

# SPREADING THE FAME

August 2015



**ALUMNI AT  
OTHER COLLEGES  
ARE LOYAL.  
OURS ARE FANATICAL.**

## Staff Spotlight, Tyler Wade, '12



Hello, friends! My name is Tyler Wade and I am the Admissions officer responsible for Alumni Engagement. I graduated from the College in 2012 and have worked in our office since 2014.

This is an exciting time in Admissions. In May we welcomed Mike Thorp, '86, as our Dean for Enrollment Management. Mike has hit the ground running in identifying new and innovative ways to reimagine how we recruit. These changes include the creation of functional area teams within our office to foster collaboration and creativity.

Along with my colleagues (Tom Runge, Apryl Bradley, Matt Bowers and Patrick Kvachkoff) our biggest goal is revitalizing our alumni engagement efforts.

We need to build a bigger base of alumni volunteers who not only refer students, but who are also willing to attend programs and talk to prospective students and their families about the value of a Wabash education.

To that end we are re-launching the *Spreading the Fame* newsletter and plan to include staff and alumni volunteer spotlights, an events calendar, and educational pieces on how to best recruit the next generation of Wabash Men.

I hope you are just as excited as I am about these changes and more. We will be in touch over the course of the next few months with additional information, but for now, welcome back! If you have any questions or need something, please send me an e-mail at [wadet@wabash.edu](mailto:wadet@wabash.edu) or give me a call at 765.361.6405.

## Class of 2020: By the Numbers

As of this mailing, we have 354 alumni referrals for the Class of 2020. This is **down by 64** referrals from this date a year ago and **114 fewer** than our six-year average.

In short, **we need your help!** In order to get the best young men to consider Wabash, the Admissions Office needs to know their names.

Referring a student is easy, just go to <http://www.wabash.edu/alumni/student/refer> and, at the minimum, be sure you have the prospective student's name, home address, and high school. It is also extremely helpful for us to have the student's e-mail address and phone number.

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## Alumni Volunteer Spotlight

### John Fox, '64

Alumni from all walks of life can refer students to Wabash. Whether you're young or old, you probably come into contact with more prospective students than you realize! Our hope is that, by sharing the stories of other alumni who actively refer students, you can identify strategies to help us find a few good men. This month's spotlight focuses on John Fox.

John has served as a member of the Wabash College Board of Trustees since 1985. He retired in 2003 as the Vice Chairman and Global Director of Strategic Clients with Deloitte Consulting. He and his wife, Kathy, live in Lake Forest, IL.

John writes, "Referring students just came naturally to me. I refer young men who are the sons of friends/acquaintances or caddies. Wabash changed my life and prepared me for a changing world working on interesting and challenging problems. I hope to be able to help other young men find their fit at Wabash and prepare for a successful career."

John tells students, "Wabash offers small classes and the most engaged faculty who will force you out of your comfort zone. This is the value of a residential, liberal arts education. At Wabash, you are taught and mentored by Ph.D. s, not student teaching assistants. You will never work harder and with more excitement!"

Clearly, John's passion for Wabash and the College's impact on his life resonate with prospective students and their families.

Whether you're enjoying dinner with a family friend or playing 18 at the local country club, keep an eye out for bright young men and be sure to let us know about them!

## **Best In The Midwest**

Princeton Review has named Wabash College one of the best undergraduate institutions in the nation.

**No. 3 "Easiest Campus to Get Around"**

**No. 5 "Most Accessible Professors"**

**No. 7 "Best College Theater"**

**No. 11 "Best Career Services"**

**No. 11 "Best Athletic Facilities"**

**No. 11 "Everyone Plays Intramural Sports"**

**No. 15 "Lots of Greek Life"**

**No. 19 "Professors Get High Marks"**



**Wabash ranks 4th nationally  
in producing Ph.D. s in the  
physical science**

**WABASH  
COLLEGE**

**SERIOUSLY SMART.**

## CONNECT WITH WABASH COLLEGE



## The Art of the Question

**A big push for our office is helping our alumni better sell Wabash to prospective students and their families. In order to be successful in an increasingly competitive recruitment environment, we all need to read from the same playbook.**

**These newsletters (and other publications) will provide short talking points and tips to help that effort.**

**This quarter's talking point is the art of the question. As recruiters, we must find ways to extract information from prospective students about what they are looking for in a college/university, what "problem" they are trying to solve with education, what other schools they are considering and what objections they have towards coming to Wabash.**

**Prospects usually come in a couple of varieties. Either they are considering Wabash and other large state schools or they are looking at Wabash and a host of other small colleges.**

**If a student and their family is already sold on the value of the liberal arts, we need to find ways to distinguish Wabash from other liberal arts colleges, i.e. we need to unapologetically articulate the value of an education for men.**

## The Talking Points

### See the Future

One estimate puts the average number of careers a person born after 1990 will have at ten (not ten different jobs in the same career, but ten different careers). A person with a broad, liberal arts education is uniquely equipped to thrive in such an economy.

### Talk like the Boss

People who are clear thinkers and effective communicators often end up as the employers or managers of those who have only specific technical skills.

### Raise the Bar

Wabash students stand out among job and graduate school applicants because their professors are able to recommend them with surprising specificity and depth. Wabash faculty members hold their students accountable in ways faculty at other schools cannot because the relationships are so close. These higher standards are good for everyone and lead to excellence.

### Cite Your Sources

Every department at Wabash has research opportunities for students, ranging from independent studies on topics of a student's choosing, to participating in the major scientific work of a professor. Many students receive paid internships to spend their summer working with a professor. Students have helped faculty edit and produce scholarly work.

### Bros Know

Everyone knows that men and women develop in different ways and at different rates. Other colleges are struggling to find ways that work to educate men, and have great difficulty finding enough qualified young men for their incoming classes. Wabash has excelled at educating men for decades. Wabash professors instruct using teaching methods best suited for young men such as intense challenges, problem-solving approaches to learning, and risk-taking. These practices are less common in co-ed classrooms, and are precisely the reason Wabash men succeed.





## **Upcoming Events and Campus Visits**

We are leaving no stone unturned in making sure our Admissions Office is ready to ensure our future as the liberal arts college for men. To that end, we are revamping our campus visit schedule and are launching a new visit program, Saturdays at Wabash, aimed at showcasing how fun it is to be a Wabash Man through inclusion in tailgating and sporting events.

Here is the schedule for some upcoming events/opportunities to bring prospective students and their families to campus:

### **Saturdays at Wabash**

**Saturday, September 26 v. Wittenberg**

**Saturday, October 3 v. Hiram**

**Saturday, October 31 v. Ohio Wesleyan**

**Saturday, November 7 v. Denison**

**Saturday, December 12 Basketball v. Wooster**

### **Fall Visit Days**

**Friday, October 2**

**Friday, November 13**

### **Honor Scholarship Weekend**

**March 18-19, 2016**

While these are some of the best days to visit campus, we are more than happy to work with students and their families to set up a personalized visit. We offer visits on Mondays, Wednesdays and Fridays starting at either 9 a.m., 10 a.m. or 1 p.m. We are also able to accommodate visits outside these times on a case-by-case basis. Please contact [admissions@wabash.edu](mailto:admissions@wabash.edu) to set up a visit.