

WELLESLEY COLLEGE

ALUMNAE ADMISSION REPRESENTATIVES & CLUB YIELD ACTIVITIES

Alumnae Admission Representatives (AARs) are essential to Wellesley's recruitment efforts, and we feel fortunate to have so many loyal alumnae who are willing to support the College in communities across the country and around the world. Yield events greatly enhance our ability to recruit top students, and we hope that all clubs consider hosting accepted student receptions this spring. Yield events highlight the strength of our community, including Wellesley's incomparable alumnae network! This past year, 36 spring yield receptions were held in cities across the country and abroad including New York, Chicago, Minneapolis, Houston, Denver, San Diego, San Francisco, Hong Kong, Mumbai, and Taipei.

The continued support and participation of AARs and clubs are *essential* to the work of our office and it would be impossible for us to reach so many outstanding students without the assistance of our alumnae volunteers. In April, spring programs will take place both on and off campus, and we appreciate your willingness to work with us to ensure that every admitted student makes a personal connection with Wellesley either through a yield event or through one of the other recommended activities below.

I. Yield Receptions: Typically held in a convenient and neutral location (alumna's home, school or public library with meeting space, bookstore or office conference room) **before the May 1** deposit deadline. These alumnae gatherings provide students with the opportunity to ask questions and to experience the true spirit of our community before making a final college choice. During these events, we encourage you to give students and parents time to engage in one-on-one discussions with alumnae. In addition, many clubs set up panel presentations of young alumnae or alumnae of different decades to describe their own varied Wellesley experiences, including their experiences with the alumnae network. We suggest inviting accepted students and their parents, parents of current students and alumnae from your club area to yield receptions.

Clubs are encouraged to discuss and plan April yield events now. To prevent conflicts between on and off-campus events, we recommend the following dates: Saturday, April 11, Saturday, April 18, or Sunday, April 19 before our Spring Open Campus April 21-23. The Admission Office will send invitations on behalf of clubs that provide event details at least one month in advance.

II. Letter Writing: We also encourage club members to get together to write congratulatory notes to admitted students during the month of April.

III. Calling Admitted Students: Congratulatory phone calls are an option as well and give students and parents the opportunity to ask questions. If you make calls, please make a point to encourage students to attend Spring Open Campus program or your own club's yield event.

IV. Club Events: You may also want to consider inviting accepted students and their families to a free club event where a faculty member is speaking. This venue provides an excellent opportunity to showcase our faculty and interact with alumnae.

Remember: There is nothing like personal contact as a way to convey to students that we want them to feel part of our vibrant campus community and exceptional alumnae network.

We hope that you will consider hosting either a yield event or another yield activity this spring. We are available to guide you in planning recruitment activities in your area. Please feel free to contact Caryn Wood directly for assistance or feel free to be in touch with your regional admission counselor.

Questions:
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