By all accounts, the admissions office had another successful recruiting year! As of the end of May, we are expecting 225 total new students to enroll this fall; 210 first-year students and 15 transfer students.

Our success is rooted in the effort everyone on campus plays in the process — from faculty members who welcome prospective students into their classrooms, to students who agree to host students overnight when they visit, to physical plant and grounds crew members who maintain a beautiful campus.

Thank you for all you have done to help us enroll what will be an even larger class than the group that arrived last year!

Over the summer, the size of the incoming class will change slightly, both up and down. We have a few students who have a deposit deadline in early June (mostly transfer students) and we will “lose” students over the summer as minds and family circumstances change (we call this “summer melt” in admissions). By the time classes begin, I expect 225 students (give or take two students) to make up our new incoming class.

Briefly, this group of students is coming to Sweet Briar from 28 states plus the U.S. Virgin Islands (one student), China (two students) and England (one student). Fifteen percent of the incoming class self-identifies as being a person from an ethnic/racial minority group; seven percent has an alumnae connection.

The entering first-year students have an average high school GPA of 3.48 and an SAT median of 1120 (critical reading/math). The percentage of self-identified minority students is almost double what it was a year ago and the average GPA is more than .10 higher than last year (the other two numbers are virtually identical to last year’s class).

On June 2, we will welcome two new employees to the admissions office — Mary Dance ’08 and Lacy Rourke. Lacy is a graduate of Cottey College (two-year women’s college in Missouri) and then Ripon College (Wis.), and has worked for a year at Cottey in their admission office.

Mary was one of two Presidential Medalists in the Class of 2008 and graduated this spring with a double major in classical studies and government. As you see both around campus this summer and fall, please welcome them to Sweet Briar.

This summer, the admissions office will welcome approximately 10 to 15 visitors each week for campus tours and conversations with an admissions staff member. We’ll also take some time to evaluate our work this year and will begin making plans on how to grow from 225 to 265 over the next several years.

If you plan on being around campus this summer and are willing to meet with visiting prospective students, please let us know — we’d love to connect our summer visitors with you.

Thank you for all of your hard work this year and for helping us realize another successful recruiting cycle. We’ve come a long way together — it’s great to have partners like you on my team!

Story Originally published in SBC Campus Newsletter
2007-2008 AAR REPORT

263 AARs support the enrollment efforts of Sweet Briar College by attending College Fairs and contacting prospective students who visit campus.

In the 2007-2008 school year, 43 College Fairs were covered. This compares to 43 College Fairs being covered in 2006-2007 and 51 College Fairs being covered in 2005-2006. Continued support is needed to cover College Fairs.

From August to February, AARs were asked to make 272 contacts and 166 were completed (61%). Many AARs make their contacts but do not notify us, it is important to inform us of when you attempt to contact your student so that we can keep accurate records.

Although prospective students may not always be responsive, we like to keep record of attempted contacts.

The Alumnae Office and the Office of Admissions greatly appreciate your dedication and support to Sweet Briar!

If you would like to attend a College Fair, please contact Paula Kirkland `06 at pkirkland@sbc.edu or 1.800.381.6142

Back-to-School Events

Summer is here, believe it or not, and Back-to-School events are taking place across the country in July and early August before students return to campus for the upcoming year.

Current students and their families as well as new students and their families are invited to join Sweet Briar alumnae for cook-outs, luncheons, brunches, and other socials. This is a great opportunity for new students to meet current students before coming to campus.

Back-to-School events are a great way for alumnae to see and meet students. We encourage all of you to attend an event in your area. Students truly benefit from hearing your Sweet Briar stories. It’s also a great way to learn about the current happenings and exciting changes taking place on campus!

If you are interested in attending a Back-to-School event in your area, contact the Alumnae Office (alumnae@sbc.edu) or your Region Chair at http://www.sbc.edu/alumnae/clubs.html