
- Sign-In Sheets
- Pens
- Refreshment necessities
 - Cups
 - Plates
 - Napkins
 - Forks
 - Spoons
 - Tablecloths
- Signs
- Balloons
- Extension Cords
- Trash Cans
- Camera

STUDENT RECEPTION EVALUATION FORM

In your opinion, did the event fulfill its goals and objectives? Yes No

If no, why not? _____

Were the presentations informative? Yes No

Which presentations were most useful to you? _____

Which presentations were least useful to you? _____

Were there any areas that needed improvement? Yes No

If yes, please list: _____

Are there any concerns regarding the reception process that you would like to share?

Yes No If yes, please list: _____

What is your overall rating of the event?

1-Poor 2-Fair 3-Good 4-Excellent

Mail or email the Evaluation Form to:
Juno Leggette Jacobs, Ph.D.
Office of Enrollment Services
Tougaloo College
500 West County Line Road
Tougaloo, MS 39174
jjacobs@tougaloo.edu

HOSTING A STUDENT SEND-OFF SOCIAL

During the summer, we need alumni chapters to host a Student Send-Off event for incoming freshmen students, returning students and parents, and local alumni. This can be very productive in bringing together students, families, and alumni in their home area, and reinforces the decision made by students and their parents to attend Tougaloo. It is important to give the proper message and signals at your meeting. The goal of the Send-Off is to help each student have a positive experience at Tougaloo starting in their home community.

THINGS TO DO

- On the invitation, encourage parents to attend. (The Office of Enrollment Services will provide the chapter with the names.)
- Give good directions.
- Include a contact telephone number and name for questions.
- Encourage attendance by reducing the formality of the event (e.g. Drop by and see us from 6 to 8 pm).
- Have a name tag table and two greeters to welcome guests.
- Design event activities to include all guests.
- Design activities with the social aspect in mind. Let people mingle.
- Encourage the new and returning students (if space permits) to meet. (These names and addresses can be obtained from the Office of Enrollment Services.)
- Make everyone feel welcome and comfortable.
- Make it a free event - invite the students and parents as your guests.

THINGS NOT TO DO

- Avoid portraying (on the invitation or at the event) the image of the college as a “party school.” While there are ample social opportunities, the academic mission should be displayed first and foremost.
- Don’t plan a formal program for this event. A brief welcome is sufficient.
- Avoid trying to answer questions about Tougaloo that would best be answered by a member of the college staff. Sometimes an Enrollment Services representative will be at the Send-Off; otherwise, encourage students to contact the Office of Enrollment Services for answers to specific questions.
- Plan the event at the same time as a significant community event.

PROGRAM IDEAS

- Cookout
- Picnic
- Breakfast/Brunch
- Pizza Party *...or whatever would work best in your community*

If you are interested in hosting a Student Send-off, contact Dr. Juno Leggette Jacobs in the Office of Enrollment Services at 601-977-7765 or jjacobs@tougaloo.edu. Alumni Chapters hosting a Student Send-off will receive a packet from the Office of Enrollment Services to share with new students including a few give away items, etc.

SAMPLE SEND-OFF INVITATION

- Who:** The XYZ Alumni Chapter invites you and your parents to meet alumni and other students in the Happy area who will be, or are attending Tougaloo.
- What:** A cookout
- When:** Saturday, August 15
12 noon-2 pm (lunch, announcements, and introductions)
- Where:** Happy Park at 400 South Happy Street, Happy, MS

Tougaloo College XYZ Alumni Chapter's
Annual Student Send-Off
Thursday, August 15, 2014
Hilton Hotel of Jackson
1001 East County Line Road
Jackson, Mississippi 39211

Yes! I will attend

(Please Print)

Name _____

Telephone _____

Cell _____

Email _____

There will be _____ people in my party (including myself).

TOUGALOO COLLEGE
DEPARTMENT OF ENROLLMENT MANAGEMENT
500 COUNTY LINE ROAD
TOUGALOO, MISSISSIPPI 39174
TELEPHONE: 601-977-7772
WEBSITE: WWW.TOUGALOO.EDU