

Tips for Contacting Admitted Students

Know that students and parents are not anticipating your call or email. If telephoning, you will encounter varying levels of interest. The best times to call are evenings (before 9:30 p.m.) and weekend days. If the student or parent is not available, offer to call back or leave your number.

The following information may be helpful as you contact admitted students and their parents. You may also want to reference the Frequently Asked Questions section of your APART handbook.

- When calling, please share your connection to B-W (alumni, parent of current or former student, etc.).
- If you are a B-W alum, talk about your experience at B-W, why you chose the school, positive experiences and anecdotes from your time at B-W, how your B-W degree has been beneficial in your career, etc.
- If you are a parent of a B-W student, talk about why B-W has been a great choice for your son or daughter and share some of their experiences at B-W.
- Give the students helpful hints about items to bring to campus, campus traditions they can look forward to, the local area, etc.
- Encourage questions. Please DO NOT answer questions if you are uncertain about the correct answer. Refer the student to the admission office. Your role is to share your enthusiasm for B-W, including the value of your education and fond memories, and serve as liaison between the student and the admission office.
- If you are sending an email, the subject line should be “Baldwin-Wallace College” or “B-W” so that students know to open the email.
- Encourage students to visit campus. During their visit they can sit in on a class, meet faculty, and tour campus. Appointments are available Monday through Friday and on select Saturdays. They can schedule a visit online at www.bw.edu/visit. They can also attend an Open House where they can take a campus tour, attend a B-W Admission Information Session, meet with financial aid counselors, and attend classes. Finally, they can stay for an overnight visits, an optional component of the Open House program. High school seniors will be paired with a current B-W student and have the opportunity to experience student life and the residential experience at the College. See Appendix E for a list of this year’s on-campus events.
- We would like for admitted students to inform us of their college decision by May 1st. However, they will NOT lose their admission or scholarships if they have not decided. If they decide to attend Baldwin-Wallace College they should send in their \$200 New Student Fee. When the New Student Fee is received, B-W will send orientation, housing, and scheduling materials.