



DILLARD
UNIVERSITY

Alumni Recruitment Guide

Training

It is recommended that alumni who plan to participate in recruiting activities for the university would view the Recruitment Training Video. This brief presentation will explain our recruitment goals, materials provided to volunteer recruiters, and basic information that is very important to attracting new students. The Admissions Office remains available to answer questions that volunteer recruiters may still have after watching the video. Attached are the assigned recruiters for the various regions. If you have any questions about your region's recruiting events, feel free to contact the point person in your region.

Representation at recruitment events

The Office of Admissions and Recruitment welcomes the opportunity for alumni to assist with recruitment by attending recruiting events with University Recruiters as well as attending recruitment events in place of a University Recruiter. Alumni volunteerism in this regard assists the university by off-setting its expenses to send staff to events and also allows the university to cover more events. Should alumni like to attend, or prefer that a university representative attend a recruitment event that is not on the recruitment schedule, it will be imperative for alumni to make their recommendation known by submitting the Recruitment Request form 1 month in advance of the event, allowing for effective communication of the alumni recommendation and university response.

Each One, Reach One

The Each One Reach One program is made possible by funding that the university has made available to encourage recruitment of students we are likely to retain, via their recommendation by a university stakeholder, such as a Dillard student, alumnus, or employee. Students need only submit the form with their Admissions Application and they will receive a fee waiver on their application fee and a one-time grant of \$1,000 in their freshman year. This grant is only

available while funds are available so it is important that student submit their form and admissions application to the Enrollment Management and Admissions Office as early as possible. Each year, one individual and/ or alumni chapter will be honored in the spring for having the largest number of Each One Reach One recipients enroll in the university during the preceding fall and spring semester.

Summer Send-Offs

The Summer Send-Off has functioned as an opportunity for admitted students to receive an introduction to their Dillard family, in the summertime, prior to the start of their first year at Dillard via an opportunity to meet and socialize with Dillard University alumni. Through this event, students and their families become more familiar with our institution and may be comforted by the Dillard family during what may be a time of stress and uncertainty. On occasion, the send-off has also had the impact of yielding students who were planning to attend another university in the fall but, because of the warm reception they received by Dillardites in their hometown, chosen to accept Dillard's offer instead. The university encourages alumni to take a leadership role in the planning of this event with guidance from the Office of Enrollment Management in scheduling and inviting prospective students. The point of contact at the university for planning these events is the Recruiter assigned to the region where the send-off will take place. The goal each year shall be for Summer Send-Off partners to submit suggested dates, times, and locations via the Send-Off form by April 30th and for Enrollment Management and Admissions to confirm dates, times, and locations by May 31st.

Campus Visits

Dillard University is happy to accommodate tours for individual students and student groups. Campus tours are delivered Monday-Friday at 10am and 2pm and must be scheduled in advance with the Office of Recruitment. To make arrangements, contact Monica White via email or phone at mwhite@dillard.edu or (504) 816-4374 at least 1 week in advance of the prospective student's visit.