

Spring 2006

### NAWM Board Affirms Alumni Support for Admissions Referrals

Mark Dewart '74 – National Association of Wabash  
Men Admissions Committee Chair

The Board of our alumni association (National Association of Wabash Men) recently affirmed its support of alumni referrals to the Admissions Office. Referrals are an important way to engage us, as alumni, as a strategic advantage to the College.

As you're aware, referrals provide an important advantage in the recruiting process. When a Wabash Man refers a promising high school student, that young man is much more likely to apply and enroll at the College when compared to other means such as college fairs and mailings.

During the formation of the upcoming class of 2010, 477 Wabash Men have referred 1233 students thus far. This figure represents a continuing climb in participation over the last 8 years.

#### *Motivations*

What motivates us to participate in the referral process? The feedback we receive from alumni tells us that referring "feels good," "it gives me a chance to offer a young man the opportunity I had when I was a student," "I have a chance to give back to Wabash."

Andy Ford recently reminded Board members that by referring a young man you provide a living link to the life of the College.

#### *How do I make a referral?*

It's easy and takes only a few moments of your time.

- Go to the homepage ([www.wabash.edu](http://www.wabash.edu)), click on Alumni and Parents, then click "Assist Admissions"
- Send an email to Audra Abney at [abneya@wabash.edu](mailto:abneya@wabash.edu)

(See NAWM on page 2)



**Wally says "Update  
your recruiting  
arsenal!"**

#### **Pocket Piece**

In December 2005, the Admissions Office distributed copies of a "pocket piece" to volunteers. The response from those volunteers has been overwhelming as they are finding innovative ways to get this publication into the hands of prospective students.

For those of you who aren't familiar with this publication, the "pocket piece" is a compilation of fast facts about the College that is printed to a size that easily fits into the pocket of a suit or sport jacket.



If you like to have a supply of pocket pieces sent to you, email Chip Timmons at [timmonsc@wabash.edu](mailto:timmonsc@wabash.edu).

#### **Check out the Admissions Blog! - Scarlet Banter**

The Admissions Office blog, *Scarlet Banter*, can be found at (<http://www2.wabash.edu/blog/admissions/>) Our goal is to provide prospective students, their parents, and members of the Wabash community a behind-the-scenes look into our day-to-day operations.

(NAWM continued from page 1)

- Telephone the Admissions Office: 765.361.6041
- Send a note to: Wabash College Admissions Office  
attn: Audra Abney, PO Box 352, Crawfordsville, IN 47933

Just provide the information that you have available. A young man's name, address, phone number, and high school and class year is a great start. While more is better – the Admissions Office can do the rest. Believe it or not, referrals have been received on restaurant napkins!

### *Where am I going to find these young men?*

It's not complicated! Some of us do have high school children. But, here are some other sources:

- Sons of business associates
- Sons of friends or neighbors
- Church or synagogue
- Scout troop
- Newspaper listing of honor roll students or athletic recognition
- Waiter, bus boy, caddy (there's that napkin again!)

### *The Bottom Line -- The Top 4 List*

1. Referrals are easy.
2. Referrals make a difference in a young man's life.
3. Referrals help the College find the next generation of Wabash men.
4. Referrals engage us – as alumni – in the life of the College.

### **Referral Update**

To date, we have the second highest referral total since program's inception. As of March 9, we were 32 referrals behind last year's total. **We still have time to break this record!** If you know of any high school juniors and sophomores who are Wabash material, refer those young men to Wabash today!

**Go to [www.wabash.edu/alumni/student/refer](http://www.wabash.edu/alumni/student/refer) to submit your referral on-line or call Audra at 765-361-6041.**



## Volunteer Program Upgrades

In the last edition of *Spreading the Fame*, we introduced you to our Coordinator of Volunteers, Audra Abney. Now that the next phase our volunteer program is well underway, we thought we should provide a progress report and share our plans for the immediate future.

### *Accomplishments:*

● **Improved “customer service”:** We have implemented a two-tiered program to keep volunteers updated on the progress of their referrals. Monthly letters are sent to those who referred four or fewer and a spreadsheet is sent electronically to those referring five or more.

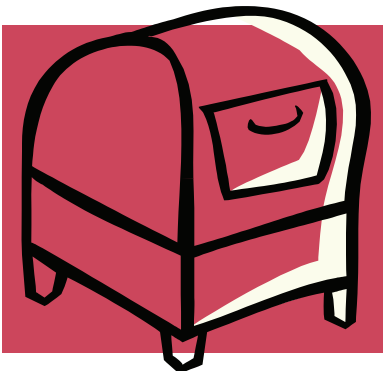
● **Volunteer support with application pushes/visit day promotion:** We now correspond with volunteers prior to application deadlines and enlist their help. Volunteers are encouraged to contact their referrals and encourage them to submit applications by each deadline.

### *On deck for this semester:*

● **Improved college fair coverage:** We have improved our process for registering for college fairs allowing us contact volunteers much earlier and get more volunteers out representing Wabash. All college fair registrations will be handled by Audra, so if you know of college fairs in your area and would like to represent Wabash, contact Audra at [abneya@wabash.edu](mailto:abneya@wabash.edu).

● **High school awards programs coverage:** After our first round of admissions decisions were mailed, Audra began contacting the high schools of all admitted students to learn the dates and times of their awards nights. She will continue as we admit more students and keep a list of all of programs where Wabash can be represented.

● **Alumni Profile Publication:** The publication was entitled “You Can Go Anywhere From Here” included profiles of alumni from a variety of academic and professional backgrounds. Each profile emphasized the versatility of a liberal arts degree and how attending Wabash prepared each alumnus for his career.



**If you would prefer to receive future issues of *Spreading the Fame* in the mail contact Chip Timmons. Chip can be reached at 1-800-345-5385 or by email at [timmonsc@wabash.edu](mailto:timmonsc@wabash.edu)**

## Update on the Class of 2010

For the 6th straight year, the Admissions Office received over 1,000 applications. In fact, we surpassed 1,300 applications for the fifth year in a row. We are running even with last year's total, but completed applications are nearly 3% ahead of last year.



The profile of the applicant pool has been bolstered by the large number of applicants ranking in the top 20% of their classes. The success of the Top Ten Visit Day was highlighted in the December issue. In February, we duplicated that success with our Top Twenty Visit Day that was held on February 20. See page 4 for full details on the Top 20 visit day and other events.

## Visit Day Updates

### African-American/Hispanic-Latino Visit Weekend

This February 18-20, the Admissions Office brought 54 students to campus to participate in our African-American/Hispanic-Latino visit weekend. Our guests came from Indiana and the contiguous states, but we also had attendees from Arizona, California, Connecticut, Florida, Mississippi, Missouri, Pennsylvania, Tennessee, Texas, and Wyoming.



In addition to meeting Wabash students and faculty, attendees have an opportunity to meet several alumni during the weekend. We would like to thank the following alumni who joined us: Terrence Butler '96, Mark Cevallos '99, Jeff Cusic '87, Adan Garcia '04, Daryl Johnson '82, Anthony Mimms '95, and Cleo Washington '85.



### Top 20 Scholarship Visit Day

While we were wrapping up the African-American/Hispanic-Latino visit weekend, our Top 20 Scholarship Visit Day got underway on Monday, February 20<sup>th</sup>. Seniors ranking in the top 20% of their class were invited and over 120 students took part in the visit day. This comprehensive visit program included a keynote address from Tom Runge '71, discussions on the Gentleman's Rule and the liberal arts at Wabash plus a session with staff from the Schroeder Career Center.

The parents of our guests joined their sons for most of the programming and attended a luncheon at Detchon Hall while their sons dined in the living units. Several alumni joined us for lunch and took time to chat with parents. "Thank yous" go out to Rick Cavanaugh '76, Doug Coy '82, Joe Emmick '92, Scott Fendley '88, Mike Gaby '92, Jake Gilbert '98, Grant Goshorn '02, Herm Haffner '77, Jeremy Hartnett '96, Ben Hewitt '05, Jim Kerr '92, Jon Pactor '71, Tom Runge '71, Rex Ryker '97, Brian Tucker '98, and Brad Weaver '91.

### Honor Scholarship Weekend – March 17-18

The 113<sup>th</sup> Honor Scholarship Weekend was held March 17-18 and what a weekend! All told, 345 prospective students were on campus to compete for scholarships, explore housing options, attend rush activities and athletic contests, and get a feel for life on campus.

The Public Affairs Office did a great job covering the weekend and you can read all about on [the website](#).

On Friday evening, we hosted the Honor Scholarship Banquet. Several alumni joined us for dinner and helped welcome our guests to campus. We would like to recognize those alumni who lent us a hand: Pete Allen '73, Mike Burkett '75, Bill Degitz '42, Steve Gollither '67, Craig Green '59, Brad Johnson '71, Dave Knott '69, Greg Miller '83, Dale Milligan '49, Dale Petrie '75, D.J. Riese '87, Mike Swift '77, Michael Wagner '93, and David Waldman '93.



**If you have referred a high school senior who attended Honor Scholarship Weekend, be sure to follow up with him later this month.**

If you aren't sure if your referral(s) took part in the weekend, don't worry. Audra send out updates after the dust set-



### Upcoming Visit Days!

April 6-8  
May 20

Lilly Weekend  
Spring Visit Day

The Lilly Weekend is our final visit program for the Class of 2010 and will bring 30 finalists to campus to compete for the prestigious Lilly Award.

The Spring Visit Day is designed for underclassmen. If you have referred a underclassman to Wabash, encourage him to attend. The online form can be found at [www.wabash.edu/admissions/visit/springvisit](http://www.wabash.edu/admissions/visit/springvisit).