

Baldwin-Wallace College's Alumni and Parent Admission Recruitment Team (APART)

APART Overview

The Alumni and Parent Admission Recruitment Team (APART) was established in 2003 to provide alumni a rewarding avenue for service to their alma mater and to use each member's talents and enthusiasm to aid in recruitment. As a member of APART, you play a vital role in assisting the Office of Admission recruit a talented and diverse class of students. Your involvement in promoting Baldwin-Wallace College to prospective students, parents, and guidance counselors will help them make a personal connection with the College. This handbook will serve as a guide and reference for APART activities. Please do not hesitate to contact the Office of Admission for further information and assistance.

Who are APART representatives?

APART welcomes alumni from all of B-W's undergraduate and graduate programs as well as parents of B-W students. We do recommend that our graduate program alumni who did not attend B-W as an undergraduate take time to learn about the B-W undergraduate experience. With training, it is our expectation that all APART members will be prepared to talk with prospective students and their families about B-W's academic programs, faculty interaction, residence life, student activities, and educational support.

We are always looking for alumni and parents who are interested in assisting with our admission efforts. If you know of someone who would be an asset to the APART program, please complete the Prospective APART Member Referral Form in Appendix A or online at www.bw.edu/admission/apart.asp.

Responsibilities

As a member of the Alumni and Parent Admission Recruitment Team, you are encouraged to participate in the following activities:

- **Alumni and Parent Contact Program** – APART volunteers can call or email admitted students and their families.
- **College Night Programs and College Fairs** – APART members represent B-W at area college night programs in the fall and spring. This type of program brings hundreds of new prospective students to B-W each year.
- **Interviews** – APART volunteers interview local students who request personal interviews off campus. Generally, these students are unable to visit campus. Interviews are conducted in the fall through early spring.
- **On-Campus Events** – The admissions office holds open house programs in the fall and summer for prospective students and families. These programs include general sessions on admission and aid, academic department open houses and tours. Volunteers can serve on panels, have lunch with prospective families or mingle during registration. We also host visit days for admitted students in the spring.
- **Prospective Student Referrals** – You can recommend prospective students by completing the Prospective Student Referral Form or online at www.bw.edu/admission/apart.asp.

- **Scholarship Interviews** – Alumni and parents may be invited to serve as interviewers for our Achievement Scholarship Program, which will be held in the spring. The program recognizes accepted students who demonstrate extraordinary leadership, volunteer or extracurricular involvement.
- **Student Receptions** – You can host or staff prospective and/or accepted student receptions. These receptions can be held in volunteers’ homes and are informal by design.
- **Alumni Spotlights** – You can share information about your B-W experience by completing the Alumni Spotlight Form. Spotlights will be used on the B-W admission website and in other admission publications.

Your participation in these activities provides the Office of Admission with:

- Referrals that increase the visibility of Baldwin-Wallace in your community.
- Personal contact with students who may not be able to visit campus.
- Pertinent information in the form of contact reports and evaluations.
- Information that will help us determine the degree of interest a student has in B-W.
- Information on how we can follow up with prospective students (e.g. sending additional information or having a coach, faculty member, or admission representative contact a prospective student).

Resources Available to Alumni and Parent Volunteers

- Alumni and Parent Admission and Recruitment Team Handbook
- College Catalog (available online at www.bw.edu/coursecatalog/)
- Profile of first-year students
- Applications
- Financial aid brochures
- Admission brochures

Representing B-W

As a member of the APART program, your contact with a high school student and his or her family may be an influential factor in helping select B-W. You have chosen to participate because you are enthusiastic about B-W and its offerings. Your personal initiative and resourcefulness in carrying out your responsibilities are very much encouraged.

Remember, you represent B-W to the student and family with whom you are in contact. The role of the APART representative is not necessarily to know the details of every academic program, but to transmit a general sense of excitement and a positive attitude about B-W and your own experiences here. Outdated and/or inaccurate information can be very damaging. Do not hesitate to refer a student to the admission office.

As a representative of B-W, you are expected to uphold certain professional standards. Please familiarize yourself with the National Association for College Admission Counseling (NACAC) Statement of Principles of Good Practice (Appendix B) and abide by its practices. Failure to do so can result in sanctions against Baldwin-Wallace.