

Can you make a difference in a young woman's life?

Thank you for your interest in Cottey College. We're glad you want to help promote your college!

The majority of students attend Cottey because someone, a P.E.O. or alumna, introduced them to the College and encouraged them to take a closer look. This booklet is designed to provide you with valuable information on ways that you can make a difference in a young woman's life by introducing her to Cottey College.

Identifying Young Women

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We're here to help!

Contact the College with any questions.

Alumnae Relations
alumnae@cottey.edu

P.E.O. Relations
peorelations@cottey.edu

Enrollment Management
enrollmgt@cottey.edu

Cottey College
1000 W. Austin
Nevada, MO 64772
417-667-8181
417-667-8103 fax

Visiting High Schools

Identify teachers, counselors, and administrators at your local public or private high school. Phone them and ask if you might be allowed to set a time for a short meeting. The purpose of the meeting would be to inform them about Cottey College and tell them about any P.E.O. scholarships available in local and state/provincial/district chapters for local students.

ORDER MATERIALS

- Order a high school packet for each person to be visited using the Cottey College Order Form. Orders may also be called in to the College. Allow two to four weeks for delivery.
- Once you have received the materials, please familiarize yourself with the information. The basic facts you need to know about Cottey are in the materials. The packet contains the following:
 - 1 each: Viewbook, Campus Life, Financial Aid, Prospect Piece, Cottey Fact Sheet, and Campus Visit Brochure**
 - 1 Counselor Response Card (blue)**
 - 2 Interest cards**

AT THE MEETING

1. IDENTIFY YOURSELF AND THE COLLEGE

Make sure the person knows who you are.

“Hi _____, my name is _____. I’m here as a representative from Cottey College. I am a member of the P.E.O. Sisterhood, an organization that supports women’s education, and we support and sponsor Cottey College. *AND/OR* I graduated from Cottey in XX. Have you heard of Cottey College?”

“Cottey College is a two-year, independent, liberal arts and sciences college for women located in Nevada, Missouri.”

2. CREATE INTEREST

Lead with a statement that causes the person to want to know more.

EXAMPLES:

Several students from (your state) have come to Cottey College and help to make up our geographically diverse population of students from 40 states and 15 international countries.

Cottey offers the Associate in Science and the Associate in Arts degrees. An active Academic Assistance Center works with students to transfer to selective institutions to complete their bachelor's degree. Ninety-five percent of Cottey graduates transfer to a wide array of colleges and universities throughout the country.

Cottey students are able to work with specialized equipment in our science department such as an electron microscope during their freshman year, while their peers wait until their senior year or even graduate school.

At Cottey, the entire second-year class spends the first week of spring break in a European city as a culmination of the liberal arts experience. The best part, the College pays for the travel and hotel expenses. Students pay only for food and incidentals. Past trips have been to London, Paris, and Madrid.

Students can compete on the intercollegiate basketball and volleyball teams. Cottey is a member of the National Junior College Athletic Association (NJCAA) Division II, Region XVI. Athletic scholarships are available.

More than 35 clubs and organizations at Cottey represent our students' interests in academics, culture, recreation, social concerns, religion, and volunteerism. With all these groups, there are plenty of leadership positions that need to be filled each year. Cottey is a veritable "leadership lab" where young women can gain valuable leadership experiences that will help shape their future, education, and career path.

Cottey offers students all the quality and advantages of a private education for half the average cost of most private colleges and is comparable to the cost of most four-year institutions. Cottey remains affordable because of the support by an annual subsidy from the P.E.O. Sisterhood and from income generated by the College's endowment fund, as well as other gifts to the College.

Approximately 97 percent of the student body receives some form of need-based or merit-based aid. Assistance programs include P.E.O. and Cottey scholarships, grants, campus employment, and loans. Cottey's average aid package, including loans and work, is approximately \$12,000. Last year, awards ranged from \$500 (for low-need students) to \$18,000 (for high-need students). Include any information specific for your state or local P.E.O. scholarships.

Describe the typical Cottey student:

Profile of a Typical Cottey Student	
Average GPA:	3.4
Average SAT score:	1080
Average ACT score:	23.4
Independent	
Career-oriented	

3. IDENTIFY STUDENTS

Ask if s/he knows of any students who might be interested in Cottey. If so, write down their names, years of graduation, addresses, and phone numbers.

4. CLOSE

Thank him/her for his/her time. Leave your contact information, along with the packet of materials, as a resource for future questions about the College.

AFTER THE VISIT

Send a note to any students the teacher, counselor, or administrator recommended. For a sample script, refer to page 14 of this book.

Follow-up with a phone call to the student and check back with the student periodically. Encourage her to take the next step to attend Cottey College.

Return the evaluation form and any prospective student names to the Office of Alumnae and P.E.O. Relations within 24 hours of your visit.

HIGH SCHOOL VISIT EVALUATION

Immediately following the visit, please complete this evaluation and return it to: Office of Alumnae and P.E.O. Relations, Cottey College, 1000 W. Austin, Nevada, MO 64772.

Today's Date: _____

Your Name: _____

Address: _____

City, State/Province, Postal Code: _____

Telephone: (_____) _____ E-Mail: _____

P.E.O. Chapter: _____ and/or Alumna (year): _____

HIGH SCHOOL VISIT INFORMATION:

Date of School Visit: _____

Name of Contact: _____

Position at School: _____

High School: _____ Telephone: (_____) _____

Address: _____

City, State/Province, Postal Code: _____

Was s/he interested in learning about Cottey? Yes No

Did s/he refer any students? Yes No

Your relationship(s) to this school, if any: _____

Please rate the materials sent from Cottey College on the following scale:

Cannot Rate	Poor	Fair	Good	Excellent
1	2	3	4	5

Comments/suggestions:

Attending High School & Community Events

Attend activities at your local high school as a "scout" for Cottey. These activities can include volleyball and basketball games, choir or band concerts, theatre productions, dance performances, etc. Talk with the coaches and players, teachers and students about Cottey College.

The purpose of the meeting would be to inform them about Cottey College and tell them about any P.E.O. scholarships available in local and state/provincial/district chapters for local students.

ORDER MATERIALS

- Order a individual visit packet for each person to be visited using the Cottey College Order Form. Orders may also be called in to the College. Allow two to four weeks for delivery.
- Once you have received the materials, please familiarize yourself with the information. The basic facts you need to know about Cottey are in the materials. The packet contains the following:
1 each: Viewbook, Campus Life, Financial Aid, Prospect Piece, Cottey Fact Sheet, and Campus Visit Brochure

AT THE EVENT

1. IDENTIFY YOURSELF AND THE COLLEGE

Make sure the person knows who you are.

“Hi _____, my name is _____. I’m here as a representative from Cottey College. I am a member of the P.E.O. Sisterhood, an organization that supports women’s education, and we support and sponsor Cottey College. *AND/OR* I graduated from Cottey in XX. Have you heard of Cottey College?”

“Cottey College is a two-year, independent, liberal arts and sciences college for women located in Nevada, Missouri.”

2. CREATE INTEREST

Lead with a statement that causes the person to want to know more.

EXAMPLES:

Several students from (your state) have come to Cottey College and help to make up our geographically diverse population of students from 40 states and 15 international countries.

Cottey offers the Associate in Science and the Associate in Arts degrees. An active Academic Assistance Center works with students to transfer to selective institutions to complete their bachelor's degree. Ninety-five percent of Cottey graduates transfer to a wide array of colleges and universities throughout the country.

Cottey students are able to work with specialized equipment in our science department such as an electron microscope during their freshman year, while their peers wait until their senior year or even graduate school.

At Cottey, the entire second-year class spends the first week of spring break in a European city as a culmination of the liberal arts experience. The best part, the College pays for the travel and hotel expenses. Students pay only for food and incidentals. Past trips have been to London, Paris, and Madrid.

Students can compete on the intercollegiate basketball and volleyball teams. Cottey is a member of the National Junior College Athletic Association (NJCAA) Division II, Region XVI. Athletic scholarships are available.

More than 35 clubs and organizations at Cottey represent our students' interests in academics, culture, recreation, social concerns, religion, and volunteerism. With all these groups, there are plenty of leadership positions that need to be filled each year. Cottey is a veritable "leadership lab" where young women can gain valuable leadership experiences that will help shape their future, education, and career path.

Cottey offers students all the quality and advantages of a private education for half the average cost of most private colleges and is comparable to the cost of most four-year institutions. Cottey remains affordable because of the support by an annual subsidy from the P.E.O. Sisterhood and from income generated by the College's endowment fund, as well as other gifts to the College.

Approximately 97 percent of the student body receives some form of need-based or merit-based aid. Assistance programs include P.E.O. and Cottey scholarships, grants, campus employment, and loans. Cottey's average aid package, including loans and work, is approximately \$12,000. Last year, awards ranged from \$500 (for low-need students) to \$18,000 (for high-need students). Include any information specific for your state or local P.E.O. scholarships.

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3. IDENTIFY STUDENTS

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4. CLOSE

Thank him/her for his/her time. Leave your contact information, along with the packet of materials, as a resource for future questions about the College.

AFTER THE VISIT

Send a note to any students the coach or teacher recommended. For a sample script, refer to page 14 of this book.

Follow-up with a phone call to the student and check back with the student periodically. Encourage her to take the next step to attend Cottey College.

Return the evaluation form and any prospective student names to the Office of Alumnae and P.E.O. Relations within 24 hours of your visit.

HIGH SCHOOL & COMMUNITY EVENT EVALUATION

Immediately following the event, please complete this evaluation and return it to: Office of Alumnae and P.E.O. Relations, Cottey College, 1000 W. Austin, Nevada, MO 64772.

Today's Date: _____

Your Name: _____

Address: _____

City, State/Province, Postal Code: _____

Telephone: (_____) _____ E-Mail: _____

P.E.O. Chapter: _____ and/or Alumna (year): _____

HIGH SCHOOL & COMMUNITY EVENT INFORMATION:

Type of Event: _____

Date of Event: _____

Name of Contact: _____

Title: _____

High School: _____ Telephone: (_____) _____

Address: _____

City, State/Province, Postal Code: _____

Was s/he interested in learning about Cottey? Yes No

Did s/he refer any students? Yes No

Your relationship(s) to this school, if any: _____

Please rate the materials sent from Cottey College on the following scale:

Cannot Rate	Poor	Fair	Good	Excellent
1	2	3	4	5

Comments/suggestions:

Preparing for a College Fair

College fairs are a great way to expose prospective students and their parents to Cottey College. You can contact your local high school guidance counselor and ask whether the school attends or hosts a fair or you may be contacted by your state Cottey chairman to cover a fair.

ORDER MATERIALS

- Order college fair materials from the Office of Alumnae & P.E.O. Relations at Cottey using the Cottey College Order Form. Please allow two to four weeks for delivery. Orders may also be called in if time does not allow for them to be received through the mail.
- Once you have received the materials, please familiarize yourself with the information. The basic facts you need to know about Cottey are in the materials. The packet contains the following:
 - 1 each: Viewbook, Campus Life, Financial Aid, Campus Visit Brochure, Catalog**
 - 2 Counselor Response Cards (blue)**
 - 25 of each: Interest cards, Prospect piece, Cottey Facts (one page glossy)**
- Items to bring to the fair include:
 - Your packet of Cottey College materials and pens.
 - A white table cloth and a Cottey table drop. (If you do not have a Cottey table drop, you may order a 4' x 4', blue covering with Cottey printed on the front from the Office of Alumnae and P.E.O. Relations. The cost is \$10.)
 - A photo display is available for \$10 from the Office of Alumnae and P.E.O. Relations.

VISITING WITH STUDENTS, PARENTS, AND TEACHERS

1. BE APPROACHABLE

As students or parents walk by your table, be alert and friendly. Smile! If a student looks interested, use an opening line such as, "Are you familiar with Cottey?" From that point, ask the student what her interests are. Listen to her. What you say about Cottey should be geared toward her interests.

2. CREATE INTEREST

Lead with a statement that causes the person to want to know more.

EXAMPLES:

Several students from (your state) have come to Cottey College and help to make up our geographically diverse population of students from 40 states and 15 international countries.

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Cottey students are able to work with specialized equipment in our science department such as an electron microscope during their freshman year, while their peers wait until their senior year or even graduate school.

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3. ANSWER QUESTIONS

Answer questions to the best of your ability. The basic facts you need to know about Cottey are in the materials. The College catalog is a great reference book for most questions. Never attempt to answer a question you are not sure about. Instead refer the question to a Cottey representative. “I don’t know” is an acceptable answer. The admission representative will follow up with the student.

4. INTEREST CARDS

Give her a copy of the handouts and have her completely fill out an interest card in ink. Make sure she leaves the card with you. The completed interest card ensures that she will receive each of the Cottey College publications from the Office of Enrollment Management. *Put a star on the interest cards of the students you feel are particularly good prospects.

AFTER THE FAIR

Return the evaluation form and any prospective student names to the Office of Alumnae and P.E.O. Relations within 24 hours of your visit.

Send a note to any students, teachers, and counselors you met. For a sample script, refer to page 14 of this book.

Follow-up with a phone call to the student and check back with her periodically. Encourage her to take the next step to attend Cottey College.

NOTES

- Do not use outdated materials that you have at home. Check the back cover of materials for publication dates. Generally, brochures are updated every two years.
- Typically at a college fair, you can expect to see 2 to 15 students. Remember, every student you talk to counts.
- Cottey College is a member of the National Association of College Admission Counselors. As such, we must follow their courtesies and guidelines that include:
 - Be courteous to college representatives located near you.
 - Do not speak of any colleges other than Cottey.
 - Do not call students over to your table. Let them select you.
 - Do not decorate the table with items such as balloons, ceramic figurines, dolls, or flowers.
 - Give-a-ways, such as cookies, pencils, etc. are not allowed.
 - Stand behind your table. (Standing in front of the table or in the aisle is considered bad manners.)

COLLEGE FAIR EVALUATION FORM

Immediately following the college fair, return this evaluation and the student interest cards you collected to: Office of Alumnae and P.E.O. Relations, Cottey College, 1000 W. Austin, Nevada, MO 64772.

Today's Date: _____

Your Name: _____

Address: _____

City, State/Province, Postal Code: _____

Telephone: (_____) _____ E-Mail: _____

P.E.O. Chapter: _____ and/or Alumna (year): _____

COLLEGE FAIR INFORMATION:

Name of College Fair: _____ Fair Date: _____

City, State/Province: _____

Name of Fair Sponsor or School Contact: _____

Approximately how many students attended? _____

How many students filled out interest cards? _____

Have you attended a college fair on behalf of Cottey before this one? Yes No

Do you think the fair is worth attending next year? Yes No

Why or why not? _____

Please rate the materials sent from P.E.O. Relations on the following scale:

Cannot Rate	Poor	Fair	Good	Excellent
1	2	3	4	5

Comments/suggestions:

Hosting a Student Gathering

One of the most effective recruitment methods undertaken by P.E.O. members and alumnae is the prospective student gathering. The purpose is to educate more students about Cottey College in an informal setting.

ORDER MATERIALS

- Order promotional materials from the Office of Alumnae and P.E.O. Relations using the Cottey College Order Form. Please allow two to four weeks for delivery. Orders may also be called in if time does not allow for them to be received through the mail.
- Once you have received the materials, please familiarize yourself with the information. The basic facts you need to know about Cottey are in the materials. The packet contains the following:
1 each: Viewbook, Campus Life, Financial Aid, Campus Visit Brochure, Catalog Handouts: Interest cards, Prospect piece, Cottey Facts (one page glossy)
the number of handouts is determined by the number you indicate on the order form
- If you do not have the latest recruitment video, it can be ordered from Cottey for \$10.

WHOM TO INVITE

- Consider the young women, or parents of young women, around you. Look for them in your community and volunteer organizations, church, neighborhood, and local schools. Invite P.E.O.s and alumnae and encourage them to bring at least one student with them.
- The Office of Enrollment Management, or your state/provincial/district P.E.O. Cottey chairman, can send you a list of current prospective students from your area who are on the mailing list at Cottey.
- Guidance counselors, teachers, and local alumnae.

You may end up inviting many students, but the number who attend may be fairly small (between one and fifteen students). The more you invite, the better chance you have of students attending.

ARRANGING THE GATHERING

Keep the gathering casual. A pizza party, an ice cream party, or just chips and dip after school is appropriate. Find a convenient location (for the students) to hold the gathering. For example, a restaurant banquet room, a church meeting room, or a library conference room.

Prepare and send invitations with RSVP's to all of the students on your list three weeks in advance. On the invitation refer to the gathering as a "party" or "get together," in an effort to keep it casual. Include a map or directions to the gathering.

One week after the students receive the invitations, follow up with a phone call to ensure good attendance. A phone script is available on the Cottey College website:
<http://www.cottey.edu/home/alumnae/peoresources.html>

If possible, find a person to speak about Cottey (a current Cottey student, a chapter chairman, or a recent Cottey alumna).

AT THE GATHERING

1. SIGN-IN

Provide nametags and have all prospective students complete an interest card. Have each guest introduce herself including her high school, year of graduation, and something interesting about herself, such as her anticipated major or her favorite extra-curricular activity. Encourage mingling by serving refreshments.

2. PRESENTATION

Have the speaker do a short presentation on Cottey and show the Cottey College recruitment video. Topics to introduce can include:

Several students from (your state) have come to Cottey College and help to make up our geographically diverse population of students from 40 states and 15 international countries.

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3. ANSWER QUESTIONS

Answer questions to the best of your ability. The basic facts you need to know about Cottey are in the materials. The College catalog is a great reference book for most questions. Never attempt to answer a question you are not sure about. Instead refer the question to a Cottey representative. "I don't know" is an acceptable answer. The admission representative will follow up with the student.

AFTER THE GATHERING

Return the evaluation form and any prospective student names to the Office of Alumnae and P.E.O. Relations within 24 hours of your visit.

Send a note to any students, teachers, and counselors you met. For a sample script, refer to page 14 of this booklet. Follow-up with a phone call to the student and check back with her periodically. Encourage her to take the next step to attend Cottey College.

STUDENT GATHERING EVALUATION

Immediately following a student gathering, return this evaluation and the student interest cards you collected to: Office of Alumnae/P.E.O. Relations, Cottey College, 1000 W. Austin, Nevada, MO 64772.

Today's Date: _____

Your Name: _____

Address: _____

City, State/Province, Postal Code: _____

Telephone: (_____) _____ E-Mail: _____

P.E.O. Chapter: _____ and/or Alumna (year): _____

STUDENT GATHERING INFORMATION:

Location: _____ Date of Gathering: _____

Please describe the event held: _____

Total number who attended: Students: _____ Parents: _____

 Alumnae: _____ P.E.O. Members: _____

How was the gathering publicized? _____

Will you hold a student gathering event next year? Yes No

Will you invite a Cottey Admission Representative to attend? Yes No

Please rate the student gathering on the following scale:

	Cannot Rate	Poor	Fair	Good	Excellent
Materials sent from P.E.O. Relations	1	2	3	4	5
Student Attendance	1	2	3	4	5
Parent Interest	1	2	3	4	5
Date of Event	1	2	3	4	5
Time of Day of Event	1	2	3	4	5
Location	1	2	3	4	5

Comments/suggestions:

Sending a Note

Contact the student by letter or e-mail to introduce yourself and let her know that you are available to answer questions about Cottey College.

Note from P.E.O.

Hi _____,

My name is _____, and I am a member of the P.E.O. Sisterhood, an organization that supports women's education and sponsors Cottey College in Nevada, Missouri. (Insert how you know the student - coach, teacher, church, etc.) Your teacher, _____, thought Cottey College would be a good fit for you. Please visit the College online at www.cottey.edu. I would be happy to talk with you about how two years at Cottey can change your life.

I will call you in a few days to see if I can be of any help as you consider Cottey College. I look forward to talking with you soon.

Name, P.E.O. Chapter X

Phone:

E-mail:

Note from Alumna

Hi _____,

My name is _____, and I am graduate of Cottey College in Nevada, Missouri. (Insert how you know the student - coach, teacher, church, etc.) Your teacher, _____, thought Cottey College would be a good fit for you. Please visit the College online at www.cottey.edu. I would be happy to talk with you about how two years at Cottey can change your life.

I will call you in a few days to see if I can be of any help as you consider Cottey College. I look forward to talking with you soon.

Name, Cottey Class of XX

Phone:

E-mail:

Did you speak with interested students at your local college fair or high school visit?

Sample note after visiting with a student

Hi _____,

It was good to speak with you the other day/night at the _____ college fair/high school. I have sent your name to Cottey College and you should receive Cottey information in the mail soon. In the meantime, visit the College on-line at www.cottey.edu. Feel free to contact me if you have any questions. I would be happy to talk with you about how two years at Cottey can change your life.

I will call you in a few weeks to see if I can be of any help as you consider Cottey College. I look forward to talking with you soon.

Name, P.E.O. Chapter X and/or Cottey Class of XX
Phone:
E-mail:

Sample note after phone call

Dear _____,

Thank you for your interest in Cottey College. As we discussed, the science program has a great deal to offer students at Cottey. Think about visiting campus and seeing for yourself! The toll-free number is 1-888-5-COTTEY and check out the Web site at www.cottey.edu. Have a great senior year!

Name, P.E.O. Chapter X and/or Cottey Class of XX
Phone:
E-mail:

Keep in Contact

Check back with the student periodically. Encourage her to take the next step to attend Cottey College. Has she visited campus? Has she completed her application?

Keep Current With Your Knowledge of Cottey College

Bookmark the Cottey College Web site, www.cottey.edu, and visit regularly to update your knowledge of the College.

Following-up With a Phone Call

The purpose of your call is to provide a *personal and individual* contact with prospective students. Create rapport with the student by asking questions to find out about the student's likes and dislikes, about her interests and talents. Offer to answer her questions about Cottey. The purpose is not to sell anything, it is to offer assistance, promote the College, and encourage students to attend Cottey College.

Making the Call

Phone the student and attempt to have a conversation. Create rapport with the student by asking questions to find out about the student's likes and dislikes, about her interests and talents. Offer to answer her questions about Cottey.

1. IDENTIFY YOURSELF AND THE COLLEGE

Make sure the student knows who you are and where you're from.

Example:

"Hello, this is _____, I'm calling about Cottey College, may I please speak with Lauren?"

"Hi Lauren, this is _____. I'm calling about Cottey College. I am a member of the P.E.O. Sisterhood, an organization that supports women's education, and we support and sponsor Cottey College. AND/OR I graduated from Cottey in XX."

2. ESTABLISH RAPPORT

Establish rapport and create interest by developing a conversation that does not relate specifically to Cottey College, but which relates to the prospect's interest.

SAMPLE QUESTIONS:

What courses are you taking during your senior year?

How is your senior year going?

What activities do you enjoy?

How did you first become interested in Cottey College?

How did you learn about Cottey College?

What program of study are you most interested in?

Which colleges are you considering? Why?

How do your parents feel about you going away to college?

How do you feel about going away to college?

When will you be able to visit the campus?

3. CREATE INTEREST

Lead with a statement that causes the prospect to want to know more.

EXAMPLES:

Several students from your state have come to Cottey College and help to make up our geographically diverse population of students from 40 states and 15 international countries.

Ninety-five percent of Cottey graduates transfer to four-year colleges and universities throughout the country.

Cottey students are able to work with specialized equipment in our science department such as an electron microscope during their freshman year, while their peers wait until their senior year or even graduate school.

At Cottey, the entire second-year class spends the first week of spring break in a European city as a culmination of the liberal arts experience. The best part, the College pays for the travel and hotel expenses. Students pay only for food and incidentals. Past trips have been to London, Paris, and Madrid.

Students can compete on the intercollegiate basketball and volleyball teams. Cottey is a member of the National Junior College Athletic Association (NJCAA) Division II, Region XVI. Athletic scholarships are available.

More than 35 clubs and organizations at Cottey represent our students' interests in academics, culture, recreation, social concerns, religion, and volunteerism. With all these groups, there are plenty of leadership positions that need to be filled each year. Cottey is a veritable "leadership lab" where young women like you can gain valuable leadership experiences that will help shape your future, your education, and your career path. You'll also be a part of helping to shape student life at Cottey, while developing leadership skills and self-confidence in new areas.

4. OVERCOME OBJECTIONS

Expect objections and/or questions. Objections, concerns, and questions will be a normal part of the calling process. Very few contacts happen without competently handling objections. View them as a positive. Never get defensive. Never take a negative attitude. This is your chance to clarify a misunderstanding or backup what you have said with facts. ***This is an opportunity.***

I WANT TO ATTEND A 4-YEAR SCHOOL

At Cottey, we concentrate on what we do best--providing two years of very focused and rigorous academics to move you closer to earning a four-year degree. We offer you easy access to faculty members and campus resources for guidance, academic inspiration, and growth in skills like writing, researching, and analytical thinking. At Cottey all our resources are available to you in the first two years of your education; they're not reserved for upperclassmen or graduate students.

An active Academic Assistance Center works with students to transfer to selective institutions to complete their bachelor's degree. Ninety-five percent of Cottey graduates transfer to a wide array of colleges and universities throughout the country.

I'M NOT INTERESTED IN ATTENDING A WOMEN'S COLLEGE

Recent studies by the Women's College Coalition in Washington, DC, have concluded that women who attend a women's college:

- participate more fully in and out of class;
- are more successful in careers; that is, they tend to hold higher positions, are happier, and earn more money;
- report greater satisfaction than their coed counterparts with their college experience in almost all measures--academically, developmentally, and personally;
- have more opportunities to hold leadership positions; and,
- score higher on standardized achievement tests.

I DON'T WANT TO GO SO FAR AWAY

What is the ideal distance from home for you? Discuss the distance and the advantages of your proximity.

The majority of students attending Cottey are far away from home. Students generally come from 40 states and 15 foreign countries. That is the excitement of Cottey! Cottey's unique suite living creates an instant "family" providing a home away from home. A flight home from Kansas City may be less travel time than a drive from a college across your state or a neighboring state. There are also those students who come to Cottey despite distances because of the many advantages a Cottey education offers them.

LOCATION

Cottey College is located in Nevada, Missouri. Have you ever been to the area?

Located in the quiet, rural community of Nevada, Missouri, Cottey has one of the safest campuses around. Our buildings are on keycard access after hours, which allows you access to facilities when you need them, while maintaining the security of the buildings.

Nevada is just 60 miles north of Joplin, Missouri, and 100 miles south of Kansas City, Missouri.

I'M NOT INTERESTED

What colleges are you looking at right now? What is it about _____ College that interests you? Did you know Cottey College has _____?

COST

I can certainly appreciate your concern regarding the cost of tuition. Each year, over 97 percent of our students receive financial assistance. In fact, the average financial aid package this year is about \$12,000.

YOU DON'T HAVE MY MAJOR

What are you planning on majoring in? What type of career are you looking for after graduation?

Cottey offers the Associate in Science and the Associate in Arts degrees.

Cottey's liberal arts and science curriculum prepares students to major in areas such as *Science*, *Business*, and *Psychology*. We have hundreds of program plans for students to follow, even if a student's area of interest is not listed below, we may have a field of study in that area.

Fine Arts: Art, Dance, Drama, Music, and Speech

Humanities: English, Foreign languages (French, German, Spanish), Journalism, Philosophy, and Religion

Social Science: Business/ Economics, Computer Science, History, Physical Education, Political Science, Psychology, and Sociology

Science and Mathematics: Astronomy, Biology, Chemistry, Mathematics, and Physics

What if I have a specific major?

While at Cottey, you will work closely with an academic advisor to make sure you are on the right track to achieve a degree in your chosen major.

MY FRIENDS ARE ATTENDING XYZ COLLEGE AND I WANT TO BE WITH THEM

Have they visited our campus? Have you thought about visiting on campus together to see what we have to offer? What school are your friends looking at attending? What is it about _____ that is appealing?

Cottey's unique apartment style living. You will live with 10-12 students and share a living room, kitchenette, and multi-unit bathroom. Students say their suitemates quickly become like sisters, like a family that's there for you 24/7.

Cottey students come from everywhere! Generally no more than ten percent of our students come from any one state, and approximately ten percent of our students come from outside the United States. Cottey's housing director works to create the same geographic diversity in each suite, so you'll make friends from around the country and around the world. In addition, Cottey takes the second-year class to a European city for the first week of spring break each year as a culmination of the liberal arts experience. London, Paris, and Madrid have played host to our students, faculty, and staff in the past. The experience will whet your appetite for more travel and increase your global knowledge.

SIZE - TOO SMALL/TOO LARGE

What do you think the ideal size of a college would be?

With a student to teacher ratio of 10 to 1, and an average class size of 13, you won't be able to hide in the back of the class. You will know your professors and they will know you. This access to faculty allows you to ask the questions you need answered in your studies. Many faculty accept calls at home, and some, like chemistry professor Dr. Rosemary Fowler, are known to regularly "make the rounds" visiting campus study groups on nights or weekends for last-minute tutoring sessions before a test.

5. ENDING THE CALL

Thank your prospect for their time and consideration. Make sure she has the telephone number for the Office of Enrollment Management (1-888-5-COTTEY) and encourage her to check out the Cottey Web site at www.cottey.edu. Follow-up with a hand-written postcard thanking her for her interest in Cottey. For a sample script, refer to page 15 of this booklet.

Questioning is an Art

"I'm calling because you had expressed an interest at some point in learning more about Cottey College. I am calling to talk about what you are looking for in a college and to see if Cottey College might be a place you would want to consider."

"What kinds of things would you like to find in the school you choose?"

"What kind of college do you see yourself in?"

"Why do you want to go to college?"

"What would you like to do after college?"

"What excites you most about getting ready for college?"

"What excites you most about being a senior?"

"How is your senior year going so far?"

"How is your college search progressing?"

"What kinds of activities are you in this year?"

"How long have you been _____ (playing your sport, doing your activity, etc.?)"

Chapter Chairman Responsibilities

As chapter chairman, you have agreed to assume the responsibility of educating your community and your chapter about Cottey. You are a key member of the Cottey recruitment team.

Packets of promotional material (which should be given to you) are mailed to your chapter president in the fall of each year from Cottey. It is your responsibility to ask her for your packet. Packets are mailed bulk rate. Please contact the Office of P.E.O. Relations if your chapter does not receive one. Throw away any old materials you have!

Responsibility #1: Educating Your Chapter

- Present a “Cottey Minute” at every meeting. Other sources to use in presenting Cottey information at your meetings include the Cottey Web site (www.cottey.edu), *THE P.E.O. RECORD*, or other promotional materials from the College.
- Show the Cottey video.
- Invite a Cottey alumna or a current Cottey student to speak to your chapter.
- If possible, bring your chapter to Cottey. You can tour the campus, eat lunch with the students, and have your business meeting at the College. Contact the Office of P.E.O. Relations for more information on setting up a campus visit.

Responsibility #2: Generating Referrals and Working with Prospective Students

- Set a chapter goal of at least five names of prospective students to be generated by your chapter. Send each student’s name, address, telephone number, e-mail address, year of graduation, and high school name to the Office of Enrollment Management.
- Follow-up personally with each student whose name you send to Cottey. Phone her one month after submitting her name to verify she has received information from the Office of Enrollment Management.
- Plan at least one student gathering in your community.

Responsibility #3: Working with High School Counselors & College Fairs

- Set up meeting(s) with guidance counselor(s) in your local school(s). Provide the counselor(s) with information about P.E.O. scholarships and update the counselors' files of Cottey information.
- Find out about and attend the college fair(s) in your area.
- Order guidance counselor packets and college fair packets from the Office of P.E.O. Relations one month in advance.

Responsibility #4: Stay Current...And Have Fun!

- Notify the Office of Enrollment Management of local chapter scholarships available to students.
- Keep in contact with your area and state/provincial/district Cottey chairmen.
- Attend all Cottey workshops in your area.
- Read all articles on Cottey College in *THE P.E.O. RECORD* and visit us online at www.cottey.edu.

Suggested Monthly Calendar

September/October

- Obtain your packet of information from your chapter president (sent to her from Cottey) and familiarize yourself with the materials.
- Attend volleyball games as a scout for Cottey.
- Investigate college fair dates in your area and make plans to represent Cottey at them.
- Visit your local high school or attend your local college fair.
- Read a “Cottey Minute” at each P.E.O. meeting.
- Ask chapter members to think of names of prospective students to send to the Office of Enrollment Management. Send at least five names of serious prospects.

November/December

- Read a “Cottey Minute” at each meeting.
- Attend high school theatre productions and holiday choir & band concerts as a scout for Cottey.
- Organize a student gathering during the holidays - preferably with a current Cottey student home on break.
- Collect the names of prospective students from your chapter members and make sure the names are sent to Cottey.
- Remember current Cottey students from your area with holiday cards or treats!

January/February

- Ensure your P.E.O. chapter program chairman schedules a date for the Cottey program on the calendar for next year.
- Attend basketball games as a scout for Cottey.
- Continue to read the “Cottey Minutes” at each meeting.
- Ensure all prospective students in your area who are seniors have P.E.O. scholarship information.

March

- Continue to read the “Cottey Minutes” at each meeting.
- If you did not have a prospective student gathering in November or December, make plans to have one this spring.
- Continue to contact prospective students.

April/May

- Continue to read the “Cottey Minutes” at each meeting.
- If a new Cottey chairman has been appointed, meet with her to share your experiences and information.
- Attend end-of-the-year high school theatre productions and choir & band concerts as a scout for Cottey.
- Encourage chapter members and prospective students to include a stop at Cottey in their summer travel plans.
- Send a congratulations/welcome-to-the-family note to new Cottey students.

FAQs from Students

1. ***Where is Cottey College located?*** Cottey is located in west central Missouri, 100 miles south of Kansas City and 60 miles north of Joplin.
2. ***What type of college is Cottey?*** Cottey is a two year, independent liberal arts and science women's college supported by the P.E.O. Sisterhood. It is the only non-sectarian college owned and supported **by women for women**.
3. ***Does Cottey offer bachelor's degrees?*** Cottey offers the Associate in Science and the Associate in Arts degrees. An active Academic Assistance Center assists students in the selection of transfer institutions to complete their bachelor's degrees.
4. ***What is the P.E.O.?*** The P.E.O. Sisterhood is a philanthropic educational organization dedicated to helping women achieve their education and develop leadership skills. There are members in every state and Canada.
5. ***What do I need to be accepted to Cottey College?*** Prospective students should have a minimum 2.6 grade point average in a college preparatory program, a minimum 970 combined score on the SAT, or a minimum composite score of 21 on the ACT. Students also need four years of English, two years of a lab science, two years of a foreign language, two years of a social science, three years of math (Algebra I, Algebra II, Geometry), and two years of history and government. Every application is reviewed individually and given complete consideration.

The average grade point average of the entering class is 3.4. The average SAT score is 1080, and the average ACT score is 23.

TRANSFER STUDENTS should have a minimum cumulative grade point average of 2.0 from a regionally accredited institution. Transfer students need to submit their high school records and ACT or SAT test scores.

6. ***When will I be notified of an admission decision?*** Once the application process is complete, the applicant can expect a decision (accepted, denied, or pending) within two weeks.
7. ***When is the application deadline?*** There is no application deadline. However, in order to meet scholarship deadlines and to be considered for all available financial aid, it is very important that students submit their applications no later than December 15 of their senior year.
8. ***What are the tuition costs? How much is room and board?*** For 2007-2008, the total cost at Cottey will be \$18,710. This includes \$12,800 for tuition, \$5,200 for room and board, \$710 for student activity, technology and telephone fees. These are subject to change each year.
9. ***What is the tuition payment schedule?*** A \$200 tuition deposit is due by May 1 prior to the fall semester. The remaining amount for each semester is due before the beginning of classes. Cottey offers a payment plan based on three payments due August 15, September 15, and October 15. Interest is 12% a year.
10. ***What majors does Cottey offer?*** Cottey's liberal arts and science curriculum prepares students to major in areas such as *Science, Business, and Psychology*. We have hundreds of program plans for students to follow, even if a student's area of interest is not listed below, we may have a field of study in that area.

Fine Arts: Art, Dance, Drama, Music, and Speech

Humanities: English, Foreign languages (French, German, Spanish), Journalism, Philosophy, and Religion

Social Science: Business/ Economics, Computer Science, History, Physical Education, Political Science, Psychology, and Sociology

Science and Mathematics: Astronomy, Biology, Chemistry, Mathematics, and Physics

11. ***What intercollegiate athletics are available?*** Cottey offers intercollegiate basketball and volleyball. Cottey also offers an active intramural program that includes basketball, volleyball, tennis, and swimming. There is an indoor heated swimming pool and well equipped weight room available to all students.
12. ***Are there academic scholarships available?*** Cottey is fortunate to be able to offer a variety of academic, merit-based, and need-based scholarships due to the generosity of the P.E.O. Sisterhood. Academic scholarships are awarded on a competitive basis. Students need to submit their application for admission by December 15 of their senior year and be accepted for admission by March 1 to be considered for academic scholarships.
13. ***How do I apply for financial aid?*** All students should use the Free Application for Federal Student Aid (FAFSA). All students who are applying for any Cottey scholarships also need to file the FAFSA regardless of their need for federal aid. Students and parents should file for financial aid as soon as possible after January 1. Students and parents are encouraged to use the estimator form that can be found in the Cottey Financial Aid brochure to determine a preview of possible aid for which they may be eligible. Students may now submit the FAFSA via the Internet. See www.fafsa.ed.gov.
14. ***What percentage of students receive financial aid?*** Over 95 percent of all Cottey students receive some form of financial aid. Financial aid can be in the form of loans, scholarships, grants, and work study jobs.
15. ***Where do students come from?*** Cottey is unique. Students typically represent 40 states, Canada and 15 other countries.
16. ***How many students attend Cottey?*** Approximately 350 students reside on campus. This allows for the personal attention students receive from faculty and staff. It also furthers lifelong friendships among the students.
17. ***What is there to do on campus?*** Cottey has 35 clubs and organizations on campus. Students are encouraged to participate in the areas of their interest and to volunteer in the surrounding community. The leadership opportunities are tremendous for students because of the variety of organizations. Students have the chance to lead these groups unlike their peers at four-year institutions who must wait until their junior and senior years. Special on-campus performances featuring nationally and regionally recognized performers in the arts, as well as off-campus visits to various museums, social and cultural events are scheduled throughout the year.
18. ***What are the residence halls like?*** Cottey offers apartment style suites in three residence halls. The suites include single, double, and triple bedrooms, a common sitting area, bathroom, and kitchenette equipped with a microwave oven and refrigerator. Computer suites in the residence halls, along with wireless Internet, ensure computer access for all students. Each student is given a personal e-mail address when she enrolls.
19. ***Are freshmen allowed to have cars on campus?*** All students are allowed to have cars on campus.
20. ***What percentage of the faculty have advanced degrees?*** Cottey is very proud that 90 percent of the faculty hold an earned doctorate or terminal degree. These are the people who will be teaching the students in class, not graduate assistants.
21. ***What is the student : faculty ratio?*** The student : faculty ratio is 10:1. Average class size is 13.

22. ***Does Cottey have a career/counseling center?*** Cottey offers both transfer counseling and career advising. Students are encouraged to visit the career and counseling center as soon as they arrive on campus.
23. ***What is the town of Nevada like?*** Nevada is a small, rural town and the county seat. The population is around 9,000 and offers restaurants, a movie theater, and shopping.

IF YOU DO NOT KNOW THE ANSWER TO A PARTICULAR QUESTION, IT IS OKAY TO TELL THE STUDENT YOU DO NOT KNOW. WRITE DOWN THE QUESTION(S) AND TELL THE STUDENT A COTTEY REPRESENTATIVE WILL CALL HER BACK WITH THE ANSWER(S). PLEASE ASK HER THE BEST TIME FOR A REPRESENTATIVE TO CALL.

FAQs from P.E.O.s and Alumnae

Cottey is so far away! It is hard to get students from our area interested.

The majority of students attending Cottey are far away from home, probably as far away as a student from your state. Our students are from Hawaii, Alaska, Washington, New York, California, and Florida, in addition to international students. That is the excitement of Cottey! Cottey attracts the student who is not afraid to leave her home state to attend college, who is ready to be on her own for two years. However, we all know that “the distance transition” is eased by attending Cottey because of the family-orientation of our campus community, the suite-living environment, and the fact that all of our students are a long way from home. There are students in your state/province/district who are looking for a college as far away as Cottey. They do not represent the majority of students, but they can be found if you try. Remember: A flight home from Kansas City may be less travel time than a drive from a college across your state or a neighboring state. There are also those students who come to Cottey despite distances because of the many advantages a Cottey education offers them.

There are so many good schools in our own state/province/district.

There is no state/province/district that cannot claim this. Then why do students from every state/province/district select Cottey? The answers are numerous-inexpensive cost for a private college, financial aid/scholarships, Cottey’s reputation, excellent faculty, personal classroom attention, suite-living, the “national” and “international” aspects of our student body, etc. A state/province/district will be hard-pressed to find a single local institution which can boast all of the advantages Cottey offers to students as freshmen and sophomores.

What are the major selling points of Cottey?

- Strong academic program with Associate in Arts and Associate in Science degrees leading to most any major.
- Facilities, e.g. fully-equipped science labs, fine arts and music facilities, dance studios, and weight room.
- Full-time faculty members provide instruction to the students, not graduate assistants.
- Success rate of students-95 percent of students transfer easily as juniors to colleges/universities around the world.
- 40,515 square foot Academic Center with new science and computer labs.
- Apartment-style living.
- Financial Aid-over 90 percent of Cottey students receive some form of financial aid.
- Leadership training and opportunities.
- Senior International Experience provides all second-year students an opportunity for expense paid travel to a European city.
- Intercollegiate sports in basketball and volleyball.

What is the role of the Cottey admission representative assigned to states/provinces/districts?

Each state/province/district has a Cottey admission representative assigned to it who is responsible for the recruitment of students and contact with students in those areas. All inquiries from you should be directed to her. The admission representative will be the person phoning, writing, and contacting students in your area. She will also follow-up on names sent in from P.E.O. members and alumnae. The admission representative is responsible for working with the dean of enrollment management to decide in which states/provinces/districts she should travel.

We find a very small portion of those showing an initial interest in Cottey are truly interested.

This is true of every college and university. This is why it is so important to build up a large prospective student inquiry pool. It is a general rule-of-thumb that to generate one serious applicant to a college, you will need 25 students who have shown initial interest. This means that to gain just 400 applicants for Cottey’s freshman class, we should have 10,000 prospective seniors on our mailing list.

We would like guidelines for selecting students for scholarships.

It is up to the individual state/province/district chapter to establish criteria for awarding P.E.O. scholarships. Some states/provinces/districts offer the largest scholarships to the most academically-qualified students in their area who are accepted at Cottey; others give scholarship awards to every student who is accepted at Cottey. If the Office of Enrollment Management were asked for a preference, it would be the latter method. Receiving a P.E.O. scholarship from a state/province/district is a real boost for a student and quite an incentive to ultimately decide to enroll at Cottey. Remember that Cottey is awarding academic scholarships on a sliding scale based on academic achievement to the same students; if a state/province/district awards on the same basis, some students receive all of the scholarships while other students (who were also accepted by Cottey) receive no award.

How do we get more prospective students to visit the campus?

Offer to bring them yourselves. Bus trips are very successful for the states that organize them. If you are more than two or three states geographically removed from Cottey, then show them the Cottey video. It may encourage them to visit; if not, it will give them a more personal glimpse of our campus than brochures or a telephone call.