Dear Earlhamite,

Thank you for volunteering for our Close the Class campaign! This project is an amazing opportunity to connect with admitted students and share your Earlham experience both as a student and as an alum.

In the two years that I’ve worked at Earlham, I’ve come to appreciate (and at times, envy) the tight-knit Earlham community. Earlhamites across the globe share a unique perspective that they carry with them beyond their time on campus. I love hearing stories about your favorite faculty members, tales from your study abroad program, how your teammates on the field became your lifelong friends and all of your memories on The Heart.

Whether you graduated recently or more than 50 years ago, you are part of a unique group. Please share with our admitted students your experiences and the love you have for your alma mater. Share with them how an Earlham education doesn’t end after four years—how they will instead be joining a lifelong family. I’ve witnessed this bond on campus during homecoming and reunion weekend, across the country at regional events and virtually when you band together on Earlham Day.

The last two years have been a wonderful whirlwind, and your support, particularly during these unprecedented times with COVID-19, has been so comforting. I feel incredibly lucky to work with such an amazing, passionate alumni network.

Thank you again for your support and for helping us bring in the next generation of Earlhamites.

Sincerely,

Alyssa Tegeler
Director of Alumni Engagement
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Earlham’s Office of Admissions urgently needs your help to close the class that will enter fall of 2021 and graduate Class of 2025.

We are calling on alumni volunteers to help reach out and connect with accepted students who have not yet deposited and confirmed their admission to Earlham College.

This guide will supply you with all the tools and tips you will need to make a meaningful and impactful connection with our future Earlhamites, including phone scripts, email tips and talking points.
We are trying to get in touch with accepted students who have not yet deposited.

If a parent answers, please ask if they are willing to talk briefly about their child’s college choices, interests or their concerns as a parent related to choosing the right college.

First, offer your congratulations for their acceptance to Earlham College.

After that your talking points can include:

· Our top-tier academics
· Welcoming, close-knit and safe community
· Our principles and practices
· Funded, career-discerning research and internship opportunities for all students
· The diversity of our student body
· Division III athletic teams
· Our location and all the benefits of a smaller city within an hour of Dayton and Indianapolis
· The many opportunities for community and student organization leadership, both on- and off-campus.
CLOSE THE CLASS · REACHING OUT

STEPS FOR A SUCCESSFUL CALLING CAMPAIGN (CONT.)

three GETTING TO KNOW THE STUDENT

Ask them how they became interested in the academic, athletic or student organization interest area they listed on the attached spreadsheet.

Ask them to visualize where they think their career interests might be in the years after graduation. Please remember the major listed on the spreadsheet is what the student thought their interest was at the time of application. Many change their minds several times after applying, and, as you know, they may change their mind again after spending a semester or two here.

four MAKING THE ASK

Get a sense of their desire to attend Earlham College.

- You’ll make notes of your conversation using the online Feedback Form.
- If the student says they are attending another school, please ask if they would be willing to let you know which school and why they made that choice. Most will reach for a surface-level answer like “more financial aid” or “closer to home.” This is OK. However, if they mention something like “they have my major” or “I think the academic program is better at the other school,” you should probe to see if they really understand the level of differentiation between the other school and Earlham. Most times it comes down to some other issue like the amount of contact, a special program or scholarship offered by that department at the other school or other issue.
- If a student needs even more time or help to make the right decision, encourage them to reach out to their admissions counselor or to call the Office of Admissions at 1-800-EARLHAM.

TIMING IS KEY:

- The best time to call is after 6:30 p.m. on weeknights and Sundays.
- It is important that students are aware of not only the application deadlines, but also the deadlines to confirm.
Confirmation deadlines

**EARLY ACTION**
*Deadline to confirm*
*03/15/2021*

Gives priority consideration for an invitation to Scholarship Day to compete for additional scholarships; non-binding.

**REGULAR DECISION**
*Deadline to confirm*
*05/01/2021*

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**five WRAPPING UP**

Ask if there is anything else they need to decide if Earlham is the right choice for them, such as information for a different faculty member, scheduling another visit, talking to a current student or resolving something with financial aid.

- Write any follow-up actions on the Feedback Form and send these to the Office of Admissions as soon as possible. We’ll follow up right away.
- If students want to discuss their financial aid award, let them know this is not the reason you are calling, but you will be happy to refer their concerns back to the Office of Financial Aid. Most students are going to mention something about financial aid—don’t get caught in the middle of this. Simply let them know that you value their interest in our College and will refer their concerns to the Office of Financial Aid.
EMAIL RECOMMENDATIONS

main POINTS TO INCLUDE

While your writing style will be unique, please be sure to communicate these three main points to each student:

- Congratulations on their acceptance,
- Encouragement to schedule a virtual campus visit, and
- Encouragement to contact you or the College with their questions.
EMAIL RECOMMENDATIONS (CONT.)

SAMPLE EMAIL

Congrats from a fellow Earlhamite!

Recipients

Hi <insert name of student>,

I just wanted to send out a quick note of congratulations on your acceptance to Earlham! I know this pandemic has caused uncertainty, but one thing that is certain: you've got a bright future at Earlham.

Earlham was a life-changing experience for me, and I still hold my time on campus close to my heart. I made friends whom I still keep in touch with today, and the professors are one-of-a-kind. They really care about you as a student and as a person; you're definitely not just another name on a roster! Most importantly, I learned that I can make a difference. Whether it's globally, in my community, or in the life of another person, Earlham taught me how to create positive change.

I could go on and on about how amazing Earlham is, but I think it would be even better if you were to see for yourself. I hope you will attend one of the College's virtual events or take a virtual campus tour. If you'd like to talk more about Earlham, please let me know, and I'd be happy to have a call or video chat with you sometime soon. And if you ever have any questions about why Earlham is the best choice for you, feel free to reach out to me or the EC Admissions team anytime. Bright and passionate people like you have a home and family waiting for you at Earlham!

Congrats again, and I look forward to talking with you more!

<Your first and last name>, Class of <Year>
Alumni Admissions Volunteer
WHAT MAKES EARLHAM STAND OUT?

An Earlham education is for good. The College’s promise is as follows: Earlham is a collaborative learning community that inspires and motivates students with transformative opportunities and experiences so they can become catalysts for good in a changing world.
Students are active partners in learning.

At Earlham, students are more than note takers and book learners. Students and professors engage in a learning partnership that is both challenging and supportive. It happens in class lessons and discussions, through research projects on and off campus—even in the campus coffee shop.

Intentional global influences and connections.

An Earlham education brings the world to Earlham and Earlham to the world. Our students come from over 50 countries and most U.S. states. More than 60 percent of our students spend a semester or more studying away through one of our nationally recognized off-campus study programs. The result? Our students develop a unique perspective for understanding, one that listens thoughtfully to other cultures and personal experiences.

The power of our purpose: Quaker values, principles and practices.

Earlham was founded by Quakers, and their purpose-driven heritage remains with us to this day in our shared desire to live by some important core values: respect for persons, integrity, peace and justice, simplicity and community. No, you don’t need to be a Quaker to be an Earlhamite. Earlhamites come from all faiths and no faith, from various political and socio-economic backgrounds, and many different sexual, gender, racial and ethnic identities. Earlham’s Quaker heritage is also one of the reasons we’re all on a first-name basis, no titles—not for your professors, not even for the president (Anne!).
our PILLARS (CONT.)

5 A distinctive community.
There’s a Quaker understanding that every voice is important—that each of us is capable of bringing our unique knowledge and insight to the table. At Earlham, we hold that to be a powerful truth. Differences, including viewpoints, are welcomed here, and students thrive because of it.

6 Rigorous academics that challenge and support in equal measure.
Our academics are rigorous, but it’s not for the sake of “separating the weak from the strong,” like some colleges. Academics should be engaging and supportive. That balance is one of Earlham’s most cherished legacies, and this approach has repeatedly earned Earlham national distinction for “best undergraduate teaching” and “best classroom experiences.”
Earlham is a national liberal arts college with a reputation for excellent teaching and preparing students to make a profound positive difference in the world.

Here are a few more quick facts about us:

- The Earlham advantage, an offer of a funded internship or research experience for every student, ensures that all of our students have the opportunity for these kinds of experiences, regardless of their family's level of income.

- For the Class of 2019, 93% of graduates had a career outcome (working or in grad school) within six months of graduation. Top job industries for these graduates included education, nonprofits, healthcare and technology.

- Earlham is among the 40 select Colleges That Change Lives.

- We are ranked 28th for “Best Undergraduate Teaching” and 29th for “Best Value” among the nation’s top liberal arts colleges.

- Earlham is producing the most PhDs per 100 undergraduate degrees granted.

- Earlham is ranked 15th nationally for the percentage of diversity in the student body.

- Earlham ranks 4th in the nation among liberal arts institutions for the percentage of international students on campus.

- Of Earlham’s teaching faculty, 85% report having conducted research with students.

- In the last 10 years, Earlhamites have won 26 Fulbright awards and 14 Watson Fellowships—two of the most prestigious grants for international study. We’ve also had two Rhodes Scholars in the last four years, one of whom graduated in May 2020.

- Over 60% of graduates participate in off-campus study.

- 20+ theme and friendship houses

- 60+ student-led organizations

- 17 NCAA Division III sports teams, plus 7 club sports teams, intramural and recreational activities.

- Earlham is particularly strong in preparing students for careers in healthcare, law, education, business and nonprofits.
FREQUENTLY ASKED QUESTIONS: Student Life

our STUDENT BODY

How many students attend Earlham?
Current enrollment is around 755 students

What is the student/faculty ratio?
9:1

What is the average class size?
13 students

Can first-year students have cars?
Yes

What is the male/female ratio?
50% male, 50% female

about RICHMOND

What is Richmond Indiana like?

Richmond is a small city of 36,000 people located on the Indiana/Ohio border. It is an hour from Dayton, Ohio and one-and-a-half hours from Indianapolis and Cincinnati. Richmond has nearly every chain store found in any other city, a shopping mall, historic depot district with great food, antiques and other shopping, and numerous local restaurants, including excellent Indian, Thai and Italian cuisine. Students have discovered several coffee shops where local music is showcased. There is a 52-mile bike trail starting in Richmond, numerous parks with Frisbee golf, a bowling alley, a minor league baseball team and even a roller derby team!
FREQUENTLY ASKED QUESTIONS:
Student Life (Cont.)

Is the campus safe?
On the whole, Earlham is an extremely safe campus. However, no matter what college you attend, good common sense is a must when it comes to personal safety. Emergency phones, extra lighting, campus escort services, 24/7/365 Earlham Public Safety Officers, and a key card system for the residence halls are all measures that help ensure campus safety.

How is the university addressing COVID-19?
Earlham College has launched earlham.edu/coronavirus to keep the campus community connected during the COVID-19/novel coronavirus pandemic.

What is the status of in-person classes for the fall?
We held in-person classes for the fall 2020 semester and plan to hold in-person classes in Spring 2021. Students who were unable to return to campus for health or other reasons are able to take classes remotely. You can learn more about the College’s status in regards to the ongoing pandemic at earlham.edu/coronavirus.
FREQUENTLY ASKED QUESTIONS:
Financial Aid & Scholarships

What is Earlham’s total cost of attendance for 2021-2022?
- Tuition and Fees: $49,203
- Room and Board: $11,854
- Other Costs: $3,244
- Standard Cost of Attendance: $64,301

How affordable can Earlham be?
When combined with federal and state grants, as well as outside scholarships, Earlham can be just as affordable as a public university. Ninety-five percent of our students receive some form of financial aid, helping to lower the cost of our tuition.
FREQUENTLY ASKED QUESTIONS: Academics

What percentage of Earlham faculty have a Ph.D.?
95% of our faculty hold terminal degrees.

What is outstanding about Earlham faculty?
As mentors and advocates, our faculty have an unwavering commitment to Earlham students. They work alongside students as they discover their true potential and forge their own distinct path. They want students to have, not just a successful future but, the right future for them.

Earlham faculty regularly involve students in their professional research projects and help students pursue projects of their own design. Of Earlham’s teaching faculty, 85 percent report having conducted research with students. This interaction extends across all disciplines at the College and often to off-campus sites throughout the United States and the world.
FREQUENTLY ASKED QUESTIONS:
Academics (Cont.)

our PROGRAMS (CONT.)

Does Earlham offer study abroad programs?
YES! Over two-thirds of Earlham students study off campus. Earlham has programs around the globe on six continents, as well as programs around the USA. Most programs are open to any major and do not have a language requirement. All financial aid applies to one-semester programs, so the cost is the same as a semester on campus. Additionally, the Earlham advantage is our guarantee that every student will have access to funding for a career-discerning internship or research experience. Many students choose to use their Earlham advantage to pursue an internship in the U.S. or abroad, or to join a student-faculty research project somewhere in the world.

Does Earlham have a teacher preparation program?
The college now offers a 3+1 teaching program. 3+1 students receive their Bachelor's degree, Master's degree and an Indiana State Teaching License (grades 5-12) in just four years! The teaching license is transferable to other states and countries. Earlham also offers a one-year Masters of Arts (MAT) teaching program and Masters of Education program.

Does Earlham have an engineering program?
Earlham has what is known as a 3-2 program. Students study at Earlham for three years and then transfer to an affiliated university—usually for two years. Programs in engineering are available with Columbia University, Rensselaer Polytechnic Institute, Washington University in St. Louis and Case Western Reserve.

Does Earlham have any new programs?
Yes, the faculty approved several news programs recently. Earlham now offers majors in data science, environmental sustainability, exercise science, media and communications, public policy, creative writing and social services, and minors in archaeology, equestrian management, public health and quality science.
What are Earlham’s most popular/strongest programs?

All of our programs are strong thanks to the incredible faculty committed to teaching, immersive learning opportunities and a commitment to the liberal arts. Some departments are larger or have more visible facilities, but all are respected. Our most popular programs by number of enrolled students are biology, psychology, biochemistry, global management (business) and social services (formerly human development and social relations).

Tell me about program X.

This is one of the most common and frustrating questions you will receive. Let the student know that due to our top-notch faculty and liberal arts curriculum, all of our programs are strong and well respected in both the graduate and business world. Then ask what specifically they are wanting to know more about. Often, this is a good time for you to refer them to the Earlham website for academic programs and/or to the Office of Admissions for more detailed information.

Do you offer nursing?

No. If a student is set on nursing (and other programs we do not offer), politely let them know that Earlham does not offer that program. Add that many students who initially think they have an interest in nursing (or pre-med), find they are not comfortable with the rigorous science coursework and instead go into a major to prepare for careers associated with health (such as healthcare management). Earlham has an excellent pre-health preparation program and a high medical school acceptance rate, as well as courses and career preparation in public health.
CLOSE THE CLASS next steps

After you have attempted or made contact, please complete the online Feedback Form for each prospective student. Ideally, this should be completed no later than May 1.

STILL HAVE QUESTIONS?

Any questions you have about this process can be directed to:

SUSAN HILLMANN DE CASTAÑEDA
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MICHELINE KING
Assistant Director of Alumni Engagement
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