

# Calling Campaign Information

This information is designed to assist you in your interaction with Sewanee's recently admitted students and their parents. Please feel free to converse with your students in the manner in which you feel most comfortable. These interactions do not need to be in-depth. The goal is to relay a positive message, have a successful interaction, and encourage a continued interest in Sewanee.

**Please do not share or circulate any names or contact information for any individuals in your "Calling Assignments."** This information is confidential and must remain that way.

## Calling Tips

- **Prepare Yourself**  
Before placing your calls, please visit <http://yourdomain.sewanee.edu> and explore this impressive resource for our admitted students. For up-to-date information about Sewanee, please visit our online [Field Guide](#).
- **Identify Yourself**  
Explain that you are an alumnus/alumna or parent of a student and are calling to congratulate him/her.
- **Be Flexible**  
The student and/or their parent probably did not anticipate your call. If the current moment does not seem good for the student, please leave your number and offer to talk with them at another time.
- **Be Sensitive**  
Some students have complicated home life scenarios and family dynamics. You may experience this when you call, so please just keep it in mind.
- **Messages are More Than Okay**  
Students can be difficult reach via the phone. If you do not reach the student, simply leave a message with your congratulations. If you feel comfortable leaving your phone number, please do so. Feel free to make two attempts to reach the student, but there is no need to make multiple attempts. We feel that even just leaving a message that a student or parents hears can be very powerful. If you do leave a message, please encourage students to call the Office of Admission with any questions that they might have at 931.598.3487.
- **Keep It Comfortable**  
The call should not be uncomfortable for you or the admitted student. If it begins to feel that way, just politely end the conversation. If it feels comfortable to discuss other colleges considered, of course do so. Please do not make negative comments regarding other institutions or even comparisons. Keep the conversation as Sewanee specific as possible, highlighting the strengths of the University.
- **Log Any Follow-up**  
On the online form provided, please log any follow-up that needs to be completed by the Office of Admission. It is very important that if follow-up is promised, our office completes it.
- **Answer the Questions You Can**  
We do not expect you to be Sewanee experts. Answer the questions that you can and share your Sewanee experience. If the student has a question you cannot answer, log the question as follow-up and a member of our staff will contact the student.
- **Do Not Discuss Financial Aid**  
Please leave this to our office as every applicant's situation is different and must be discussed accordingly. If a

student wants to discuss financial aid, please have them call the Office of Financial Aid at 931.598.1312. Please direct all scholarship-related questions to the Office of Admission at 931.598.3464.

- **Alumni Arcadians Call Form**

Once you have completed your call, please log your conversation on the online form provided. It is important that you log your conversation so that we have a record that the student has been called. If a form is not submitted, the student will be marked as “Pending” instead of “Completed” in your “Calling Assignments” list.

## Information You Should Know

- Please encourage your students to come to campus for our spring yield event, Experience Sewanee, April 3-4. Experience Sewanee is an overnight event for all admitted students, which gives them the opportunity to stay overnight in a residence hall with a current student, attend a class, and participate in other activities.
- A team of Sewanee’s legendary professors has created a revolutionary new program called Finding Your Place that elevates the first-year experience. Encourage students to apply beginning May 1. Also encourage students to become a member of the Class of 2020 Facebook Group and follow [@SewaneeAdmiss](#) on Twitter to meet some of the professors behind the FYP program.

## Individual Student Details

- **General Student Information:** This information includes name, phone, location, high school and more. Please use the preferred name when addressing the student.
- **Decision:** This status will be either Admit or Deposit Paid. All students on your list have been admitted; however, Deposit Paid means that the student has already placed a deposit to become part of the Class of 2020. This is extra cause for celebration during your conversation.
- **Legacy Status:** A student marked as Legacy has a relative that has attended or is attending Sewanee. This could be a parent, grandparent, sibling, aunt, uncle, or cousin. You do not need to make reference to this in your call. We find that information can just be helpful.

## Sample Script

You should try to speak with the student directly; however, the student may not be available. Please take a moment to engage the parent with whom you are speaking and offer to call back at a better time to speak with the student.

### For a Student:

“Good evening. My name is \_\_\_\_\_ and I am a Sewanee alumnus/alumna. I would like to personally congratulate you on your admission to Sewanee and offer an opportunity to answer any remaining questions you might have.”

### For a Parent:

“We are so appreciative that your son/daughter applied to Sewanee and I am delighted that he/she was admitted. Do you have any questions or concerns I may address regarding Sewanee? Is there a better time that I can reach \_\_\_\_\_?”

Conversation Starters:

- How is your college search progressing? What other schools are you considering?
- What are some of your deciding factors?
- I chose Sewanee because...
- I enjoyed my experience at Sewanee because...
- Have you visited campus yet?
- Want to meet other admitted students? Join the Class of 2020 Facebook Group to join the conversation.