

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 of a student gathering is to educate more students about Cottey College in an informal setting. It is never too early to introduce a high school student to Cottey.

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.

Cottey offers the Associate in Science and the Associate in Arts degree. An active Academic Assistance Center works with students to transfer to selective institutions to complete their bachelor's degree. 95% 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 \$11,484. 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.

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 admissions 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, visit the Cottey website at <http://www.cottey.edu/home/alumnae/recruiting.html>. 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.

WE ARE HERE TO HELP!

Contact the College with any questions.

Office of Alumnae Relations
alumnae@cottey.edu

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

Office of Enrollment Management
enrollmgt@cottey.edu

STUDENT GATHERING EVALUATION

Immediately following a student gathering, 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): _____

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: