

SPREADING THE FAME

December 2015

The Dean Speaks: Mike Thorp, '86



There are two reoccurring questions that come up when I speak with Wabash alumni about recruitment. Generally, alumni ask how to respond to questions of cost and men's education. While we all have responses for such questions, answering them quickly and directly can sometimes pose a challenge.

We all have our stories about important faculty, coaches, classes or activities that had an impact on our lives. Your stories about Wabash are important, so tell them. Know your audience. Listen and ask questions first. Who is the competition for this recruit? If the competition is a public school, the answer may be different than if it is another liberal arts institution.

In the end, there are two things that work in concert that set our school apart. We are a college for men and we have only one rule.

There is one nearly universal trait all our recruits share. They are highly competitive. You remember how competitive we were with each other when we were in college? It's no different for young men today. It doesn't matter if they have never played a sport. They compete for a spot in the orchestra, the theater, or they simply compete with their friends with video games. At Wabash, we embrace competition. We nurture competition. We teach young men to compete in our own way where the guiding principle is the Gentleman's Rule. The Gentleman's Rule makes us unique in higher education and it's also what makes us great. The Gentleman's Rule asks us, at every decision point, to do the right thing. Our measure of success is what we do right.

I had forgotten what it was like to be a student at Wabash. In the past several months, I've seen clear reminders. The men help each other to study; they remind each other that they have work to do; they push each other to work harder. While they are competitive, they are competing more with the world beyond our campus rather than each other. They are academic teammates. In my 25-plus years of working for selective liberal arts colleges, I've never seen such a level of intra-generational cooperation.

Never retreat, never shy away from a conversation about cost. For an older guy like myself, Wabash is far more expensive today than it was in 1983. Similarly, the house my family lived in that year is far more expensive today. The current price of Wabash is not simply the result of inflation, though. Wabash still has outstanding faculty and has made improvements in the programs and the physical plant since we were students. Two quick examples of program improvements include international immersion trips and the recent Liberal Arts Plus initiatives. Don't apologize for our sticker price.

Our 4-year graduation rate is between 70-74%. For comparison, the 4-year graduation rate at Purdue is 37% and at I.U. it's 49% (I.P.E.D.S., 2012). It would take a student 6 years of tuition/room/board at those schools to come close to our 4-year graduation rate. I've actually cost it out. After our average scholarship, it's less expensive to attend Wabash because students graduate in 4 years (this doesn't count 2 years of missed revenue).

Keep the referrals coming. The contact you make with prospective students is one of the two most important things you can do for our College.

Class of 2020: By the Numbers

As of this mailing, we have 621 alumni referrals for the Class of 2020. This is **down by 184** referrals from this date a year ago and **141 fewer** than our three-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>. 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.

In this Edition

Dean Speaks :

Page 1

Staff Profile:

Page 2

Admissions 101:

Page 3

Admissions Event Schedule :

Page 4



Staff Spotlight

Apryl Bradley

My name is Apryl Bradley and I am the Coordinator of Volunteers in Admissions. I have been with the College since October 2012 and have enjoyed being a part of the Wabash Community. My husband and two sons also value what Wabash has to offer. My sons like to take part in the swimming lessons, guitar lessons and any other youth functions here at Wabash. I tell my boys that not every kid gets to be involved so closely with a college like Wabash, and they have come to realize that this is a great opportunity for them and they know this is a special place.

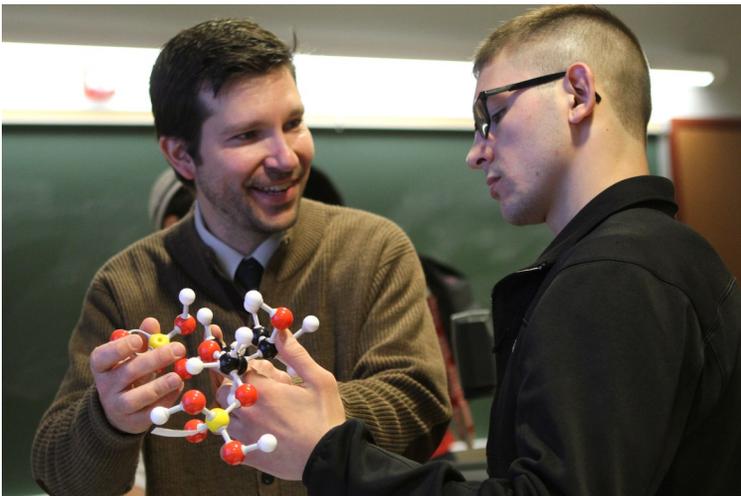
Since coming to Wabash, I have appreciated the alumni and their dedication to this institution. My main focus is processing alumni and student referrals along with coordinating volunteer opportunities for our alumni. I have great admiration for our alumni group and how they are willing to take time out of their demanding professions to assist in the continuation of the Wabash legacy.

In my three years at Wabash, I have learned that referrals can come from alumni teachers, coaches, Boy Scout leaders, co-workers or students you know within your community. There are ways to display your Wabash affiliation by acquiring an alumni tool kit. These tool kits are great conversation pieces to begin talking about Wabash to a prospective student. Please visit our website to [request information about a toolkit](#). I will be happy to get materials out to you so you may start your journey in finding Wabash Men.

Please contact me at any time to [refer a student](#), express interest in volunteering at a college fair in your area, or if you are interested in participating in on-campus and off-campus activities. We are always looking for alumni to help "Spread the fame of her honored name." If you have any questions, please contact me at bradleya@wabash.edu or by phone at 765.361.6041

Return on Investment

According to a 2015 survey from PayScale.com, Wabash grads earn, on average, \$363,000 more than a typical college graduate (over a 20-yr. period).



Wabash has the 7th best college theater program in the country

**WABASH
COLLEGE**

SERIOUSLY SMART.

Admissions 101: The Decision

In just a few weeks, decision letters will be hitting the mailboxes of high school seniors across the country. Wabash is no different.

Students that applied to the College by December 1st will receive decision letters by the end of the year.

When a student submits his complete application and supporting materials, his file goes through several steps before a decision is reached.

All applications are read initially by the *territory manager*, an Admissions staff member responsible for prospective students in a geographic territory.

These files are then read a second time by a senior member of the Admissions staff.

Finally, before a decision is made, all files are reviewed by Dean Thorp.

Applicants will then receive one of the following decisions:

1. **Admit:** these students have been admitted to an institution and have until May 1st to pay their enrollment deposit and secure their spot in the class
2. **Defer/Hold:** these students have not received a decision on admission, typically because an institution is still interested in the student, but may need more information such as fall semester grades, test scores, etc. before we make a decision
3. **Waitlist:** an admissions decision option utilized by institutions to protect against shortfalls in enrollment; the institution does not offer/deny admission at this time, rather it extends the possibility of admission in the future, prior to the conclusion of the admission cycle
4. **Deny:** the institution will not accept the student for admission



Thank You!

Every year, we field several phone calls from loyal sons asking why we did not attend a college fair in their area.

Most of the time, the answer is simple: we just do not have enough staff to cover every college fair around the country.

But, we do our best to cover fairs in strategically important areas. And you all are an important part of that.

We want to extend a special thanks to everyone who volunteered at a college fair this Fall:

Cameron McDougal, '12

Keith Veal, '92

Chad Cleaver, '00

Kyle Falconbury, '96

Brad Maxwell, '83

Lee Clark, '73

Steven Wildman, '71

Lee Cline, '66

Emmanuel Aouad, '10

Matt Olivarez, '08

Dan Susie, '68

Oscar Torres, '01

Doug Kvachkoff, '81

Peter Wright, '81

Evan McFarland, '14

Rob Clancy, '92

Jacob Pactor, '04

Rob Dyer, '13

Jason Miller, '01

Steve Prince, '88

Jim Olberding, H'99

Tyler Hardcastle, '15

Joe Samreta, '95

Jon Pactor, '71

Kai Chin, '71

CONNECT WITH US



If you would like to volunteer in the future, simply send an e-mail to [Apryl Bradley](mailto:Apryl.Bradley).



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.

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

Saturdays at Wabash	Saturday, December 12 Basketball v. Wooster
Winter Visit Days	Monday, January 18 (Martin Luther King, Jr. Day)
	Monday, February 15 (President's Day)
Fine Arts Celebration	March 17-18
Honor Scholarship Weekend	March 18-19
Lilly Scholarship Weekend	April 8-9

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 an individual basis.