

## ***Alumni and Parent Contact Program***

The Alumni and Parent Contact Program provides alumni volunteers the opportunity to call or email admitted students and parent volunteers the opportunity to call the parents of admitted students through our “Parent to Parent” program. This personal connection with a prospective student and his or her family provides an important link to Baldwin-Wallace College. Our goal is to ensure that the student has enough information and a good feeling about B-W to determine if it is the right place for him or her.

When contacting prospective students and their families, remember to abide by the NACAC guidelines (Appendix B).

### ***Alumni and Parent Contact Program Process***

An admission counselor will contact you with the names of admitted students (or families) in your area and ask that you contact them. Counselors will pass along pertinent information such as high school, intended major, and extracurricular activities that will allow you to have a conversation with the student or parent.

APART volunteers should contact the student or parent by phone or email.

After the contact is made, please email or call your admission representative with necessary follow-up information.