HOSTING A STUDENT GATHERING

One of the most effective recruitment methods undertaken by P.E.O members and alumnae is the prospective student gathering. The purpose of a student gathering is to educate more students about Cottey College in an informal setting. It is never too early to introduce a high school student to Cottey.

ORDER MATERIALS

- Order promotional materials from the Office of Alumnae and P.E.O. Relations

  Once you have received the materials, please familiarize yourself with the information. The basic facts you need to know about Cottey are in the materials
  - If you do not have the latest recruitment video (2005), it can be ordered from Cottey for $10.

WHOM TO INVITE

- Consider the young women, or parents of young women, around you. Look for them in your community and volunteer organizations, church, neighborhood, on mission trips, in exchange programs, and local schools. Invite P.E.O.s and alumnae and encourage them to bring at least one student with them.

- The Office of Enrollment Management, or your state/provincial/district P.E.O. Cottey chairman, can send you a list of current prospective students from your area who are on the mailing list at Cottey.

- Guidance counselors, teachers and local alumnae.

You may end up inviting many students, but the number who attend may be fairly small (between one and fifteen students). The more you invite, the better chance you have of students attending.

ARRANGING THE GATHERING

Keep the gathering casual. A pizza party, an ice cream party, or just chips and dip after school is appropriate. Find a convenient location (for the students) to hold the gathering. For example, a restaurant banquet room, a church meeting room, or a library conference room.

Prepare and send invitations with RSVP’s to all of the students on your list three weeks in advance. On the invitation refer to the gathering as a “party” or “get together”. Include a map or directions to the gathering.

One week after the students receive the invitations, follow up with a phone call to ensure good attendance.

If possible, find a person to speak about Cottey (a current Cottey student, a chapter chairman, or a recent Cottey alumna).

AT THE GATHERING

1. SIGN-IN

Provide nametags and have all prospective students complete an interest card. Have each guest introduce herself including her high school, year of graduation, and something interesting about herself, such as her anticipated major or her favorite extra-curricular activity. Encourage mingling by serving refreshments.

2. PRESENTATION

Have the speaker do a short presentation on Cottey and show the Cottey College recruitment video. Topics to introduce can include:

Several students from (your state) have come to Cottey College and help to make up our geographically diverse population of students from 40 states and 20 international countries.

At Cottey over 91% of the full-time faculty hold doctoral degrees or the terminal degrees in their fields. And with a student to faculty ratio of 10:1, it is not surprising that Cottey students rank the close connections with faculty and fellow students as one of the top four reasons they chose Cottey.
Cottey offers the following degrees: Associate in Science, Associate in Arts, Associate in Arts-Music, Associate in Fine Arts; Bachelor of Arts in English, Bachelor of Arts in Environmental Studies, and Bachelor of Arts in International Relations and Business.

- For our students seeking an associate’s degree, Cottey has an active Academic Assistance Center that works with students in preparing for their transfer to selective institutions for the completion of their bachelor's degree. Because of articulation agreements, students can choose to transfer to a number of institutions without “loosing” a semester of study.
- The Bachelor of Arts degrees at Cottey are unique from other institutions in that they are all housed in Cottey’s Institute for Women's Leadership and Social Responsibility. Through experiential learning, research, mentorships, a capstone project, and many other individualized opportunities, the Institute emphasizes women’s leadership, social responsibility, and global awareness in each of the B.A. programs. Students will not only learn about these concepts, but will put them into practice.

More than 40 clubs and organizations at Cottey represent our students’ interests in academics, culture, recreation, social concerns, religion, and volunteerism. With all these groups, there are plenty of leadership positions that need to be filled each year. Cottey is a veritable “leadership lab” where young women can gain valuable leadership experiences that will help shape their future, education, and career path.

Cottey offers a spacious housing arrangement known as “suite-living” that is similar to apartment-style living. Ten to twelve students live in a suite and share a furnished living room, kitchen, and bathroom that are maintained by a dedicated housekeeping staff. The rooms branch off from this common living space and students have the option of living in a single or double room.

At Cottey, the entire second-year class spends the first week of spring break in a European city as a culmination of the liberal arts experience. The best part, the College pays for the travel and hotel expenses. Students pay only for food and incidentals. Past trips have been to London, Florence and Rome, Paris, and Madrid.

Cottey students are able to work with specialized equipment in our science department such as an electron microscope during their freshman year, while their peers wait until their senior year or even graduate school.

Students can compete on the intercollegiate basketball and volleyball teams. Cottey is a member of the National Junior College Athletic Association (NJCAA) Division II, Region XVI. Athletic scholarships are available.

Cottey offers students all the quality and advantages of a private education for half the average cost of most private colleges and is comparable to the cost of most four-year institutions. Approximately 98 percent of the student body receives some form of need-based or merit-based aid. Assistance programs include P.E.O. and Cottey scholarships, grants, campus employment, and loans. Refer to the Cottey Facts and Financial Aid Sheet for the most current costs and awarded aid amounts. Include any information specific for your state or local P.E.O. scholarships.

3. ANSWER QUESTIONS
Answer questions to the best of your ability. The basic facts you need to know about Cottey are in the materials. Never attempt to answer a question you are not sure about. Instead refer the question to a Cottey representative. “I don’t know” is an acceptable answer. The admissions representative will follow up with the student.

AFTER THE GATHERING
Send the evaluation and prospective student names to the Office of P.E.O. Relations within 24 hours of the visit.

Send a note to any students, teachers, and counselors you met. Follow-up with a phone call and encourage her to take the next step to attend Cottey College by completing an application.

WE ARE HERE TO HELP!
Contact the College with any questions.
Office of P.E.O. Relations      Office of Enrollment Management      Office of Alumnae Relations
peorelations@cottey.edu         enrollmgt@cottey.edu              alumnae@cottey.edu
STUDENT GATHERING EVALUATION

Immediately following a student gathering, return this evaluation and the student interest cards you collected to: Office of P.E.O. Relations, Cottey College, 1000 W. Austin, Nevada, MO  64772.

Today’s Date: ________________________

Your Name: ___________________________________________________________________

Address: ____________________________________________________________________

City, State/Province, Postal Code: ______________________________________________

Telephone: (______)______________________ E-Mail: ______________________________

☐ P.E.O. Chapter: ____________ and/or ☐ Alumna (year): ______________

STUDENT GATHERING INFORMATION:

Location: _______________________________ Time & Date of Gathering: _______________________

Please describe the event held: _____________________________________________________

______________________________________________________________________________

Total number who attended: Students: _____ Parents: _____

Alumnae: _____ P.E.O. Members: _____

How was the gathering publicized? _________________________________________________

______________________________________________________________________________

Will you hold a student gathering event next year?  Yes ☐ No ☐

Will you invite a Cottey Admission Representative to attend? Yes ☐ No ☐

Please rate the student gathering on the following scale:

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Comments/suggestions: