

Heidelberg College

Engaging Students. Creating Futures.

To All Heidelberg College Alumni,

When we talk about ways to give back to the college, we frequently focus on the concepts of time, talent and treasures. While we are grateful to the many alumni who support our mission with financial contributions, we fully understand that is a personal decision and not one suited for everyone.

So, we write with a new and exciting program – the Alumni-Admission Recruitment Network (AARN) -- that doesn't involve taking out your checkbook. Through this new initiative, a collaboration between the Alumni Relations Office, the Alumni Council and the Enrollment and Marketing Division, you can lend your valuable time and varied talents to assist the college in a most meaningful way.

As alumni, you can play a critical role in helping us recruit students who will be a good fit with the living and learning environment at Heidelberg. By sharing your college and career experiences with prospective students – many of whom we hope will matriculate to Heidelberg – you can positively impact the college's revenue source.

Here's the bottom line: Your participation in the AARN can make a difference. Our goals for our alumni members are as follows:

- Help increase the number of qualified students who consider Heidelberg in the search process, and eventually matriculate.
- Provide a local resource for inquiring students, applicants and their families
- Assist the Office of Admission with recruiting events in your region.
- Provide regional information and feedback to the Office of Admission

Members of your Alumni Council helped us pilot the program in late May by calling students who recently applied to Heidelberg. You can join the network and begin your volunteer service as early as this fall by representing Heidelberg at college fairs or visiting high schools.

If you prefer not to travel, you can help by calling students in your area who have expressed a high degree of interest in Heidelberg. They often have questions you can answer, and we believe that while the website is an excellent source of information, there's no substitute for a personal connection. Our goal is always to have prospective students visit the campus, and you can encourage them to take that important step, and ultimately, to fill out an application. We're also interested in prospective students who you may refer to us; you let us know who they are and we'll take it from there. There's no shortage of tasks for which we need your help!

Depending on your level of involvement and time commitment, you also may be asked to come to campus to participate in Admission Visit programs or to host special events in your area that allow students to learn more about Heidelberg and meet members of the college community.

We encourage you to give strong consideration to this opportunity to serve Heidelberg. Please let us know of your interest in the Alumni-Admission Recruitment Network by completing the attached card and returning it to us as soon as possible. We will provide you with all of the necessary training and up-to-date information you'll need to serve as a successful ambassador for your alma mater. And what a great way to stay connected to Heidelberg!

Sincerely,

Dr. Kathy Venema
Director of
Alumni Relations

Thanda Maceo
Vice President for
Enrollment and Marketing

Bob Youngblood, '70
President
Alumni Council

Name: _____ Graduation Year: _____

Address: _____

Phone: _____ E-mail: _____

Preferred Method of Contact:

- Phone Mail
 E-mail Other _____

Occupation: _____

Preferred Method of Involvement (please check all that apply):

- writing letters Accompanying admission counselor to high school visit
 Emailing prospective students Help with and/or host special event (picnic, reception)
 Attending local college fairs Recruiting phone calls