

Ambassador Handbook



Mott Community College
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Introduction

Like most colleges, Mott Community College (MCC) must continually seek more effective ways to recruit students. The competitiveness of college recruiting implies that if MCC is to maintain or enhance enrollment, we must significantly enhance our recruiting efforts.

The Ambassador Program enhances our recruitment strategies. Your assistance can help us continue to attract quality students for employees and universities. Many students tell us they are eager to share the MCC story with prospective students, and already do so on many occasions by visiting their high school, assisting at college night, or following up with prospective students. MCC students who talk about MCC honestly and enthusiastically representing the college are among our best recruiters.

Students who become involved with the Ambassador Program will find it to be a satisfying and rewarding experience.

High School Visits

Visiting your high school or other local high schools gives you a chance to share your MCC experience with students, guidance counselors, teachers, and others. The testimonial of a student is one of our strongest recruitment tools. As an Ambassador you will learn and provide valuable information about MCC and can assist in answering questions about our program offerings, services and the student intake process.

Many high schools allow one or two *scheduled* visits per year for college representatives to meet with student interested in their institution. Students are informed of these visits through a weekly bulletin, and daily announcements. Those interested are excused from class to meet with the college representative. Depending on the school, from one to twenty students may attend. The presentations usually last between one-half hour to one class period, depending on how many questions are asked and how long students may stay out of class. Questions and concerns of students will usually include admission criteria, financial aid, tuition and expenses, your work experiences, programs of study and student life.

Another approach that has been effective in some high schools is a presentation about MCC in a class.

Some helpful pointers for your high school visit:

- Dress appropriately. Your appearance is very important.
- Try to arrive ten to fifteen minutes before your appointment. Go directly to the main office, and someone there will direct you to the Guidance Department.
- Remember that you are representing Mott Community College. Students will remember what you tell them about MCC. Never speak adversely of other institutions or make comparisons between Mott and other colleges in a negative sense.
- We cannot expect you to know the answers to all questions about MCC you may encounter. If you are not sure of the correct response to a question, offer to get an answer, and follow up with the student. If you are unable to follow up, advise the Admissions Recruiter responsible for the area so they can follow up.
- Only talk about what you know to be true. Qualify statements that relate only to your own experience and are personal and subjective (i.e., “Based only on my involvement...” “For me...” “In my experience...”).
- Be enthusiastic and energetic when talking about MCC. Tell students what it is like to be a Mott Student.

Student Recruiting:

College Fairs

College Fairs are events organized by a high school or a group of high schools to provide students and their parents with information about a number of colleges at one time. Mott receives many invitations to attend college fair programs each year. Admissions Representatives attend as many of these programs as possible, but are often forced to decline invitations because of time conflicts and/or budget considerations. We can increase our contacts and visibility with potential students if MCC current students attend these college fairs in their local communities to represent Mott.

The basic format for a College Fair is for colleges to be assigned to tables in a large gymnasium or in hallways. Students and their parents browse among the tables asking questions and picking up literature. They generally will spend more time talking with the representatives from colleges in which they are most interested. Another format is to assign representatives from larger colleges and universities to classrooms, in addition to the general browsing area for smaller colleges. The program is usually divided into three or four sessions of 30-40 minutes each. Students select the colleges they wish to learn more about and

attend those sessions. Generally the college representative will make a 15-20 minute formal presentation, followed by questions and answers. *Typically*, Mott does better in the general browsing area and rarely takes a classroom. Questions and concerns of students and parents usually include admission criteria, financial aid, tuition and expenses, cooperative employment, work experience, programs of study, and student life. *College fair programs may be scheduled during the day, but are most frequently scheduled from 6:30 p.m. to 9 p.m.*

Guidelines for Attending a College Fair

1. Once a student has agreed to attend a program, the Admissions Office will confirm attendance with the sponsoring school, giving the name of the student representative.
2. The Admissions Office will send the student all the necessary information for the program including time, date, location, format of program, and materials to be distributed.
3. Plan to arrive approximately 30 minutes prior to the start of the program. This will allow you ample time to register, locate Mott's table or room, and set up. Many schools also offer refreshments for college representatives prior to the start of the program.
4. You should take the opportunity to introduce yourself to the appropriate school officials, leaving your name, address and phone number. Encourage them to contact you if they or their students need information about Mott.
5. Make students and parents aware of your relationship with Mott as a student during your conversations with them. Wear your name tag!
6. As some students may be unsure of questions to ask at a College Fair, you should be ready with an informal overview of Mott to help facilitate conversation.
7. Ask students who make a serious inquiry to complete an information card. When these are turned in to us, we are able to update our prospect file and stay in contact with qualified, interested students.
8. Be sure to note any questions you were unable to answer to pass onto the Admissions Office. You should also try to note any specific comments about the student which you believe would be helpful for us to know.
9. Following the program, return all completed information cards.

Tips on Recruiting

1. Remember that you are representing Mott Community College. Students will remember what you tell them about Mott. Never speak adversely of other institutions or make comparisons between Mott and other colleges in a negative sense.

2. We cannot expect you to know the answers to all questions about MCC that you may encounter. If you are not sure of the correct response to a question, offer to get an answer and follow up with the student. If you are unable to follow up, advise the Admissions Recruiter responsible for the area so they can follow up.
3. Always treat students as mature individuals, acknowledge their interests, and respect the *confidentiality* of any information shared with you.
4. Excellent students are usually considering many top schools in addition to MCC. While we would like them to choose Mott, retire gracefully if they show definite signs of committing to another college.
5. Most families have concerns regarding financial aid. Since circumstances differ in every family's case, please encourage all families to apply for financial aid.
6. Be an *ongoing salesperson* for MCC. Be aware of opportunities to discuss MCC with prospective students and their parents.
7. Keep up to date on MCC by reading the course catalog, class schedules, program brochures, newsletter and referring catalogs and the MCC Answers (new web based answer database.)

Frequently Asked Questions

Admissions

Q: How do I apply to Mott Community College?

A: Applications are available from high school counselors or Mott's Admissions Office.

Q: What is the Application deadline?

A: There is not an application deadline, although students are encouraged to apply in the second semester of their senior year.

Q: What are the admissions requirements for Mott?

A: Mott Community College has an open door policy. Admission is open to all high school graduates and to non-high school graduates 19 years of age or older. Applicants under age 19 who are not high school graduates must have satisfactorily completed the General Educational Development Test (GED).

Academics

Q: What degrees are offered at Mott?

A: Mott Community College offers One Year Certificate programs, Two Year Associate Degree programs, Four Year Transfer programs, and Distance Learning Programs.

Q: How is the academic calendar set up?

A: Mott offers two 15 ½ week semesters (Fall and Winter) and two 7 ½ week sessions (Spring and Summer.) Students may attend classes all year long if they choose to.

Q: What is the average credit load?

A: Full-time students carry at least 12 credit hours.

Q: Is Mott accredited?

A. The College is accredited by the Higher Learning Commission and is a member of the North Central Association of Colleges and Schools and numerous program-specific agencies.

Q: Are there tutoring programs at Mott?

A: Peer tutoring is provided free of charge for MCC students. Individual and small group tutoring are available for most subjects.