

Annual Report

Alumni Admissions Representatives

2006-2007

On August 24, we welcomed the 594 members of the class of 2011 during Convocation ceremonies opening the College's 176th academic year. We received a record 6,364 applications, which included an increase in the number of applications from American students of color and international students. Among accepted students, the mid 50% range SAT score is 1250-1430, and the proportion of students ranking in the top 10% of their high-school class is 67%. Now that recruitment for the class of 2012 is underway, it is important to reflect on the admissions year and the role the Alumni Admissions Representatives played in it.

On behalf of the entire admissions office, I would like to thank all AARs who assisted in the recruitment process this year. Whether you interviewed prospective students, represented Lafayette at a college night, joined a staff member at a high school visit or just spoke about the College to prospective families, your efforts have been appreciated. Time and time again, our research shows how influential alumni contact can be in the student recruitment process.

The Year in Review

In a competitive and ever changing marketplace, it becomes more and more challenging to reach our goals for the incoming class. This year, Lafayette received 6,364 applications, an increase of 8.4 percent. There continues to be a strong interest in early decision among our applicants. 418 students applied early decision – 42.1 percent of the class is comprised of students who were admitted early decision. Lafayette was even able to drop the acceptance rate to 35 percent. The proportion of admitted students enrolling, or yield, is 27 percent. Academic scholarships are continuing to help Lafayette become the college of choice for top applicants. This year's class includes 53 Marquis Scholars and 35 Trustee Scholars.

The continued work on campus no doubt contributes to Lafayette's popularity. This fall, we enjoyed the Fisher Field renovation and the new Bourger Football Varsity House. In other news, Anthony M. Cummings, named last year as provost and dean of the faculty, left his post to take a professorship at the college. Psychology Professor and Head of Neuroscience, Wendy Will, was appointed to the post.

College fairs continue to be an essential part of the college search process. Students begin the college search by collecting material as early as their sophomore year. This year, we received a record 985 invitations to college fairs around the world. 128 fairs were covered by members of the admissions staff, and 205 fairs were covered by AARs. It is extremely important that Lafayette be represented at as many college fairs and high school visits as possible. In areas where students are familiar with the College, students seek us out. In the more distant areas, it is important for the College to gain more recognition.

Following, please find our most recent AAR and college fair statistics and a listing of our AAR award winners. Please feel free to contact me with any questions or concerns at 610-330-5079 or ferriera@lafayette.edu. Thank you again to all of the AARs who have helped in this and in past years.

Respectfully submitted,

Anne Marie Ferriere
Associate Director of Admissions
Coordinator of the AAR Program

AAR Statistics 2006-2007

	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003
AARs	810	802*	855	771	697
High Schools Covered	2597	2604	2611	2308	1892

*Last year we began removing the inactive AARs from the program.

**Last year we began tracking the college fairs in order to provide this new statistic.

	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003
AAR College Fair Requests	272	372**			
AAR College Fairs Covered	205	251	252	228	220
% of College Fairs Completed	75%	67%			

***This year we created a new code in Banner to separate attempted interviews from completed interviews.

	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003
Interview Referrals	3796	3682	3768	3175	2922
Interviews Completed	2430	2909	2766	2277	1963
Interviews Attempted	346***				
Percentage of Interviews Attempted/Completed	73%/64%	79%	73%	72%	67%

	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003
Accepted Interviewees	862	1016	1302	822	1021
Follow Up Phone Calls	483	530	626	485	443
% of Phone Calls Completed	56%	52%	48%	59%	43%
AAR Interviewees Enrolled	325	361	415	323	244
Yield on AAR Interviewees	38%	36%	32%	39%	23%

The AAR interview survey was done for the second year. 224 students completed the survey with results similar to last year. The AAR interview continues to receive positive reviews – students find it to be a good use of their time and are more interested in Lafayette after the interview. More than half of the students that answered the survey did not have the opportunity to interview with an alumni representative from another school. We are in good company with the schools that did offer them an interview: Princeton, Cornell, Bucknell, Georgetown, Tufts and Carnegie Mellon, to name a few.

Every student that called our office to request an AAR interview was granted one, but not every college fair designated for an AAR was covered. Recruitment for the 2007-2008 AAR year will be focused on expanding the program in more outreach areas as well as our high volume areas in order to complete more interviews and cover more college fairs. The focus of the program this year will be to educate the AARs on consistent messaging through the use of our new group information session outline as well as making the AARs more accountable through better use of the committee chairs. A postcard campaign will be done early in the fall in an effort to increase the receipt and use of our electronic newsletter, the AAR website will be expanded, and greater use will be made of the AAR committee chair position. AARs also played an active role in our accepted student receptions as well as some of our high school visits.

College Fairs 2006-2007

We continue to see an increase in the college fair invitations we receive. The current system of tracking college fairs combined with the use of the AAR college fair evaluations makes it easy to make an educated decision on our attendance at each fair. \$11, 603 was spent in college fair registrations this year, so it continues to be important to make good decisions on each fair.

Total College Fairs	'07	'06	'05	'04	'03
Invitations Received	985	962	855	800	813
Attended by Staff	128	139	107	134	165
Attended by AARs	205	251	252	228	220
Total fairs attended	333	390	359	362	385
Invitations declined	652	451	496	438	421
*Declined with regret	67	121			

* Of the 652 invitations that were declined, 67 were declined with regret. These fairs are those that are most suited for an AAR to attend, but for which we were not able to get coverage. Last year, a concerted effort was made to send AARs to more college fairs, especially those that were either free or low cost. Unfortunately, it was difficult to get all of the fairs covered and some of the more important fairs suffered. This year, we concentrated the AARs on the more important fairs which accounts for the drop in fairs that were declined with regret. It was particularly difficult to find AAR coverage for college fairs this year, yet these fairs are not a good use of time for an admissions staff member. In an effort to raise the number of college fairs that are attended by AARs, the recruitment of AARs will be expanded and the requests for college fair coverage will be going out earlier in the summer. In the past there has been some difficulty with AARs cancelling fair coverage because they committed too early in the summer, but that will be alleviated by setting up a new reminder system to go out as the fall college fairs approach.

AAR Awards

The **"New" AAR of the Year Award** goes to **Cindy Zirkle Tharayil '78**.

This award recognizes a first year AAR who has, during that initial period, served the College with extraordinary enthusiasm, commitment and skill.

The **AAR Committee of the Year Award** goes to the **District of Columbia** committee.

This award recognizes a specific committee whose members, both individually and collectively, have worked to significantly improve Lafayette's image and recruitment potential in their area. This award recognizes their accomplishments in interviewing, college night participation, school visits and personal follow-up with applicants.

The **Barry McCarty AAR of the Year Award** goes to **Patricia Winkler Schor '82**.

This award recognizes an individual who, during the past year, has represented the College through the AAR program with outstanding dedication, reliability and sensitivity. He or she has creatively and effectively introduced the "Spirit of Lafayette" to prospective students, their parents, and others interested in the College.

The **AAR Area Chairperson of the Year Award** goes to **Lee R. Purcell '66** .

The person honored by this award will be one who, during the past year, has given exemplary leadership of his or her area committee, as demonstrated through effective communication and training activities and through the involvement of the committee members and the success of their efforts.

The **AAR Geographic Outreach Award** goes to **Donald M. Goldberg '77**.

This award is reserved for an AAR member whose dedication and effectiveness during a period of a year or more has significantly improved Lafayette's image and student recruitment potential in an area outside the College's traditional tri-state area.

The **William G. Wilson Distinguished Service Award** goes to **John D. Kinard '52**.

This is the highest honor that can be bestowed for service to Lafayette through the AAR program. The recipient will have served with sustained distinction, effectively performing all expected duties during a period of several years or more. In addition, he or she will have demonstrated initiative and creativity, and will have inspired others through leadership and example.