

MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY

# **Admissions Alumni Ambassador Handbook**

Revised April 2024

## **GREETINGS FROM THE ADMISSIONS ALUMNI AMBASSADOR COORDINATOR**

Dear Missouri S&T Admissions Alumni Ambassador,

Thank you for your participation in the Missouri University of Science and Technology Admissions Alumni Ambassador Program! As coordinator of the program, I am grateful for your commitment to Missouri S&T and your desire to help recruit future Miners.

Your ambassador volunteer efforts benefit S&T by increasing public awareness of Missouri University of Science and Technology and enhancing its reputation as Missouri's premier technological research institution. You benefit prospective students in your local community as you assist them in making a very important decision while promoting higher education in general.

As an ambassador, you will decide your own level of activity by choosing the outreach activities that best suit you. The Admissions Alumni Ambassador program is an ever-evolving information link between the alumni ambassadors, prospective students and their families, the Missouri S&T Office of Admissions, the Office of Student Financial Assistance, and the MSM-UMR-S&T Miner Alumni Association. This ongoing interaction keeps the program fresh and effective.

I hope you will find this handbook helpful; it contains comprehensive information about Ambassador opportunities, the University, and specific Missouri S&T Admissions processes.

Please feel free to contact me if you have any questions or concerns. I welcome your feedback regarding the Admissions Alumni Ambassador program, and I look forward to working with you to promote Missouri S&T!

Thank you again for your support!

Sincerely,

Alicia Williams  
Coordinator, Admissions Alumni Ambassador Program

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## **SECTION I – Mission and Introduction**

### **MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY MISSION STATEMENT**

Missouri University of Science and Technology integrates education and research to create and convey knowledge to solve problems for our State and the technological world.

#### **Vision**

Missouri University of Science and Technology will be recognized as one of the top five technological research universities in the nation.

#### **Values**

***Tradition:*** We are a diverse scholarly community of hard-working problem-solvers who draw inspiration, strength, and pride from our history, our students' success, and our entrepreneurial spirit.

***Interdisciplinary Collaboration:*** We value the entire realm of human knowledge and seek to transcend conventional boundaries in the pursuit of our goals.

***Inclusiveness:*** We encourage and depend upon mutual recognition and respect and the voluntary cooperative efforts of our diverse constituents to sustain a strong and cohesive scholarly community.

***Excellence:*** We embrace academic integrity, exceptional results, and constant improvement in teaching, research, service, and economic development activities.

### **OFFICE OF ADMISSIONS MISSION STATEMENT**

The Office of Admissions coordinates recruitment and application processes for the Enrollment Management Division. Admissions works collaboratively with academic and administrative units on campus to attain recruitment targets set by the campus strategic enrollment goals through freshman and transfer recruitment and by providing high-quality admission process support for Admissions, Graduate Studies, International Affairs, Distance and Continuing Education, and all other customers.

#### **Vision**

The Office of Admissions will establish and strive to continuously develop “best in class” recruitment and application processes that set the benchmarks for other universities.

#### **Values**

Place the needs of the prospective student first in our priorities.

Provide timely, accurate information to all customers/partners in the student recruitment process.

Develop and cultivate quality relationships with prospective and current students and colleagues; embracing the “Platinum Rule” (treat others better than you expect to be treated)

Encourage collaboration with all internal and external partners in recruitment and application processes.

Encourage respect, integrity, humor, diligence, creativity, and resourcefulness among the Admissions team members.

Encourage and celebrate team members' professional development and professional accomplishments.

## **ADMISSIONS AMBASSADOR PROGRAM MISSION STATEMENT**

The Admissions Alumni Ambassador Program is dedicated to helping prospective students and their families learn as much as possible about Missouri S&T. In all we do, the well-being of the student must be foremost. Our university provides a wonderful education, but we acknowledge that Missouri S&T will not be the right fit for every student. Educating students and parents must be our first goal. We should promote those areas where Missouri S&T is strong, and we must never criticize another institution.

You can take great pride in supporting Missouri University of Science and Technology. The University also takes great pride in you, the alumni ambassador, an integral part of this University. This union between you and the Office of Admissions will be of great benefit to all that are connected by it.

## **ADMISSIONS AMBASSADOR CODE OF CONDUCT**

As a part of each Ambassador activity, you should observe a code of conduct applicable to all Admissions professionals. This code can be summed up in three concepts:

- 1. Be positive about Missouri S&T, and never be negative about another school.** S&T stands on its own as a top-notch university; we don't need to criticize other schools. Encourage students and parents to compare quality, size, environment, placement rates, and starting salaries. These are areas where we shine.
- 2. Be informed.** Review training materials and pay attention to newsletters and The Miner Alumni Association's quarterly publication of *Missouri S&T Magazine* for news and updates. Remember that you are not expected to be an expert. Don't hesitate to say, "I don't know" when asked a question for which you don't have an answer. Be sure to find the answer for the student or refer them to our toll-free number or email address for answers. Having attended Missouri S&T or having a child on campus gives you a personal experience with our school. Your experiences are a part of your Ambassador information. It is important, however, to always separate your opinions from facts. Procedures and atmosphere may have changed since you were here. Reading your current admissions materials will keep you updated with the most recent information.
- 3. Never make a statement of admissibility or scholarship eligibility.** Students and parents may take even casual comments out of context. Any student who wants an estimate of eligibility for admission or aid should be referred to the Office of Admissions or the Office of Student Financial Assistance.

Keep these three concepts in mind and you will serve both your University and your local community well. While these are generally common sense, it doesn't hurt to review them occasionally!

In addition to these basic concepts, the National Association for College Admission Counseling (NACAC) provides a Statement of Principles of Good Practice ([www.nacacnet.org](http://www.nacacnet.org)). This statement is used to guarantee the rights of prospective students. Please take the time to review the document carefully.

## AMBASSADOR ACTIVITIES AND RESPONSIBILITIES

A timeframe of the typical activities follows and further descriptions of the events can be found in the subsequent pages. The typical Ambassador spends between 6-18 hours per year on Ambassador activities. Each Ambassador should participate in at least one activity per year. Should your schedule require you to not be able to be as involved for a period of time, contact the Alumni Ambassador Coordinator to be placed on a temporary inactive status. You will continue to receive program updates; however, you will not be expected to participate in activities. Never hesitate to turn down an individual task; you must be comfortable with what you are doing to be effective.

<u>ACTIVITY</u>	<u>TIME FRAME</u>
• College Fair Representation	Fall and Spring
• Student Referrals	Throughout the year
• FIRST Robotics Competitions	Spring
• Student Send-Off Events	Summer
• Adopt-A-High School	Throughout the year
• High School Visits	Fall and Spring
• Prospective/Admitted Student Receptions	Fall and Spring
• Presenting Scholarship Certificates	May
• Writing Congratulatory Letters to Students	Throughout the year

## ADMISSIONS AMBASSADOR TRAINING OPPORTUNITIES

The three keys to successful work as an Admissions Alumni Ambassador are:

- 1) Commitment to the University
- 2) Training
- 3) Choosing activities with which you feel comfortable

You have already shown commitment by joining this program. Comprehensive and “on-the-job” training will make you very good at your assignments, and you will enjoy the outreach activities you pursue.

Training consists of several items. First, please review the handbook and use it to become familiar with current Missouri S&T information. Read over the current Viewbook and other admissions-related material you receive.

Take your training seriously. Remember, to the students and parents to whom you speak you are perhaps their first personal contact with Missouri S&T, but we hope it will be only the beginning of their experience with our fine University.

If you feel you will benefit from more “hands-on” training, please email me to set up an online meeting or in-person meeting to help answer any questions you may have.

**IMPORTANT:** When referring to the University, the only acceptable abbreviations for Missouri University of Science and Technology are either “Missouri S&T” or “S&T.” Please do not use abbreviations such as MS&T, MUST, MUS&T, etc.

## **SECTION II – Activities and Responsibilities**

### **COLLEGE FAIRS**

A College Fair is a time when a large number of colleges are invited to provide information to high school students, usually at a high school or community college. These usually take place in the fall (September & October) or the spring (March & April). A fair may take place during the day or evening and typically lasts an hour and a half to three hours.

To be invited, Missouri S&T must be placed on the invitation list. You may initiate this by contacting your local high school counselor and asking that Missouri S&T be invited to their next fair. An invitation will be sent to the Missouri S&T Office of Admissions. If there are Ambassadors available in the area who can attend the fair, S&T responds to the high school indicating we will participate. Once you as an Ambassador, accept our request to attend, follow-up information is sent to your preferred address.

At the fair, each college will be assigned a table, usually in the gym. The Ambassador stands behind the Missouri S&T table and answers questions about the University. A table cover, Admissions materials, and a nametag are furnished with the materials sent for the fair. Do your best to have the S&T table look as professional as the other schools' tables. It is expected that you will wear professional attire, and you will notice that the other college representatives do the same. Comfortable shoes are highly recommended (please avoid gym or sports shoes, however)!

Hand out general information and give students information cards to complete. Perhaps the most important part of a fair is having prospective students fill out the information cards. Filling out a card puts a student on our database and putting a student on our database ensures the student will receive ongoing information through our direct mail program. If students just pick up one piece of literature and walk away they miss out on lots of other pertinent information. Another important reason for filling out the card is that it gives the Office of Admissions valuable information regarding the impact a particular activity has on a student's decision to attend Missouri S&T. Without the card, we will not know if your efforts were well spent at a particular fair. Even those students who are already receiving information from S&T should be encouraged to fill out another card as their information might have changed.

After the fair ends, you may wish to leave a few pieces of literature for the counselor. Pack up the rest and mail it back along with the information cards and the fair evaluation form. Unless your section or city is assigned a certain number of table covers, it is important to return the table covers as soon as possible, to make sure they are available for later fairs.

#### **Checklist for fairs**

1. In advance, find out the exact location. Call the host school or your Alumni Ambassador Coordinator for directions if you need them.
2. Review the handbook and your materials a day or two before the program.
3. Arrive around an hour (depending on if you are familiar with the location or not) prior to the program's start. This will allow time to locate the Missouri S&T table and set up materials before the students and parents arrive.
4. Read through your materials two or three times just prior to the start time to refresh your memory.
5. Visit freely with students and parents—feel free to refer them to the Office of Admissions should you not be able to answer a question definitively. (Don't be afraid to say, "I don't know.")
6. Clean your area after the fair ends. Leave one or two Viewbooks and a catalog with the counselor.
7. Send back the table cover, evaluation, and remaining materials.

8. Pat yourself on the back: these fairs are very effective recruiting tools for us!

## **STUDENT REFERRALS**

You know high school-age students. Some may be friends of your children, children of neighbors or co-workers, neighbors, or students in your religious or social organizations. Research indicates that long before their senior year, most students have become familiar with several colleges. If you will let us know of high school-age students, we will let them know about Missouri S&T.

You may mail or email the Office of Admissions the names of qualified high school students at any time throughout the year. Please provide the following information: student name, address, telephone number and/or email, date of birth, high school and year of graduation (very important).

Call us if you prefer at -341-6731 or send an e-mail to [ambassador@mst.edu](mailto:ambassador@mst.edu) and put "alumni ambassador referral" in the subject line.

## **FIRST ROBOTICS COMPETITIONS**

FIRST Robotics Mission: to show students of every age that science, technology, and problem-solving are not only fun and rewarding, but are proven paths to successful careers and a bright future for us all. Their mission is to inspire young people to be science and technology leaders, by engaging them in exciting mentor-based programs that build science, engineering and technology skills, that inspire innovation, and that foster well-rounded life capabilities including self-confidence, communication, and leadership. FIRST kids are significantly more likely to attend college, major in science or engineering, and be outstanding future employees and citizens. Each year FIRST holds various competitions around the country, and generally these events have a "Scholarship Row" area for colleges and universities to set up information tables. These events are wonderful recruiting opportunities for Missouri S&T that allow us to reach very talented students who may be interested in attending Missouri S&T after high school. Alumni participation in these events is vital, as we are not always able to send in-office staff to these events.

## **STUDENT SEND-OFF EVENTS**

Some alumni sections hold events in the summer. They invite local alumni, currently enrolled students, students who will be new students at S&T in the fall, and prospective students and their parents. This event encourages the students to meet each other, find out about riding together, etc.

If you are interested in this, please contact your section president to plan such an event. The Alumni Relations Office will help you with invitations and planning.

## **ADOPT-A-HIGH SCHOOL**

### **(ACT AS LIAISON BETWEEN LOCAL COUNSELORS/TEACHERS AND MISSOURI S&T)**

Making contacts with key people who may recommend Missouri S&T to prospective students is an effective way to promote the University. High school counselors are, indeed, key people. While some high schools limit official school visits to professional staff, various alumni ambassadors have found great success using the informal route. Consider these possibilities:

Initial contact: During September, call your area high school counselor(s) to let them know that you are a Missouri S&T (UMR/MSM) graduate. Tell them you would be very happy to meet any students who



express interest in Missouri S&T. Your call is simply to let the counselor know you are in the area if assistance is needed. If you are also willing to attend high school fairs, this is a great opportunity to request that Missouri S&T be added to their invitation list.

Second contact: At some time during the first semester, attach your name and number to a viewbook, take it to the high school, and deliver it to the counselor asking him/her to update the information kept on file for Missouri S&T. Again, you are not asking for an appointment, just another contact.

Other contacts: If a counselor does refer a student to you, always follow up with a thank you note or call to the counselor. You also have the opportunity for contact with the teachers of local high schools. Let these people know you are a good source of information for prospective students. Remember the Code of Conduct - none of these contacts should be "hard sell." Use a helping approach instead.

## HIGH SCHOOL VISIT

Occasionally you may be asked to conduct a high school visit for our office. These visits differ from a high school fair in that you will most likely be the only college representative there, whereas there are many colleges represented at high school fairs. The secretary from the counseling center of each high school would be the contact person for setting up a visit. Mail to each high school a poster with the date and time of your visit (we will provide the posters), along with your name at least two weeks before the scheduled visit. Find out if there are current Missouri S&T students from the high schools you are visiting (we can get you a list); counselor or prospective students may ask about them.

### What to take on a campus visit:

1. Name of the high school counselor
2. List of prospective students from the high school (we can provide that information)
3. Travel Viewbooks
4. Come For A Visit/ Show Me S&T post cards
5. Information cards and S&T pens
6. Cost of Education sheets
7. Summer Camp

### The Visit:

- Arrive around twenty minutes early. Parking can be a problem at some high schools, and you need time to find the counseling center and may have to sign in at an office for security reasons.
- Usually a counselor will be assigned to you, and he/she may have questions for you. The visit should last approximately 30-40 minutes, not more than one class period. Just a note: sometimes you may have no students, or just visit with a counselor; be prepared for anything!
- Introduce yourself to the students; ask if they have any questions. Hand out the information cards and pens. Have them fill out card.
- Talk general facts with the students. This would be somewhat like a campus visit speech, modified, of course.
- Where Missouri S&T is located: population of Rolla, MO: 20,000; population of S&T. Discuss competitiveness of Missouri S&T.
- Discuss different majors – Ask students what they may be interested in majoring in, and give information specific to the student's majors.
- High school students are interested in housing requirements, cars on campus as a freshman, sports, on-campus involvement, student organizations, fraternities and sororities, what to do on weekends, etc. So please be prepared for any of those questions.

- *Thank everyone—the students, the counselor, the secretary.... They will appreciate and remember!*

## **PROSPECTIVE/ADMITTED STUDENT RECEPTIONS**

Each year the Office of Admissions plans a number of prospective/admitted students receptions in various cities around the country. Sometimes this will be done in conjunction with the Alumni Office and a section activity. Admissions Alumni Ambassador attendance at these events is very important because ambassadors are given the chance to share how S&T/UMR/MSM has made a difference in their lives.

Admissions Alumni Ambassadors can also help Missouri S&T in planning these receptions by making the admissions office aware of good locations for these events. Often ambassadors are able to secure corporate locations for S&T at little to no cost, and students are always impressed by these connections, which are further evidence of the success of S&T/UMR/MSM graduates.

The goals of the receptions vary depending on the time of year they are held. For example, a reception held in the fall would probably be aimed chiefly at seniors, and we would want to persuade them to seriously consider Missouri S&T and apply for admission. A reception held in the spring may be planned to increase awareness for admitted students of financial aid and deadlines, it is also a good time to start focusing on high school juniors. The fall receptions are typically held for prospective students.

We will typically invite local alumni and ambassadors, as well as prospective/admitted students and their parents. There is usually a brief formal program with an admissions presentation, as well as time for alumni ambassadors who are present to say a brief word (if they wish). There is usually ample time for more informal conversation, and there are also usually light refreshments.

You will find out about the reception most likely via email or the Admissions Alumni Ambassador website. If you have a location you think would work well for an event, please contact the Ambassador Coordinator.

## **SCHOLARSHIP PRESENTATIONS**

In the spring, we often get requests from high school guidance offices for a University representative to present a Missouri S&T scholarship award to a local student at a high school awards assembly. This is a great opportunity to raise the visibility of Missouri S&T in your local community. It also adds a very personal touch to the scholarship awarding process.

As we get requests, we will post the information on the website, as well as send an email to ambassadors in the area to request a presenter. If you are interested in presenting at your local high school but they have not contacted us, please follow the following procedure:

- Contact the high school directly to find out the details of the ceremony
- Decide if it works for your schedule and tell them if you will participate
- If you plan to present, contact the Office of Admissions with the information, and we will make sure you have the names of the recipients and the scholarship certificates

If you do present an award, we will provide you with a scholarship certificate, as well as information on the ceremony.

## WRITING CONGRATULATORY LETTERS

Writing letters to admitted students is another important project in which S&T Admissions Alumni Ambassadors participate. Throughout the year, Ambassadors may write admitted students to congratulate them on being admitted to Missouri S&T. The objective of the letter is to relate your experience, as a S&T/UMR/MSM alumni or parent (or perhaps as both), and to encourage students to contact you or an admissions counselor with any questions.

For those Ambassadors agreeing to write letters to students, a list of students and addresses will be provided. We can also provide sample letters that have been used in the past (as a reference).

## SECTION III – Admissions

### THE APPLICATION PROCESS

Students may apply to S&T after they have completed their junior year in high school. Our application for admission has gone completely online, and students should go to: [apply.mst.edu](http://apply.mst.edu) to complete the online application for admission. There are multiple different pieces of literature in your box of materials. These are designed to walk students through the online application process, the application timeline, and scholarship opportunities at S&T.

Applying for admission on or before December 1 of the senior year allows the student to be automatically considered for merit-based scholarships awarded by the Office of Admissions. Merit-based scholarships are outlined in the Admissions recruitment literature. Merit-based scholarships, also known as Groundbreaker Scholarships, are awarded at the time of acceptance based on the student's GPA at the end of their junior year in combination with their highest ACT/SAT score on file. S&T will upgrade scholarships through June after senior year if the student retakes the ACT/SAT and becomes eligible for a higher merit-based scholarship. **With the recent changes to merit-based scholarships, we strongly recommend that students/parents visit S&T's Student Financial Assistance webpage at [www.sfa.mst.edu](http://www.sfa.mst.edu) to fill out the Net Price Calculator. This will give the student a good idea as to the scholarships/federal aid they will be eligible for.** Be sure to advise students properly based on their home state or residency.

#### Items needed to complete an application:

- Online Application for Admission
- ACT or SAT Score (S&T does not require the added writing portions of the ACT or SAT test)
- High School Transcript – showing grades through the end of the student's junior year.
- Students now have the option of applying test optional.
- This can affect their merit-based scholarships. Please refer them to the admissions office for more questions.

**Students must have completed, or plan to complete, the following core curriculum by the time they graduate from high school:**

- 4 units of English** (one of which may be in speech or debate. Two units emphasizing composition or writing skills is required.)
- 4 units of mathematics** (Algebra I and higher)
- 3 units of social studies**

- 2 units of science** (not including general science), one of which must be a lab course
- 2 units of a single foreign language** (American Sign Language counts)
- 1 unit of fine arts**

### **How is admission granted?**

S&T considers the candidate's rank in high school/ their final junior year GPA, as well as his/her highest overall standardized test scores.

Every student's file is reviewed individually; please do not make casual comments regarding a student's chances of being admitted. If the student has specific questions, please tell him/her to call The Office of Admissions at 573-341-6731. They can also email their questions to [admissions@mst.edu](mailto:admissions@mst.edu).

### **Dates and Deadlines**

**December 1<sup>st</sup> of the senior year is the priority deadline for merit-based scholarship awards.** If the student applies by December 1, S&T will automatically consider them for merit-based scholarship awards. If a student receives a merit-based scholarship, the student has until May 1<sup>st</sup> to decide to attend S&T and to accept the scholarship.

**February 1<sup>st</sup> is the final application deadline for most on-campus scholarships.** Students need to visit Missouri S&T's Scholarship database at [scholarships.mst.edu](http://scholarships.mst.edu). These scholarships are separate from merit-based scholarships, and most require a separate application.

#### ***Other important dates that may come up:***

July 1<sup>st</sup>: Last day to make an application for the Fall semester.

December 1<sup>st</sup>: Last day to make an application for the Winter semester.

May 1<sup>st</sup>: Last day to make application to Summer semester.

\*We have no hard deadlines for applications, they can always apply at any time throughout the year.

### **FINANCIAL ASSISTANCE**

To apply for need-based financial assistance, students must complete a Free Application for Federal Student Aid (FAFSA). The FAFSA form is available online at [www.fafsa.gov](http://www.fafsa.gov)

Please do not feel you have to be an expert when discussing the financial aid application process with a student. If the student has specific questions that you are unable to answer about FAFSA specifically, please refer them to the S&T Office of Admissions or Financial Assistance Office. 573-341-4282.

### **VISITING THE CAMPUS**

A campus visit allows the student to experience being a member of the S&T community for a day. The student can meet other students, faculty, and staff. **We strongly encourage campus visits;** as well, over half of the students visiting campus enroll at S&T. When discussing visiting campus, refer the student to the "Come for a Visit Postcard" postcard.

### **DAILY VISITS**

Daily Visits (formerly Individual Visits) can be arranged by calling **573-341-6731** or scheduling online at **visit.mst.edu**. Generally, a Daily Visit includes a presentation with an admissions counselor, a campus tour, a meeting with a faculty member from the department of their choice, and a tour of the Residential Commons (formerly Residential College) residence hall. One-week advance notice is

requested to accommodate academic department schedules, but late registrants can be taken over the phone by calling the Visit Center at the number above.

The Office of Admissions Visitor Center will make the arrangements for the student. Daily visits are available every weekday except special event days. Parents are encouraged to accompany their sons and daughters during their campus visit. As an integral part of the college decision process, parents are invited to participate in all aspects of the visit.

## **OPEN HOUSES**

Participating in an **Open House** program is a great way for students and parents to gain a sense of the academic and social atmosphere at S&T. We open our doors and allow families to see all that Missouri S&T has to offer. This is an all-encompassing visit and generally is an all-day event. Each program incorporates campus and residential life tours, Admissions and Financial Aid presentations, tours of the Student Design Center, tours of the fitness Center, as well as an information fair that provides an opportunity to meet with several different departments and offices across campus. These activities are offered in the Spring and the Fall. Parents are encouraged to attend.

## **DISCOVER DAYS**

Discover Days (formerly Miner Days) are smaller versions of our Open Houses. There are generally 6-8 Discover Days per academic semester.

Generally, we recommend that students attend an Open House or Discover Day program when they begin their college search process. An individual campus visit is better suited to those seriously considering S&T and is very helpful to juniors and seniors in the decision-making process.

## **S&T SHOWCASE**

S&T Showcase happens one time each Fall semester. It is designed for students from the St. Louis area to learn more about S&T student life and campus culture. Students will participate in various S&T and Open House activities.

## **VIRTUAL VISIT OPTIONS**

We offer virtual presentations on various topics such as finding the right college, navigating the application process, filling out the FAFSA, signing up for Advising and Registration, etc.

We also offer different virtual Q&A sessions with both current faculty and current students on campus. Our most popular virtual event is our Parent Q&A where parents can come ask questions to current students.

On top of that, there are options for connecting virtually, one-on-one with Admissions Counselors, Financial Aid counselors, and current students.