IIT ALUMNI AMBASSADORS
GUIDELINES, TIPS, AND TALKING POINTS FOR RECRUITMENT EVENTS

Thank you for volunteering to represent IIT at a recruitment event!

Recruitment events fall into various categories: on-campus programs, receptions, college fairs, career days, and other events. Although each type of event has its own flavor, the goal for each is the same: to recruit the best and brightest to IIT. Your success speaks volumes to prospective students and is a vote of confidence in why IIT might be the right choice for them!

EVENT GUIDELINES AND TIPS

At some events an IIT admissions representative will be onsite. Your main role in this case is to assist by talking to prospective students and families about the university—your experiences while a student and how IIT played a part in your career.

At other events we may ask you to attend alone or with other alumni, without any IIT personnel. For these events we do not expect you to be IIT experts but to provide general information about the university, to give out material, and to talk about your experience as an alumnus/a. It’s okay if you don’t have an answer to a specific question about IIT! Just take down the necessary information and an admissions counselor will contact the individual.

Below are a few guidelines and helpful tips for recruitment events.

COLLEGE FAIRS

Prior to a college fair IIT Office of Admissions will email you information about the fair location and time. If you are attending a fair where an IIT admission counselor will be present you will also receive the counselor’s contact information; the counselor will bring all the necessary materials to the event. If you are attending without any IIT personnel we will ship all the recruitment materials to you at your preferred address.

At college fairs we hand out IIT general brochures, and the Office of Admission follows up via mail with specialized secondary brochures. Please give interested students and families a copy of our general brochure and ask all prospective students to turn in a completed inquiry card. This is very important, as these cards will ensure the student receives mailings about their specific interests and academic areas.
Below is our preferred procedure on the day of college fairs:

- **Check in:** Check in with the event organizer as soon as you arrive. Please arrive at least 30 minutes prior to the start of the event.

- **Set up the IIT admissions table:** If an IIT admissions counselor will be at the fair, you won’t need to set up anything. If you’re representing IIT on your own, we will ask you to manage the setup. You will be provided the following:
  - Tablecloth
  - Brochures: IIT general brochures, college cards
  - Inquiry cards
  - Pens

Place the tablecloth so that the printed area meets the top of the front of the table. It’s preferred to set up two separate mini stations on the table so that two students can fill out inquiry cards simultaneously. The IIT general brochure and college cards should be placed in the middle of the table. Place two stacks of inquiry cards, with two or three pens next to each, near the edges of the table. Here is how your table should look when fully set up:

- **Share your story with students and families!**

- **Keep an eye on the table!** The IIT Office of Admission is a member of NACAC, the governing body for college admission counselors, whose rules state that you should remain behind the table at all times during a fair. NACAC rules also state that we cannot have more than three IIT representatives at our booth at one time.

- **Depart.** Once the fair has officially ended and the organizer has provided approval to depart, please pack up the admission materials that you were provided (if an IIT admissions counselor is not onsite) and return them to the Office of Admission. Don’t forget to include the signed inquiry cards!
INQUIRY CARDS—COLLECT THEM! (AND RETURN THEM!)

One of the primary tasks of events is to get students to fill out inquiry cards and hand them to you. These cards are important in our recruiting efforts—and ultimately in how we form our freshman class. Students may mail the cards to IIT at a later time; however, it’s best to encourage students to complete the cards onsite at the IIT admissions table. Return the completed inquiry cards to the Office of Admission along with the tablecloth and the rest of the admission materials that were mailed to you, if you are responsible for collecting these items at the end of an event. We can’t overemphasize the importance of these cards and the need for IIT to receive them as soon as possible.

BRUSH UP!

Familiarize yourself with IIT’s academic programs, majors, and basic information. Some things might have changed since your time as an IIT student, and we have an abundance of resources to help you get up to speed on the university’s offerings. Helpful sources of information include:

• IIT general brochure
• College cards
• IIT undergraduate viewbook
• IIT website: www.iit.edu
• University Quick Facts: www.iit.edu/about/quick-facts

ATTIRE

Please dress as you would for a professional event: a suit and tie, pantsuit, dress, or other professional attire. You may wear casual attire, if you prefer, only if you wear IIT logo apparel. Remember: You are the face of IIT to prospective students and their families, and your demeanor and image reflect upon the professionalism of the university.
EVENT TALKING POINTS AND FAQS

When discussing IIT with someone new, it is important to appear knowledgeable about the university, but we don’t expect you to know every detail! Do your best; it is fine to say, “I am not really sure, but I’ll have someone from the Office of Admission follow up with you.” Just forward the name and contact information to the Office of Admission, and we will take care of the rest!

Here are a few questions that prospective students ask us—and a few questions you may want to ask them:

Where are you located?
IIT is located in the historic neighborhood of Bronzeville, just a few minutes from downtown Chicago. There is lots of public transportation, and it’s very easy to travel anywhere in the city from Main Campus. IIT also has two locations downtown, as well as in two western suburbs, though these locations are used primarily for graduate courses.

Do you have a major or area of academic interest?
You can open the IIT general brochure to page 3 and point them out.

How much is tuition?
The costs of attending IIT as a new undergraduate in the 2015–16 academic year are:
- Tuition: $42,000
- Fees: $1,680
- Room and board: $11,300 average

What kind of financial aid does IIT offer?
On average, each first-year (freshman) student receives more than $32,000 in grants and scholarships with federal and state aid combined. IIT scholarships alone range from $10,000 to full tuition.

When should I apply?
High school students can apply using the Common Application beginning September and throughout their senior year. December 1 is the priority deadline to be considered for full-tuition scholarships. IIT uses a rolling admission process, which means we read and process applications as we receive them.

What kind of extracurricular activities do you have?
IIT offers more than 120 clubs and 13 NCAA Division III varsity sports. In addition to the IIT Athletics website (www.illinoistechathletics.com), the website for the Office of Campus Life (www.iit.edu/campus-life/get-involved) has more details.