Alumni Recruitment Network

2016 Leadership Conference
ARN Goals

• Help recruit the best students to MSU
• Provide alumni with a venue to serve our university
• Allow our alumni to show pride in their alma mater while having fun
What can you do?

• Letter Writing Campaign
• College Fairs
• Student Recruiting Events
• Calling Students
Letter Writing Campaign

In a world dependent on technology, this campaign creates a personal touch that gives students the sense of community and home at MSU.
Letter Writing Campaign: What we do

• Send you a list of admitted students based on your preference (hometown, high school, intended major, etc.)
• Provide Alumni Recruitment Network stationary and sample letter templates
Letter Writing Campaign: What you do

- Write to your list of students
- Encourage them to schedule a campus visit – help “seal the deal”
- Provide postage
Letter Writing Campaign

• This can be done on an individual basis or as a chapter
  o Have a Letter Writing Night
  o Distribute the student among chapter members
Our outstanding admissions staff travel to high schools constantly to represent MSU at college fairs, but they can’t be everywhere... That’s where you come in!
College Fairs: What we do

• Send supplies for you to set up at your table
  o Brochures, handouts, swag, etc.
College Fairs: What you do

• Represent MSU, answer questions, and share about your experience
• Don’t be afraid to say, “I don’t know.”
• Provide information and contact for the Office of Admissions and Scholarships
Student Recruiting Events

When our chapters host students recruiting events for students in their areas... It helps us “seal the deal!” These events help students in their decision making process, and allow them to meet and mingle with past, present, and future Bulldogs.
Student Recruiting Events: What we do

- Mail invitations to students/parents
- Have an MSU representative present to speak, answer questions, etc.
- Assist in anyway with the planning process
Student Recruiting Events: What you do

• Identify a host home/location
• Provide food for the event
• Work with our staff to plan the event
Calling Students

Making phone calls to students reinforces our goal to add a “personal touch” to student recruiting.
Calling Students: What we do

• Send a list of students to call - including information about the students
• Provide a script with speaking points to guide the conversation
Calling Students: What you do

- Call students, answer questions, brag on MSU!
Training & Resources

• Coming soon on our new alumni website… Online videos, links to important information, involvement forms etc.
• Office of Admissions & Scholarships website
• Admissions Counselors!
What can you do NOW?

1. Chapter Student Recruiting Chair meet with admissions counselor – Territories listed on website
2. Get involved in the Letter Writing Campaign & Calling Students
3. Host an event
Alumni Recruitment Network

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