CMAC Volunteer: Information Session and Training

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Introductions

• Who We are…

• A Session Overview
A Year In Review

• Increased applications
• New staff members
• Building on our past success
• CSS Profile
• Inquiry cards
## Application Numbers (Fall 2011)

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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<tbody>
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<td>Applications</td>
<td>15777</td>
<td>18864</td>
<td>22356</td>
<td>22023</td>
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<td>27912</td>
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<td>Admit</td>
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## Diversity Numbers (Fall 2011)

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<tbody>
<tr>
<td>African American</td>
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<td>75</td>
<td>80</td>
<td>105</td>
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<tr>
<td>Hispanic Latino</td>
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<td>73</td>
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<tr>
<td>Native American</td>
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<td>9</td>
<td>3</td>
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Gender Balance (Fall 2011)

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<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td>% Female</td>
<td>38</td>
<td>39</td>
<td>39</td>
<td>42</td>
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## International Students (Fall 2011)

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<th>2009</th>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>% Non US</td>
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<td>19</td>
<td>13</td>
<td>12</td>
<td>13</td>
<td>13</td>
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</table>
What Does it Mean for Us?

• Manage the volume, connect to the student
• Amazing students with amazing choices
• Spreading the word vs. Finding the fit
• Find new ways to do old jobs
• Campus-wide approach
CMAC Program- An Overview

- One year commitment
- College Fairs
- Alumni Interviews
- Follow Up
- Referrals
- Adopt-A-High-School
The CMAC Calendar

- Summer
  - Membership drive/renewal
  - Print materials for the year
- Fall
  - Fall college fairs
  - Begin interviewing
- Winter
  - Interviewing hits its peaks
- Spring
  - Spring college fairs
  - Calling admitted students
  - Yearly wrap up
CMAC Communication Flow

- Prospective student mailings
- CMAC Manual (guidelines)
- CMAC Newsletter (bulletin board)
- Interview reports
- CMAC website- www.cmu.edu/cmac
- Social Media
CMAC- College Fairs

- We are contacted by schools
- We then contact alumni in the area
- Fairs that charge $ 
- If confirmed we send materials
- Timelines for administration
- Fall ’10 (68), Spring ’11 (23)
CMAC- College Fairs

- Providing up-to-date information
- Connect Cards
- Limited print information
- Proper set up…
- College fair etiquette
CMAC- Informational Interviews

• Interview Objectives
  – Personally address concerns and questions
  – Help student picture him/herself as a student at Carnegie Mellon
  – Roughly 1300 interviews between October 1 – February 1
CMAC- Informational Interviews

- Not evaluative, but helpful
- Location
- Who participates
- Gifts
- Returning the interview sheets
Adopt-A-High-School

- Be an extension of the Admission Office in your local area
- Connect with a local secondary school
- What can I do to adopt a high school
  - Conduct a high school visit on behalf of the Office of Admission
  - Contact a local school guidance counselor and introduce yourself as an alumni representative from Carnegie Mellon
  - Make yourself available to students who may have questions
  - If a college fair is available, represent Carnegie Mellon
- High School Visit to Go
CMAC- Open Q&A

• Share your CMAC experience
• What is it about CMAC that you enjoy most?
• What may be helpful to know from us?
• Do you have any questions?

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