Sweet Briar College

Alumnae Admissions Representative

AAR Program Handbook

Recruiting
Confident Young Women
The Sweet Briar Alumnae Association Purpose

The purpose of the Association is to provide opportunities, direction, and information in order for its members to support and insure Sweet Briar College’s reputation for excellence as an independent college for women.

The Sweet Briar Promise includes

- Global discovery through international study
- Resume-building internships and work experience
- Research opportunities with faculty
-- “Personalized education” to fit your goals and interests
- Advising Teams, guiding you through life at SBC
- Extensive opportunities for student leadership

These words cannot be said enough. The work you are doing for the AAR program is very important in maintaining the life of Sweet Briar College. Your efforts in recruiting the Class of 2013 has truly paid off! In August new students will arrive at Sweet Briar to begin their fine liberal arts education – these women will emerge as well-rounded and tailored Sweet Briar graduates ready to pursue graduate work or take their place in the career world. Thank you again for your time, support, and dedication to Sweet Briar!
# AAR Program Contacts

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**Travel Territories (by state)**  
Arkansas, Louisiana, North Carolina, Oklahoma, South Carolina, Texas, Lower Shenandoah Valley of Virginia

District of Columbia, Maryland, Upper Shenandoah Valley of Virginia, Northern Virginia, Guam, Puerto Rico, Virgin Islands; International students and U.S. Citizens abroad

Connecticut, Delaware, Pennsylvania, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, Southwest Virginia


MAT and M.Ed recruitment; Junior Year France & Spain

Colorado

Georgia and Richmond, Virginia, Tidewater area of Virginia; Special Events Coordinator

Arizona, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, New Mexico, North Dakota, Ohio, South Dakota, Tennessee, West Virginia, Wisconsin, Southside area of Virginia, Transfer & Turning Point students

Financial Aid Office to coordinate the Early Estimator process

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2009-2010 College Calendar
Fall 2009
(Admissions calendar in bold)

August 23 (Saturday)     Students arrive
August 27 (Wednesday)    New student registration
August 27 (Thursday)      Classes begin
September 24-27           Homecoming
September 24 (Friday)     Founders’ Day
October 1-2 (Thursday-Friday)  Reading days
October 17-19 (Friday-Sunday)  Families Weekend
October 11 - 12 (Sunday-Monday)  Experience It! Open House
November 8 - 9 (Sunday-Monday)  Experience It! Open House
November 20 (Friday)      Thanksgiving vacation begins
November 30 (Monday)     Classes resume at 8:30 am
December 1               Early Decision Application
December 11 (Friday)     Classes end
December 12 (Saturday)   Reading day
December 13 -18 (Sunday-Friday)  Final Exams
December 15              Early Decision acceptance letters

Spring 2010

January 20 (Wednesday)   Classes begin
February 1
March 1
March 12 (Friday)        Regular Decision Application
March 22 (Monday)        RD acceptance letters
March 28 -29 (Sunday – Monday)  Spring vacation begins at 5:30 pm
April 9 (Friday)         Classes resume at 8:30 am
Admitted Applicants Open House Weekend
April 9 (Friday)         Admissions Sweet Future Ahead: Sophomore / Junior Open House
May 4 (Tuesday)          Classes end
May 5 -May 6 (Wednesday-Thursday)  Reading days
May 7 -12 (Friday-Wednesday)  Examinations
May 1 (Thursday)         National decision date (deposit due)
May 9 (Sunday)           Senior exams must be completed by 4:30 pm
May 15 (Saturday)       Commencement
Stages in the Admissions Process

Inquiry
A student's name is received by the Office of Admissions from:

- Student's personal written/telephone or e-mail request for information
- Campus visit
- Contact at a college fair
- Student search list purchased from College Board (PSAT) or National Research Center for Colleges and Universities Association (NRCCUA)
- SAT or ACT scores
- Other response cards
- Alumna Referral

Applicant
2 deadlines for applying:

- Early Decision (by December 1st)—Binding Agreement and students remain eligible for scholarships
- Regular Decision (by February 1st)

Acceptance

- Acceptance letters are mailed December 15th for Early Decision and in March for Regular Decision

Deposit
Admitted student pays a $500 (non-refundable) reservation deposit by May 1st. Early Decision deposits are due by January 15th.
Your Roles as an AAR

College Fairs
The College enrolls students from high schools all over the country and needs your support to ensure that the best women nationally are finding out about us. There will be times when Paula Ledbetter ’06 of the Admissions staff will call on you to attend a college fair in your area and represent Sweet Briar by standing at the table, passing out brochures, and answering basic questions about the school. A typical college fair lasts 2 to 3 hours and most are held during the fall. Sweet Briar receives invitations to large fairs but there are many small fairs held at local high schools that we have no way of knowing about unless we have your help. If you know of a fair in your area, please call the Office of Admissions (800/381-6142) so that we can request an invitation to the fair.

Top Three Things To Know about College Fairs:
1. You are never too old to represent SBC at a college fair!
2. Stay behind the table provided…it is a NACAC rule
3. Other than college publications, college representatives are not allowed to have any other giveaways (i.e.: candy, roses, t-shirts, etc)

Personal Contacts
AARs will be contacted at the beginning of each month by e-mail from the AAR Coordinator Nancy Carr ’06. You then will be asked to contact prospective Sweet Briar students and parents who have visited campus during the last month via e-mail, mail, or telephone. These contacts are very time-sensitive; therefore, it is important that you are available to contact a student or parent within the assigned deadline on your contact sheet. There may also be other times during the year that we will ask you to contact a student or parent who may be from your area or a student who is interested in the field in which you majored or work. The following page gives you an idea of what to talk about with a prospective student. This sheet will also be attached each time you are asked to contact a prospective student.
• Your Contact Report lists important information about the student that you are contacting. Below is a sample Contact Report and an explanation for each part of the report:

**SAMPLE**

**AAR Contact Report**

**Prospective Students Visiting SBC in April 2008**

1) Planning to Enter: Fall 2008  
2) Admission Type: Standard  
3) Kincade, Tiffany Jo (Tiffany)  
4) PO Box 00  
5) Sweet Briar, VA 55555  
6) Phone: 000 1234567  
7) E-mail: address@email.com  
8) Visited Sweet Briar College: May 15, 2008  
9) High School: Amherst High School  
10) Amherst, VA  
11) Recruiter: Rachel Thompson  
12) Alumnae Connection: Mother  
13) Interests: English; International Affairs; Modern Language; Honor Society; Cross Country; Soccer; Tennis; Track & Field; Volleyball

1) **Planning to enter:** Semester the student plans to enter Sweet Briar (Fall 2008)

2) **Admission Type:** All forms should list the Admission Type as Standard or Transfer.

3) **Accepted Applicant Name:** Last name, first name, middle name and (preferred first name).

4) **Accepted Applicant Address:** Address at which the Prospective Student's home is located.

5) **Accepted Applicant City & State:** City and state in which the Prospective Student's home is located.

6) **Accepted Applicant Phone:** Home phone number for Prospective Student.

7) **Accepted Applicant E-mail:** Preferred e-mail for Prospective Student. Please let me know if your e-mail is returned so we can update the database.

8) **Visited Sweet Briar College:** The date the student visited Sweet Briar College.

9) **Accepted Applicant High School:** There may be two entries in this field because some applicants are also attending governor’s school.

10) **High School City & State:** Since some applicants are away at boarding schools, the high school city and state may differ from the home city and state.

11) **Recruiter:** Office of Admissions staff member who has been in contact with the Prospective Student.

12) **Alumnae Connection:** Possible connections are: Aunt, Cousin, Grandmother, Mother, Other, Great-Grandmother, Sister, and Multiple. If the field is blank, the applicant did not indicate an alumnae connection.

13) **Interests:** The applicant indicated interest in subjects or sports listed in this field.
SAMPLE CONTACT FOR PROSPECTIVE STUDENTS

• First indicate where you are from and a little about yourself (your major or career field). Let her know that you are an alumna and contacting her because she recently visited Sweet Briar.

• Ask her if she enjoyed her campus visit and what she would like to study at Sweet Briar. Feel free to tell her why you chose Sweet Briar and about your experience at Sweet Briar – your major, how it helped you in your current career, your favorite professors at Sweet Briar, skills learned in your major, and the liberal arts advantage in general.

• Ask her if she has any questions about Sweet Briar that you, or someone else from the College, can answer.

• “I would love to stay in touch with you. Please feel free to contact me with any questions at __________.” (This could be a phone number or e-mail address.)

• Wish her luck with her college search.

PLEASE REMEMBER . . .

• Blind copy any e-mails sent to prospective students to Nancy Kleinhans Carr ’06, Assistant Director of the Alumnae Association (ncarr@sbc.edu). I request blind copies so that the student does not feel uneasy about communicating via e-mail because she sees several names in the cc: field. Your correspondence with a prospective student is placed in her Admissions file.

• The AAR Guidebook is posted on the unpublished alumnae volunteer website: http://www.sbc.edu/alumnae/download/. Please familiarize yourself with the guidebook before contacting Prospective Students.

• Your contact with these students is crucial to the Admissions Office and to the continued success of Sweet Briar College. Thanks for all of your hard work!

• The Admissions Office provided all of the information they have on a prospective student. I apologize if information is missing. Please use what you do have to get in touch with the student (i.e. if there is not an e-mail address or phone number then please drop a letter in the mail!)
Describe a typical Sweet Briar student.
There is no “typical” Sweet Briar student. Sweet Briar students come from all across the country (40% are from VA) and around the world. Sweet Briar women tend to be involved in many activities and forms of leadership. They are academically self-motivated, intellectually self-confident, ambitious, and willing to take risks.

What kinds of personal qualities do students here tend to have?
Although each student has her own individual qualities, there is a common thread among all Sweet Briar women in qualities of self-respect. Sweet Briar is a community with faculty, staff, and students living together. Students take the Honor Code very seriously both in academic and non-academic affairs. Students can take unproctored exams and leave dorm rooms unlocked.

How important are my SAT/ACT scores? What are the cut-off scores?
- SAT/ACT scores are important but not the primary focus
- Academic transcript carries more weight than test scores
- Honors, AP (Advanced Placement) and IB (International Baccalaureate) classes are accepted and looked highly upon.
- Each student's application is reviewed in its entirety
- Average GPA: 3.4 on 4.0 scale
- No “cut-off” SAT/ACT score at SBC
- Median SAT score: 1130, ACT score is 24
- Women are accepted whose test scores are within those ranges

How much does it cost to attend Sweet Briar? What kind of financial aid is available?
- Total fees 08-09: $37,155
- Tuition: $26,720; Room and Board: $10,160; Student Life Fee: $275
- Forms of Financial Aid: Scholarships (need-based and merit-based), loans, grants, work-study
- Approximately 92% of SBC students receive financial aid
- Average financial aid package, $21,430
- Families who qualify for need-based aid at SBC have annual incomes ranging from less than $30,000 to more than $150,000.
- Financial aid is awarded individually, based on each family’s individual circumstances.
- No athletic scholarships because SBC is a Division III school.
What is the social life like at Sweet Briar? How do you meet guys?
• A student’s social life is what she makes of it.
• Campus Events held each weekend; examples include comedians, concerts, formals, karaoke nights, dance concerts, theatre productions, athletic events, movies, etc.
• Sweet Briar students tend to socialize with men from Hampden Sydney, VMI, UVA, W&L, even VA Tech, Radford, etc.
• Students attend athletic events, concerts, formals at other schools.
• Sweet Briar has a Fall Formal and Winter Mixer.
• On the weekends, about half the student population will leave campus while half stays on campus. Not a “suitcase” school!

Is the lesbian population higher at a women’s college?
There is no evidence that there is a greater percentage of gay women at women’s colleges than at coed institutions.

What is it like living in Central Virginia at Sweet Briar, VA, Amherst County?
• SBC is close (approx. 12 miles) from Lynchburg
• 45 minutes from Charlottesville
• 2 hours from Richmond and 3 hours from Washington, D.C.
• 3 other colleges/universities in Lynchburg
• Coffee shops, mall, Target, Wal-Mart, tons of restaurants, places to shop, hiking trails, nearby caves, rivers, and lakes, etc.

If you could change something about SBC, what would you change?
This answer is different for every alumna so please give the prospective student your honest answer.

*Helpful tips when speaking with prospective students
• Be honest in answering questions with students
• Give examples of what your Sweet Briar experience has given you
• Talk about internships, job opportunities, study-abroad, even social outings you have experienced
• Never be afraid to say “I don’t know.” Either refer them to the Admissions Office or contact the Admissions Office and ask us to contact the student with a response to her question.