

## 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, scholarship amounts or contact information for any individuals on your list.** 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 [Viewbook](#).

- **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 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. If you do leave a message, please encourage students to call the Office of Admission with any questions that they might have. Our toll free number is (800) 522-2234.

- **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 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 (931) 598-1312. Please direct all scholarship-related questions to the Office of Admission at (800) 522-2234.

- **OCAP Call Form**

Once you have completed your call, please log your conversation on the [form](#) provided. It is critical that you copy and past the student's name and email address directly from the spreadsheet, so that no mistakes are made. Please only click the submit button once, to avoid multiple submissions.

## Information You Should Know

- Your list **may include** students who were invited to be a part of our Sewanee Scholars Weekend or EQB Awards Day. The scholarship award is listed in your spreadsheet and the amount of each award is referenced in the section below. If a student asks about scholarships, please offer to have someone from our staff follow-up with him/her. Use this opportunity to talk about the newly announced [tuition guarantee](#).
- For those students who are not invited to or who cannot attend Sewanee Scholars Weekend, please encourage them to come to campus for Experience Sewanee, April 14-15, an overnight event for all admitted students. Visiting admitted students will have the opportunity to stay overnight in a residence hall with a current student, attend a class, and participate in other activities.
- Your list was generated with the most up-to-date information. Please note that between the time the list was created and the time you call, a student may have withdrawn. Politely congratulate the student on his/her choice and wish him/her the best. If the student shares the school he/she will be attending, please document that on your OCAP Call Form.
- The phone number is the preferred phone number in our system. This number could be a home or cell and may belong to a parent. Just keep that in mind.
- A team of Sewanee's legendary professors has created a revolutionary new program for members of the Class of 2017 that will elevate the first-year experience. Encourage students to become a member of the Class of 2017 Facebook Group and follow [@SewaneeAdmiss](#) on Twitter to meet some of the professors behind this new program. You'll want to plan to attend. The program begins August 11.

## Spreadsheet Details

- **General Student Information:** This information includes name, phone, location and high school. 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 2017. 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.

- **Award Status:** We have several awards that are given to students at the time of admission based on the students' academic and extracurricular performance. If an award is documented, please congratulate the student. Below is an explanation of each award.

Students who receive the following awards are invited to the EQB Scholars Day on March 25:

- **Otey Scholarship** – \$5,000/year annual award
- **Fairbanks Scholarship** - \$10,000/year annual award
- **Quintard Scholarship** - \$12,000/year annual award
- **Bonner Leader Scholars** - \$8,650/ year annual award

Students who receive the following awards are invited to Sewanee Scholars Weekend, February 23-24:

- **Wilkins Scholarship** - \$14,000/year annual award
- **Benedict Scholarship** – Full tuition and room/board. Sewanee's highest scholarship
- **FCHS Scholar** – For students at Franklin County High School in Winchester, TN \$14,000/year annual award
- **Baldwin Scholar** – For two students from Montgomery County in Alabama. \$14,000/year annual award

## 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 2017 Facebook Group](#) to join the conversation.