



CLOSE

the class







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REACHING OUT TO STUDENTS: STEPS FOR SUCCESS

Earlham's Office of Admissions needs your help to close the class that will enter fall of 2023 and graduate in 2027.

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

This guide will supply you with 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.



Ways to reach out:

- 1 **Hop on the phone**
to have a conversation about the student's college choice and why Earlham would be a good fit for them.
- 2 **Connect via email**
to encourage the student to stay engaged with Earlham and to answer any questions.

STEPS FOR A SUCCESSFUL CALLING CAMPAIGN

one KNOW YOUR AUDIENCE

We are trying to get in touch with accepted students who have not yet confirmed and paid their confirmation deposit.

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.

two STARTING OFF RIGHT

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.

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 at 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 the deadline to confirm and send the confirmation deposit.

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.

STEPS FOR A SUCCESSFUL CALLING CAMPAIGN (CONT.)

Confirmation deadline: 5/1/2023



five WRAPPING UP

Ask if there is anything else they need to decide if Earlham is the right choice for them, such as information about a certain faculty member, scheduling a 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 campus visit or attend a virtual session, and
- Encouragement to contact you or the College with their questions.



EMAIL RECOMMENDATIONS (CONT.)

SAMPLE EMAIL

Below, find an example of an email from an alum to a prospective student. Of course, this is just an example! Be sure to write in a way that's authentic to you, including your own anecdotes and stories.

Congrats from a fellow Earlhamite!

Recipients

Congrats from a fellow Earlhamite!

Hi <insert name of student>,

I just wanted to send out a quick note of congratulations on your acceptance to Earlham! One thing 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 admitted student 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 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

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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.



One distinctive feature of an Earlham education is the Epic Advantage, our guarantee that every student will have the opportunity to pursue a funded internship, research or other career-discerning experience before graduation.



how do we do this?

THESE ARE THE PILLARS OF AN EARLHAM EDUCATION:

1

Talented faculty and dedicated staff committed to professional preparation and student success.

As mentors and advocates, faculty and staff have an unwavering commitment to Earlham students. They work alongside students, helping them discover their true potential and forging their own distinct paths.

2

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.

3

Intentional global influences and connections.

An Earlham education brings the world to Earlham and Earlham to the world. Our students come from almost 60 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.

4

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 both 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 Epic 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 2020, 91 percent 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 consistently rank on lists for **Best Undergraduate Teaching** and **Best Value**, and are among the nation's top liberal arts colleges
- Over 60 percent of graduates participate in **off-campus study**
- 20+ theme and friendship houses
- 60+ student-led organizations
- 18 NCAA Division III sports teams, plus 7 club sports teams, intramural and recreational activities.



FREQUENTLY ASKED QUESTIONS: *Student Life*



our STUDENT BODY

How many students attend Earlham?

Current enrollment is around 700 students

What is the average class size?

12 students

What is the student/faculty ratio?

9:1

Can first-year students have cars?

Yes

What is the male/female ratio?

46% male, 54% 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 other cities, 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!



safety ON CAMPUS

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.

FREQUENTLY ASKED QUESTIONS: *Financial Aid & Scholarships*



our FINANCIAL AID & SCHOLARSHIPS

What is Earlham's total cost of attendance for 2023-2024?

Tuition and Fees: \$51,840

Room and Board: \$13,193

Other Costs: \$3,000 (approximately)

Standard Cost of Attendance: \$68,033

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.

All students are considered for merit aid upon submitting their application for admission as well as the FAFSA, and merit aid ranges in amount up to \$38,000 per year.

With the INspire Earlham Program, Indiana students whose families earn up to \$60,000 may be eligible to attend Earlham tuition-free. Students just need to apply to Earlham and submit their FAFSA in order to find out if they are eligible for this exciting program.

FREQUENTLY ASKED QUESTIONS:

Academics



What percentage of Earlham faculty have a Ph.D.?

Ninety-five percent 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 core costs are the same as a semester on campus. Additionally, the Epic 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 Epic Advantage to pursue an internship in the U.S. or abroad, or to join a student-faculty research project somewhere in the world.

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. However, 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.

Does Earlham have an engineering program?

Yes! Beginning in fall 2023, Earlham will offer a full engineering major that builds on the College's traditional strengths in physics, computer science, mathematics, environmental sustainability and the liberal arts. The program will be intentionally interdisciplinary and designed to appeal to a diverse range of students, including those who have been historically underrepresented in engineering. Earlham is one of only a handful of national liberal arts colleges to make four-year engineering degrees available to students. Earlham continues to offer a pre-engineering program where students study on campus for three years and transfer to an affiliated university—usually for two years. The launch of the full engineering major is pending final approval from the Higher Learning Commission.

FREQUENTLY ASKED QUESTIONS: *Academics (Cont.)*



our PROGRAMS (CONT.)

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 Master of Arts (MAT) teaching program and Master of Education program.

Does Earlham have any new programs?

The faculty have approved several new programs in recent years. Earlham now offers majors in data science, accounting, exercise science, public policy, creative writing, media and communications, social services and minors in equestrian management, public health and quality science. Four new concentrations in computer science are also available, including game design, cybersecurity, computing for the social good and systems engineering and administration. The launch of the accounting major is pending final approval from the Higher Learning Commission.

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, business (formerly global management) 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.

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:

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