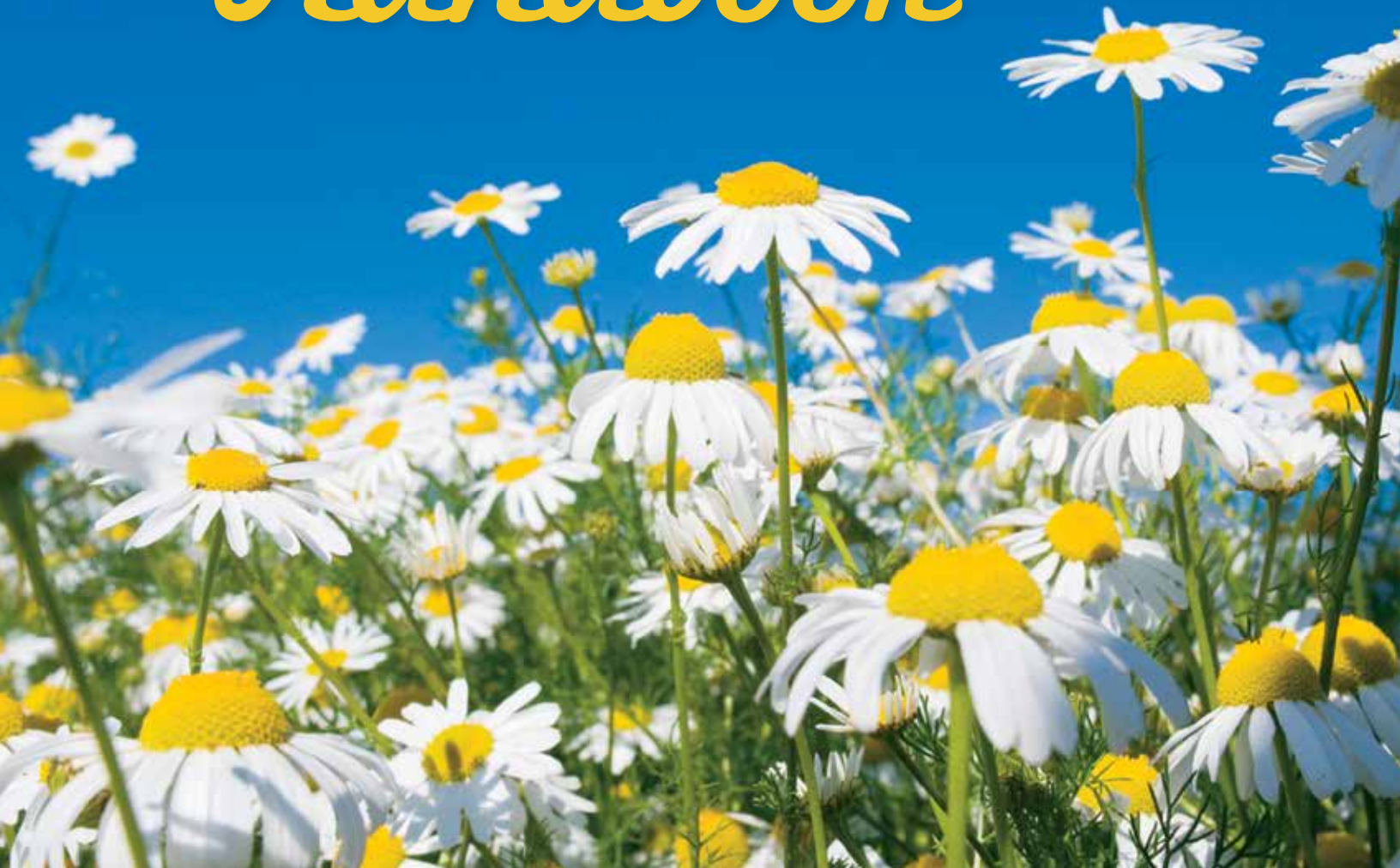




COTTEY COLLEGE RECRUITMENT *Handbook*



Academic Policies

The following information is taken from the 2015-2016 Cottey College Academic Catalog Academic Policies section. When you request information regarding scholarship recipients, information regarding students from your state, or information regarding any student enrolled in Cottey College, please keep these policies in mind.

CONFIDENTIALITY OF STUDENT RECORDS

The Family Educational Rights and Privacy Act of 1974 as amended [commonly called FERPA or the Buckley Amendment] is designed to protect the privacy of educational records, to establish the rights of students to inspect and review their records, and to provide a means of correcting inaccurate or misleading data. "Educational records" include any records in the possession of an employee which are shared with or accessible to another individual. Certain "student records" are not included among educational records under the Buckley Amendment. Among these student records are records held by educational personnel (such as faculty) that are not accessible to or revealed to any other person. Cottey College makes every effort to comply fully with this legislation. FERPA regulations make clear that, in the case of students who are dependents of their parents for Internal Revenue Service purposes, information from the educational records of the student may be disclosed to the parents without the student's prior consent. It is the policy of Cottey College to notify both the student and her parent(s) or legal guardian in writing of certain academic warnings from the Office of Academic Affairs, grade reports, probationary status, and dismissal. Any student who is not a dependent of her parent(s), as defined by the Internal Revenue Code, must notify the registrar of the College in writing, with supporting evidence satisfactory to the College, by October 1, of each academic year. In the absence of such notice and supporting evidence, the College will assume that a student is a dependent of her parent(s). If the dependency status changes after October 1, the student shall notify the registrar in writing. In communications with parents concerning campus life and academic matters other than those listed in the preceding paragraph, it is normally college policy to respect the privacy of the student and not to disclose information from student records without the prior consent of the student. At the student's request, such information will be provided to parents and guardians. Certain information is considered public and is released by the College at its discretion. A student must formally request that the registrar withhold disclosure of "directory" information, except to College officials with legitimate educational interests and certain others as specified in the regulations.

Directory information includes:

- student's full name
- campus address
- permanent address
- date and place of birth
- assigned student e-mail address
- campus phone listing
- permanent phone listing
- dates of attendance
- enrollment status
- expected date of completion of degree requirements and graduation
- degrees and awards received
- classification
- previous educational institution attended
- participation in officially recognized activities and sports
- weight and height of members of athletic teams
- photographic, video or electronic images
- class roster (only released to students in the class)



Transcripts of academic records and statements of academic status are released to third parties only with written authorization from the student. A student has the right of access to her academic records. A student has the right to challenge and request the correction of any contents of her educational records that are considered to be inaccurate, misleading or in violation of the student's privacy or other rights. Such a challenge should be directed to the registrar.

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The HISTORY of Cottey College

Cottey College was founded in 1884 by Virginia Alice Cottey (see bio at right). In search of a location, she wrote to Southern Methodist ministers across the state of Missouri. Her sister, Dora, was teaching in Dallas, and she wrote to friends in Texas. She received an encouraging letter from Reverend W.T. McClure in Nevada, Missouri. In November 1883, Dora and Alice visited and were very pleased with the city, especially the encouragement of Reverend McClure and Mr. Harry C. Moore, mayor, and owner of the dry goods store.

The leaders of the community realized the opportunity a college would provide for the townspeople. Armed with her savings to finance the building, Virginia Alice Cottey proposed that if the city purchased the grounds for the college and donated them to her in a genuine warranty deed, she would proceed at once to erect a three-story building sufficient to accommodate 80 students. They offered six acres of a cornfield on the western edge of town where she could build a school.

In 1884, Virginia Alice Cottey opened the doors to her 42x40 foot schoolhouse, a building that still stands today as the center portion of Main Hall. Originally named Vernon Seminary, its success was evident from the start. Named for the county in which it is located, the townspeople refused to call it that, referring to it as the "Cottey sisters' school" or Cottey College.

By 1899, the College had grown and a third story and wings were added to the College. As the school continued to grow, expansion and renovation of the building continued through the first 50 years. In 1903 a second building was added to campus, originally called west building and later renamed Rosemary Hall, it contained a new auditorium completed just in time for the College's 25th Anniversary Celebration. Rosemary Hall also housed the unique suite living plan that Virginia Alice Cottey discovered at a music conference in Toronto. She felt this living arrangement would preserve the family atmosphere which she believed was vital to

the education of young women. Today, the same living arrangements remain for our students.

As she aged, the Founder knew she must prepare for the future of her college. Her efforts to raise a \$100,000 endowment failed and attempts to give the College to the City of Nevada and the Methodist Church were equally unsuccessful. In 1926, Virginia Alice Cottey received an invitation to join Chapter DW of the P.E.O. Sisterhood. While at the age of 78, she thought she was too old to become a new member, the educational purpose appealed to her and she thought she might contribute some service from her many years of experience. In November that year, the chapter's education day program revealed the extent of the organization's philanthropic contributions, all dedicated to women. A thought came to her, almost as a revelation "That is where Cottey College belongs."

On the convention platform in Oklahoma City on October 5, 1927, the Founder presented her life's work to the Sisterhood. The conditions of her gift included that she would remain president of the College for two years, the P.E.O. Sisterhood would agree to raise an endowment of not less than \$200,000 (with no time limit for its completion), and that the name of the College be Cottey College, owned and controlled by the P.E.O. Sisterhood. When the votes were counted the next morning, P.E.O. accepted the offer, and a new educational project for the Sisterhood began. (Note: At the time of the Sisterhood's acceptance of Cottey, the original seven Founders of the P.E.O. Sisterhood had all joined Chapter Eternal.)

She recognized the immense courage of the delegates with the following words: "From the bottom of my heart, I thank you. As I have been sitting here, I have been thinking how strange are the ways of God to man. At the time the P.E.O. Sisterhood was beginning to foster the education of women, in a little town in Missouri I was struggling toward that same goal. As I looked at this bowl of Marguerites tied with yellow and white, I thought of a handful of hopeful



Virginia Alice Cottey BIO

Virginia Alice Cottey was born March 27, 1848, in a log cabin on a farm nine miles southeast of the village of Edina in Knox County, Missouri. Her parents had followed many members of her mother's family, the Eads, from Bracken County, Kentucky, to Missouri. At that time, the Southern Methodist Church was organizing congregations in the same area, and meetings were held in the Cottey home for many years.

Following the Civil War, Ira and Sara Cottey actively pursued advanced educations for their children. Alice, as her family called her, was an avid reader, and largely self-taught as there were few educational opportunities for girls, although because of her parents' dedication, she had the chance to attend two boarding schools. A love of teaching and learning and the realization of this shortfall in society had a strong influence on her life, and she developed a passion for giving young women the opportunity to learn.

She began teaching in the Knox County school district, and a year later, in 1876, was offered a teaching position at Central Female College in Lexington, Missouri.

Upon the death of her father in 1883, Alice realized that if she planned to start her own school she had better hurry up because at the age of 35, she thought that she would soon be considered an old woman. With the encouragement of her sisters, Mary and Dora, and armed with \$3,000 in savings, she began building her dream.

In 1890, Alice married Samuel Stockard, a widower with three children. She accepted his proposal with the qualification: "I know that my school must always come first—it has been so from the beginning." Sam was supportive of his wife's vision for her school and was very helpful in business matters. He died suddenly in November 1896. The children continued to be a central part of the Founder's life and her school.

In 1929, Alice retired from her daily responsibilities, and the Sisterhood's executive board assumed complete control of the College and selected a new president. Alice's commitment and dedication were acknowledged by Iowa Wesleyan College, the birthplace of P.E.O., in June 1930, when they conferred upon her an honorary doctorate. Of the many honors she received for her work to establish Cottey College, the privilege of wearing an academic hood meant the most to her. At the age of eighty-five, she took an active part in the celebration of Cottey's golden anniversary in 1934.

Alice joined Chapter Eternal on July 16, 1940, at the age of 92. Then president of Cottey College, Dr. Marjorie Mitchell, said to the students in the fall: "Think of the College as a living monument to her unfaltering faith, her dauntless courage, and her abiding love. While Cottey College exists, Mrs. Virginia Alice Cottey Stockard lives." She was laid to rest at Drywood Cemetery in Nevada, Missouri.

young girls years ago meeting in a plain study hall to vote on the school colors and a flower to represent them—they decided on the Daisy and the yellow and white."

Upon Virginia Alice Cottey Stockard's retirement from presidency in 1929, the Sisterhood participated in the selection of future College presidents. Cottey entered its second 50 years (1935-1984) in the midst of an economic depression. During this time there were many struggles at higher education institutions. At Cottey, the buildings were in need of repair and modernization, the academic program needed the recognition of an accrediting body, salaries were low, and enrollment was very low. As carrying out the Founder's vision to provide a quality education for women necessitated adding programs, buildings, and service, the P.E.O. Sisterhood steadfastly supported its College.

From its humble beginnings, the College has grown to include 15 buildings on an 11-block tract, a scenic 33-acre wooded area used for campus gatherings and retreats, and a recently constructed softball field. At the beginning of its second century of operation, Cottey College had finally achieved the financial stability dreamed of by the Founder and long sought by P.E.O.s, alumnae, and other supporters of the College. The challenges confronting the College included: improving the relationship between the faculty and administration, establishing a strategic planning process, and expanding the physical plant and human resource base to provide the facilities and services that will attract young women in the 21st century. The College's great challenge during this era has been to stabilize enrollment and grow.

We hope that each P.E.O. Sister will join us at Cottey in making the next 50 years a time of great success on campus. In the next few pages of this book, the College will share how you can get involved and make an impact in a young woman's life and support Cottey College's shared vision – to help every young woman reach for the stars.

The Admission Representative Role

The Cottey Enrollment Management team has seven admissions staff members, which includes the vice president of enrollment management and both the director and the assistant director of admission, who work with students across the United States and Canada. Each has an assigned recruitment territory. They work with students from the time they are added to our inquiry list through the application and acceptance process. In a lot of ways they are the voice of Cottey to these young women. They correspond with prospective students in many ways including phone calls, text messages, email, Facebook, mailings, etc. When a student completes her application for admission, it is reviewed by her admission representative. In addition to working with students, the admission staff also works with parents, high school guidance counselors, teachers and P.E.O. members in each territory. The two most important things that admission representatives do are to **meet with students** one on one when arranged through the family, guidance counselor, or a P.E.O., and to **implement a campus visit** for a prospective student.

COTTEY NEEDS YOU!

P.E.O. support for recruitment is crucial to the success of Cottey College. When the students are asked who is supporting their Cottey choice, P.E.O.s are second only to parents in their decision to attend. The enrollment management staff needs you to be talking proudly about Cottey in your communities.

There are many ways that P.E.O.s can support Cottey's recruitment efforts. One way you can help is to be an ambassador for Cottey in your community. P.E.O.s are women leaders in their families, their workplace, their communities, their states, and beyond. We need help raising awareness of Cottey College in your community. Your recommendation to consider Cottey means something to the women in your network and we appreciate your advocacy. For more information on referrals see page 25.



VOLUNTEER RECRUITER

Cottey's professional admission staff travels to areas where we are strategically cultivating new markets or where we have significant student interest to support the cost of the travel. When we travel, we do our best to coordinate with local P.E.O.s as schedule and timing allows but our staff can't be everywhere. You can help by becoming a Volunteer Recruiter. A Volunteer Recruiter does more than raise awareness. They attend events or fairs on behalf of Cottey. Using the term Volunteer Recruiter when talking with others will help you to gain credibility in the process. It explains your relationship to Cottey in terms that students, counselors, and parents can understand. It will also help establish that you are not an expert. You do not need to be able to answer every question about the College. You simply need to know enough to start the conversation and then refer them to the professional staff for an answer and to further develop the relationship.

WHAT YOU CAN DO:

- Refer a student
- Host a student gathering
- Attend high school events and performances
- Visit a High School Counselor/Teacher/Coach
- Represent Cottey at a College Fair
- Talk with community members who work with teens—youth pastors, community center staff, Girl Scout Leaders
- Regularly talk about Cottey. People who know you should know that you own and support Cottey College.

For guidelines and helpful tips and to learn more about how to help Cottey recruit visit: cottey.edu/peo/recruit-students

Every young woman deserves to know about Cottey College. If you don't share about Cottey, who will?

P.E.O. Structure & Communication

The state structure for your state/provincial/district Cottey Committee and your s/p/d Scholarship Committee is the **key** that will unlock the door to successful recruitment by P.E.O.s.

One of the most significant roadblocks to successful and consistent recruitment has been the breakdown between the s/p/d chairmen and local chapter chairmen. The Enrollment Management Office has studied results carefully over the past two bienniums, and there is no question about the importance of the Cottey Committees. In those states that have a Cottey committee which is fully active, trained, and communicative, the results speak for themselves. Likewise, a state that has had a successful committee who suddenly finds itself without a strong and well-trained new leader will show a decline in student interest. All of that can be avoided if there is annual summer training for the incoming committee members with those who have served and understand the mechanisms for recruitment success and the importance of consistency from year to year. Please look carefully at the diagram below, and if you don't already use this structure, give careful thought to the implementation of such a plan. As you look at the diagram, let it be a reminder that you **CAN** be a successful recruiter--and you have an entire staff at Cottey to help you.

THE STRUCTURE THAT HAS PROVEN MOST SUCCESSFUL CONSISTS OF:

- **COTTEY STATE/PROVINCIAL/ DISTRICT CHAIRMAN**
- **COTTEY AREA CHAIRMEN**---The number depends on size of an s/p/d, but the chairmen must be geographically located. Many states and districts have reciprocity areas. They use that structure and have a Cottey Area Chairman for each reciprocity.
- **COTTEY LOCAL CHAIRMEN**---Each chapter chairman must be willing to not only keep the chapter updated on the events that are happening at Cottey, but also be willing to help actively by attending a college fair, visiting high school counselors, and organizing a prospective student gathering in her community.

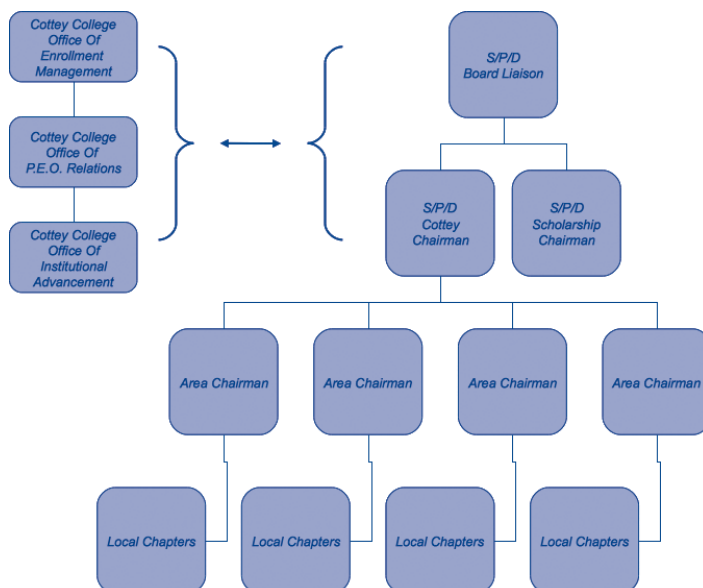
As is stated in Cottey's mission statement which pledges to create LEARNERS, LEADERS, AND CITIZENS, YOU too can become a LEARNER, and then become the LEADER in your state, district, or province. All of that makes you a wonderful P.E.O. CITIZEN who will ultimately help young women realize their educational dreams at Cottey College!!!

TO HELP WITH THE PROCESS, BELOW ARE LISTED THE MOST IMPORTANT ATTRIBUTES FOR THESE COMMITTEE MEMBERS:

- Organizational Skills
- Ability to follow through on commitment
- Year round residency in state/province/district
- Access to and understanding of computers
- Outgoing and confident friendly personality
- Willingness to communicate and respond through telephone calls and emails
- Knowledge of, and commitment to, Cottey with preference for those with personal connections such as alumnae, Cottey mother or grandmother, motivated chapter chairmen, or those with previous experience promoting Cottey
- Willingness to dedicate time to Cottey promotion.

P.E.O. Organizational Chart

While each state/district/province is structured differently, this flow chart shows the optimal organization for communication between P.E.O. and Cottey College. Our training during Seminar and in the future will be based off of this model. We would like to encourage you to seriously consider adopting a structure similar to this.



Chairmen Responsibilities

SC-Cottery Chair / AC-Area Chair / CC-Chapter Chair / AR-Admission Rep / ARV-AR Visit

	S/P/D Chairmen (SC)	Area Chairmen (AC)	Chapter Chairmen (CC)
Purpose	To bridge the communication gap between the College and the Cottery Chairmen and assist in overall recruitment and student referral program.	To promote Cottery College with the chapter chairmen and prospective students within their designated area.	To build individual relationships with prospective students and their families.
Report to:	Admission Representative (AR)	S/P/D Chairmen	Area Chairmen
Duties	<ul style="list-style-type: none"> Assist Area Chairmen in planning training sessions for Chapter Chairmen Disseminate Prospective Student Reports to Area Chairmen Educate AC and AR regarding state travel funds and/or annual bus trips 	<ul style="list-style-type: none"> Organize training sessions for all chapter chairmen in your area Disseminate Prospective Student Reports (specific to city) to Chapter Chairmen Inform CC regarding s/p/d travel funds and/or annual bus trips 	<ul style="list-style-type: none"> Relay student correspondence directly to admission representative Refer to AC with any questions or any requests for assistance in recruiting efforts
Students	<ul style="list-style-type: none"> Refer Students: submit contact information to Cottery College for any new prospective student Disseminate Prospective Student Reports to AC ASAP upon receipt Ensure that all prospective students have a sponsoring chapter Work closely with s/p/d Scholarship Chairman to assist in the scholarship application process Encourage students to visit campus 	<ul style="list-style-type: none"> Refer Students: submit contact information to Cottery College for any new prospective student Follow up with students listed on area Prospective Student Reports Host gatherings for prospective students After any student contact is made, be sure to follow-up with the student within a month to thank her and gauge her interest in Cottery College – offer continuous support Encourage students to visit campus 	<ul style="list-style-type: none"> Refer Students: submit contact information to Cottery College for any new prospective student Make contact with individual students in your city listed on your Prospective Student Reports Host gatherings for prospective students After any student contact is made, follow-up with the student within a month to thank her and gauge her interest in Cottery College – offer continuous support Encourage students to visit campus
High Schools	Request <i>current</i> recruitment materials from the Office of P.E.O. Relations to be able to offer educated support to Area Chairmen and Chapter Chairmen.	<ul style="list-style-type: none"> Assist in helping chapters determine which chapters will work with which high schools Request <i>current</i> recruitment materials from the Office of P.E.O. Relations to be able to offer educated support to CC Attend local college fairs 	<ul style="list-style-type: none"> Request <i>current</i> recruitment materials from the Office of P.E.O. Relations Build relationships with high school guidance counselors – keep him/her up-to-date on Cottery College Attend local college fairs
Admission Representative Visit (ARV)	<ul style="list-style-type: none"> Communicate with AR to determine if and when a visit to your s/p/d will be made Inform appropriate AC of impending ARV If appropriate, schedule a student gathering Must relay all event details and contact information to AR <i>at least 1 month</i> before scheduled visit 	<ul style="list-style-type: none"> Inform appropriate CC of impending ARV Schedule a student gathering and inform appropriate CC Follow-up with invited prospective students to encourage event attendance Provide SC with the list of <i>invited and confirmed</i> prospective students to each event, as well as event details and hostess contact information 	<ul style="list-style-type: none"> Invite prospective students to scheduled gatherings Provide AC with the list of invited and confirmed prospective students to each event If a visit to your city will be made, inform AC of any strong guidance counselor relationships and offer to personally introduce AR to counselor(s)

Prospective Student Reports

S/P/D Cottey Chairmen and Scholarship Chairs will be sent a monthly report of all the Inquiry Hots and Beyond who are juniors or seniors in high school. These reports are run individually for each s/p/d and they contain valuable information.

S/P/D Chairs: please be sure to send these reports to the other members of your Cottey Committee.

TYPES OF REPORTS

An "Inquiry Hot and Beyond Report" will be sent the first Thursday or Friday of every month. This report will include junior and senior students on our mailing list in these categories from your s/p/d. With this report, you will also receive a letter from the Director of Admission updating everyone as to the current activities and events taking place on campus as well as information that you may need to help you with your recruiting efforts.

We will send an Applicant Report weekly for the remaining weeks in the month. This report will keep you updated on which students have moved off the inquiry list and onto the applicant list in the last seven days.

Report Information - The "Inquiry Hot & Beyond Report" and "Applicant Report" contain slightly different information. Below describes some of the key pieces of information:

- Student Contact Information - Mailing Address, Phone # and Email
- Student Status - Please refer to the Student Status section for descriptions of each status.
- Entry Term - An entry signifies when she will start at Cottey. On the Inquiry report a student's entry term will indicate if she is a junior or a senior.
- Referring Chapter - If a student has been referred by a P.E.O. Chapter the chapter letters and state will be listed.
- First Activity Date - This is the date that each student first started receiving information from Cottey College.
- First Activity - A student's first activity indicates how Cottey first learned about her. Please know that there are numerous possible first activities. Some examples include: P.E.O./Alumnae Referral, College Fair and Online Inquiry. Cottey, like nearly all colleges buys names of prospective students. We also advertise online and in print media with vendors who then pass along leads. Alloy, PCU and College Outlook are examples of sources through which the student may have heard about Cottey, and the name buy sources include ACT and CBSS.
- Student's High School - This is helpful to see if there is a pocket of students at one high school.

APPLYING to Cottey College

ADMISSION REQUIREMENTS

Students must have **at least** a 2.6 GPA and a **minimum** 21 on the ACT or a 970 on the SAT or a 970 combined math and critical reading. Students must be taking a college prep curriculum at their high school – meaning they will have 4 years of English, 2 years of the same foreign language, 3 years of Mathematics, 2 years of Science, and 2 years of history and government.

APPLICATION TO COTTEY

The following items are the items a student must submit to apply to Cottey:

- Application www.cottey.edu/apply
- Application Fee (\$20)
- Official Test Scores (ACT or SAT)
- Official High School Transcript (showing at least 3 years of high school coursework)

She may also submit the following supplemental items:

- Personal Statement
- Letters of Recommendation

APPLY ONLINE!

Students can apply online at www.cottey.edu/app. They can also pay their application fee online at www.cottey.edu/appfee.

Students can apply to Cottey as early as April of their junior year.

For seniors, December 31 is the priority application deadline.

STAR Scholarship

At Cottey, we realize we're not the only project the Sisterhood supports through its philanthropy. However, there is an opportunity to combine your efforts and support not one, but two, projects at once.

The P.E.O. Sisterhood began the STAR Scholarship in 2009. At Seminar in 2012, we reported that according to the STAR Chair at P.E.O. International, 762 scholarships had been awarded. Of those 762 young women only 11 had attended Cottey, that's only 1.4 percent of STAR recipients. We asked for your help - and we got it! Since our last Seminar, we've had four STAR Scholarship recipients on campus! Let's keep working and make this number even higher!

"The P.E.O. STAR Scholarship is a highly competitive one-time \$2,500 scholarship recognizing graduating high school senior women who demonstrate outstanding leadership, academic achievement, extracurricular activities, and community service and who plan to pursue full or part-time post-secondary education in the United States or Canada beginning in the fall following their high school graduation" (P.E.O. International).

This description is listed on the P.E.O. International website as the purpose of the STAR Scholarship. When you compare this to the mission statement from Cottey, printed below, it only makes sense that recruiting for STAR and recruiting for Cottey go hand in hand.

"Cottey College, an independent liberal arts college, educates women to be contributing members of a global society through a challenging curriculum and a dynamic campus experience. In our diverse and supportive environment, women develop their potential for personal and professional lives of intellectual engagement and thoughtful action as learners, leaders, and citizens" (Cottey College).

We realize that not all STAR nominees are going to be the right fit for Cottey. However, we encourage you to let the student decide for herself. Present her with details about our leadership programs, encourage her to visit campus, maybe even visit campus with her! We know that chapters are very proud of their STAR nominees and their accomplishments. We would like for those students to be introduced to Cottey from the very beginning of the application stage. A student who is nominated for STAR is a student we would love to have at Cottey. The next time you're thinking about nominating a student, bring along some Cottey information.

It's an opportunity for spreading not only financial assistance, but an amazing academic future as well.

P.E.O. EDUCATIONAL LOAN FUND (ELF)

The P.E.O. ELF loan is intended to help a woman attain a degree or certification from an accredited postsecondary educational institution.

The maximum loan amount is \$12,000 for all programs. Now that Cottey is a four-year institution, this option may be one of the tools that could be offered to help a young woman reach her dream of graduating with her BA degree from Cottey. A woman may draw up to the maximum loan in one installment if she is in the final year of obtaining her Associate's or bachelor's degree.

Just as with the STAR Scholarship, this is an opportunity to combine your efforts and support more than one of the P.E.O. educational projects at the same time. For full information on how to help a young woman apply for the ELF Loan, please visit the P.E.O. International website at www.peointernational.org.

P.E.O. Scholarships

P.E.O. Scholarships are a major source of financial support for our students at Cottey. Many students wouldn't be able to have the Cottey experience without the generous scholarships given by P.E.O.s all across the country every year.

After a student has been accepted, it is the Scholarship Chair's responsibility to contact that student with an application for your s/p/d scholarship. After the deadline, scholarships are divided among students based on each s/p/d's particular requirements.

Once scholarship amounts are decided, it is the Scholarship Chair's responsibility to send detailed information to the Financial Aid Office as soon as possible. The Financial Aid Office will then distribute award packages to our students – it is essential that these award packages go out as early as possible so students can compare award packages from different schools and make their decision.

If any detail of your s/p/d scholarship changes, it is very important to send that information to the Financial Aid Office as quickly as possible. We try to keep an updated record of all s/p/d scholarship information to better assist our students.

NOTE:

Any amount given to a student over \$49.99 (including Bookstore gift certificates) MUST be documented as a scholarship.

TRAVEL Funds

Many regions have a Travel Fund available for students to use who are interested in visiting campus but have limited financial resources. Each s/p/d utilizes this fund in different ways – allowing students to apply for a travel voucher for an individual visit, loading up a bus or van of students to bring for a visit event weekend, or by reimbursing P.E.O.s who bring students to campus themselves. EVERY USE of a Travel Fund is a GOOD USE!

WHY?

It's simple! When a student gets on campus, she falls in love. She sees the opportunities that are here for her, she has a chance to speak to professors, staff, and current students, and she can visualize herself here – belonging at Cottey.

SO HOW CAN YOU HELP?

Make Travel Vouchers available to students and their families!! Make sure your admission representative knows about this voucher and how a student can apply for it so she can communicate the process with students from your state.

Bring a van or a bus to a visit event weekend! We have two large visit events every year—one in the fall, and one in the spring ("C" for Yourself! Weekend) that is PERFECT for bringing students to campus! (Note: Students must be at least 16 years old to spend the night on campus). This is a great opportunity to build relationships with students from your states, as well as see your Travel Voucher in action! If these dates don't work for you, check our list of other visit events (see Cottey Visit Event Section), or speak with your admission representative to schedule your own visit day.

Reimburse P.E.O.s who bring students to campus! Maybe your s/p/d only has three students able to come for a visit event weekend. It's absolutely worth it to find a P.E.O. sister who is willing to drive or fly with those students to campus. Your students will have an amazing weekend, and your P.E.O. sister will have a chance to bring back new Cottey information!

BOTTOM LINE:

We need to get each prospective student to visit campus! This makes Cottey a real, viable option.



P.E.O. Scholarship TIMELINE for Scholarship Chairmen

DECEMBER – FEBRUARY

(varies depending on state/province/district deadline)

- P.E.O. scholarship chairmen send P.E.O. scholarship applications to accepted students.

MARCH

- As soon as P.E.O. scholarships have been awarded, the scholarship chairman should notify the Cotney financial aid office at financialaid@cotney.edu. The following information is needed:
 - names of students awarded scholarships
 - the amount awarded to each student
 - the scholarship fund name(s) and
 - where the scholarship funds are held (state/province/district/P.E.O. Foundation, etc.) if possible.

APRIL – JULY

- If there are changes to your scholarship awards, please notify the financial aid office at financialaid@cotney.edu.

AUGUST

- Funds for fall semester should be sent to the financial aid office. Please note that some funds are held at the P.E.O. Foundation Office and they send the money directly to Cotney after we confirm the enrollment of students. Funds which are not held at the P.E.O. Foundation Office need to be sent to Cotney by the s/p/d. You can send funds for the entire year or you can send funds for only the fall semester. If you send funds to Cotney and a student does not enroll, the money will be refunded to you.

JANUARY

- If you only sent funds for the fall semester, it's now time to send the spring semester scholarships.

Cotney College
Financial Aid Office
1000 West Austin Blvd.
Nevada, MO 64772
417-667-8181
financialaid@cotney.edu

What you need to know about FINANCIAL AID

Here are some important pieces of information that a P.E.O. member should know as they assist students and families throughout the financial aid process.

- Students must be accepted for admission at Cotney before their eligibility for financial aid can be determined.
- Cotney offers four academic scholarships: the Trustees', President's, Founder's, and Achievement Award. After a student has been accepted for admission, their ACT/SAT score and their cumulative high school GPA will be reviewed to determine eligibility. Not all students receive an academic scholarship.
- Cotney offers Fine Arts Scholarships in art, dance, music, and theatre. Accepted students can submit the application by February 15 if they wish to apply.
- Cotney offers volleyball, basketball, softball, and cross country and track scholarships. Interested students should complete the prospective student athlete form at www.cotney.edu/athlete.
- All students should complete the Free Application for Federal Student Aid (FAFSA) as soon as possible after January 1 at www.fafsa.gov. (Cotney's school code for the FAFSA is 002458.) Our priority deadline for completing the FAFSA is March 1. The result of the FAFSA is used to determine the student's eligibility for need-based aid.
- There is a student employment program at Cotney where students can work on campus and earn a monthly paycheck. Jobs are awarded through the financial aid office to need-based students as funding allows. There aren't enough jobs for all students.
- The P.E.O. scholarship chairman will provide the P.E.O. scholarship application to the students who are accepted for admission prior to the state/district/province deadline. Deadlines range from the end of January to the middle of March. If a student is awarded a P.E.O. scholarship, it will become part of the student's financial aid package.
- Students should apply for private scholarships through their high school, local community organizations, businesses, churches, foundations, etc.
- Student loans are a form of financial aid. Most students will need to borrow federal student loans in order to help pay for college. Parents can also apply for Federal PLUS Loans to help pay for college for their children. The student must complete the FAFSA before the college can determine eligibility for these loans.
- Most families will be expected to pay for part of the educational costs with money from their earnings and/or savings. Never tell a student that she won't have any out-of-pocket costs.
- If a local P.E.O. chapter awards a scholarship in the amount of \$50 or more, it needs to be reported to the financial aid office and will become part of the student's financial aid package. If the student does not have unmet need, it may affect other aid awarded to the student.

P.E.O. Referrals: THE RELATIONSHIP Approach

Cottey is Your College! We would like you to talk about it, so that the College is on the minds of people who are thoughtful about young women and education... and there is a lot to talk about! Talk about Cottey's new baccalaureate programs. Talk about the Serenbetz Institute that weaves the threads of women's leadership, social responsibility and global awareness throughout the curriculum. Talk about the exciting internship opportunities available to our students. Talk about our accomplished alumnae. Talk about the FREE international trip for sophomore students. Talk about the new fine arts facility that is being built. There are so many exciting things going on at Cottey. People who know you should know that you own and support Cottey College. Share the good news!

YOUR GOAL: *One referral* of an outstanding rising sophomore (class of 2018), junior (class of 2017) or senior (class of 2016) high school girl from each and every chapter. Think of it—ONLY ONE! But if each of the almost 6000 chapters were to refer one student and we were able to enroll only 1% of those students each year, that could translate into significant growth for the College.

HOW TO FIND A REFERRAL: We often hear from very dedicated P.E.O.s that they do not know any young women of the appropriate age to attend Cottey. Even if your immediate circle no longer includes young women, you know people who know young women. Think about who

you run into every day—the people with whom you work, the people you run into around town when you go to the grocery store or the post office or the bank. It's as simple as making a new friend.

BUILD A RELATIONSHIP: Prospective students and those who influence them don't need you to be an expert on the college selection process or even about the College itself. All they need from you is encouragement to consider Cottey as a viable option for their college career, and for you to offer continued support as they travel through the selection process. Once you refer a student, the admission representatives at the College will work to cultivate your referrals to create our own relationships with them, to create a bond between the student and the College itself. If we can build these relationships together, we will be creating the feeling of a family environment that is so special about Cottey.

For more information, contact the Enrollment Management Office or go to: cottey.edu/referstudent

If we can build these relationships together, we will be creating the feeling of the family environment that we advertise as a special characteristic of our College.

Admission Stages

PROSPECT: A prospect is a student who is in our database as a result of a name buy, whether it's through ACT or another source. This student receives basic mailings from us, but has not inquired herself.

INQUIRY: An 'Inquiry' is a student who has inquired about Cottey. We are interested in her and she is interested in Cottey. Inquiries happen in many ways: completing inquiry cards, responding to a mailing (see: prospect), requesting information via our website, or another college search source. P.E.O. and alumna referrals are also inquiries.

INQUIRY HOT!: 'Inquiry HOT' results from a student record showing student-initiated activities. For example, if a student responds to a mailing, calls or e-mails us. A student may also become 'HOT' if she has a strong P.E.O. connection or is a legacy. Inquiry HOTs show a greater likelihood of applying and attending Cottey.

FOLDER BEGIN: Applications require several pieces to complete it besides the application itself. If a student submits test scores, transcripts or a recommendation, her status moves to Folder Begin. Once she submits an application, we will consider her an applicant.

APPLICANT: INCOMPLETE: A student who is in the process of completing her application. "Applicant: Incomplete" students may be missing one or more items. Once those items are in, she becomes "Applicant: Complete," and the application is ready for review. Our office policy is to review the file as soon as possible to give our admission decision.

APPLICANT: HOLDING: "Applicant: Holding" is a student who has completed her application, but we have requested additional information, e.g., new test scores, recommendation letters, personal statement.

APPLICANT: COMMITTEE: When a student does not meet Cottey's minimum admission requirements, her file is submitted to the Admission Committee for review.

ACCEPT: A student who has completed the application process and has been accepted. She has not notified us of her decision to attend.

DEPOSIT PAID: A student who has paid her housing deposit. Deposited students plan on attending Cottey. Her deposit is refundable until May 1.

STUDENT ADMISSION Timeline

What she's doing . . .

May / June (Summer before Senior Year)	<ul style="list-style-type: none"> • Apply to Cottey! • You can apply online at www.cottey.edu/apply • Pay your \$20 Application Fee www.cottey.edu/appfee
July / August	Submit: <ul style="list-style-type: none"> • High School Transcript • Official ACT/SAT Scores • 3 Letters of Recommendation • Personal Statement
September / October	<ul style="list-style-type: none"> • Retest – If you didn't get the score you were expecting on your SAT/ACT, now is the time to schedule another test! • If you've already applied and been accepted, DEPOSIT! Your \$100 Tuition Deposit guarantees your spot in the upcoming fall class and gives you priority on housing. • VISIT OPPORTUNITY: Each fall we hold our "C" for Yourself! Registration for this visit event is available online at www.cottey.edu/visit. • Begin filling out scholarship applications.
November / December	<ul style="list-style-type: none"> • PRIORITY DEADLINE: December 31! By completing your application on time, you'll ensure you don't miss out on any scholarship opportunities from Cottey. • After your fall semester, send us your new transcripts, as well as any new test scores. • Make connections with the P.E.O. Chapter who will sponsor you for your state's scholarship. Contact your Admission Representative if you need more details.
January	Complete the FAFSA and send results to Cottey: code 002458
February / March	<ul style="list-style-type: none"> • February 15 is the deadline for Cottey's Fine Arts Scholarships. • P.E.O. Scholarship deadlines vary by state. Ensure you are communicating with your Admission Rep and P.E.O.s who are helping you through the process. • VISIT OPPORTUNITY: Just can't get enough? Visit again for our spring "C" For Yourself! event.
April	<ul style="list-style-type: none"> • Deposits and housing paperwork are still being accepted. Be sure to send them in early. Remember, early deposit = housing priority! • Health Forms are coming out to deposited students. Be sure you submit these ASAP for a smooth transition into Orientation this fall. • REPLY to your Financial Aid Award Letter.
May / June / July	<ul style="list-style-type: none"> • Submit final high school transcripts upon graduation. If applicable, submit transcripts for college credit received. • Housing Assignments come out in July.
August	ORIENTATION You'll move in, register for classes, and get everything lined up to begin your life at Cottey College!

Students must be at least 16 years old to spend the night on campus.



P.E.O. ADMISSION Timeline:

How you can help her!

August - December (Fall of her Junior Year)	<ul style="list-style-type: none"> Encourage her to visit campus
December - April	<ul style="list-style-type: none"> Begin prepping her for submitting the application (have her work on recommendation letters and ACT/SAT testing) Encourage her to visit campus
May / June (Summer before Senior Year)	<ul style="list-style-type: none"> Encourage her to apply for admission online Encourage her to visit campus again during her senior year
July / August	Remind her to submit: <ul style="list-style-type: none"> High School Transcript Official ACT/SAT Scores Letters of Recommendation (offer to write one for her) Personal Statement
September / October	<ul style="list-style-type: none"> Encourage her to retest if she didn't get the scores she wanted on the ACT/SAT If she's already applied and been accepted, encourage her to commit to Cottey by submitting the advance-tuition deposit VISIT OPPORTUNITY: Each fall we hold our "C" for Yourself! Registration for this visit event is available online at www.cottey.edu/visit.
November / December	<ul style="list-style-type: none"> PRIORITY DEADLINE: December 31! Remind her of the deadline if she hasn't yet applied Remind her to send us her new transcripts and test scores Contact your s/p/d Scholarship Chairman to ensure that your accepted student is on the list to receive state scholarship application
January	Remind her to complete the FAFSA and send results to Cottey: code 002458
February / March	<ul style="list-style-type: none"> Remind her that February 15 is the deadline for Cottey's Fine Arts Scholarships! Remind her of your s/p/d scholarship deadline – be sure to have your chapter's recommendation letter ready, if needed VISIT OPPORTUNITY: Encourage students to visit Cottey for the spring "C" for Yourself! visit event. Registration is available online at www.cottey.edu/visit
April	<ul style="list-style-type: none"> Deposits and housing paperwork are still being accepted – encourage her to submit both items if she hasn't already Ask your student if she was awarded a P.E.O. scholarship – congratulate her if she did!
May / June / July	<ul style="list-style-type: none"> Consider hosting a "Going to Cottey" farewell shower for her – it doesn't have to be anything fancy, but can be a great opportunity for her (and her family) to meet the rest of your chapter!
August	ORIENTATION! Ask for her housing assignment so you can mail her a "Welcome to Cottey" card so she has something waiting in her mailbox when she moves in!

This is a very detailed list of ways in which you can support a prospective student – any support and encouragement you can offer will help, so don't get bogged down trying to do it all – just have fun and make a new friend!

Visit GUIDE



At Cottey, **seeing is believing**. Our research shows that students who visit campus are the most likely to apply, deposit, and enroll in classes. As a P.E.O., your encouragement can make all the difference. Tell students about the importance of a visit, help them gain access to your state's travel funds/ vouchers, and load up a van or a bus of students to bring to a "C" For Yourself! Weekend! There are three different types of visit events, each of which are listed below:

1. "C" FOR YOURSELF! WEEKEND

If she has the time, then let us recommend Cottey's "C" for Yourself! Weekend. This is how she'll really know what it is like to be at Cottey 24/7. She'll spend two nights (Friday & Saturday) in one of our suites, meet with faculty and current students who share her academic interests, experience our state-of-the-art facilities up close, and get the latest information about admission, financial aid and transferring.

Contact our office for more information. There is a registration fee of \$30, and a shuttle fee of \$35 per person. Guest meals are \$7-\$10 each.

2. SHOW ME COTTEY

During our *Show Me Cottey* overnight visits, you'll have the opportunity to stay overnight on campus, followed by a morning of visiting classes, touring campus and interacting with students. It is a quick overnight visit for those who may be pressed for time, offering an individualized look into Cottey life. There is a \$15 overnight fee. If you are a student who will be travelling without an adult, we can offer a round-trip airport shuttle upon request, for \$35.

3. CAMPUS TOUR

If you prefer a day visit to campus, we offer campus tours, visits to classes, meetings with faculty, coaches and staff and meals with current students, based on your interests and choices. There are several weekly opportunities to meet your needs! Take a look at our calendar online to find a day and time that best suits you.

CELEBRATION OF ACHIEVEMENT

If she has been accepted to Cottey and is a recipient of one of our top three academic scholarships (Trustees', President's, or Founder's Scholarships), congratulate her!! We've tailored a special, invitation only, on-campus weekend for her and her parents/guests that celebrates her academic achievements to date. Festivities begin at 5:30 p.m. on Friday and conclude with Sunday brunch. She'll spend two nights in our residence halls as the guest of a Cottey student. Then, during the course of the weekend she and her parents and/or guests take part in an interactive campus tour and join in discussions about the benefits of attending a women's college, the art and science of leadership, and the connection between the liberal arts and careers.

IMPORTANT: The College will notify each student if she can attend the event. Please ask your admission representative if your student is invited **BEFORE** you ask your student if she plans on attending!!

SUMMER WORKSHOP

A Workshop for Women Who Are Going Places!

The Workshop for Women Who Are Going Places will offer rising junior-aged, and senior-aged girls insight into leadership, skill development and college and career preparation, while showcasing everything Cottey has to offer for their future education. Cottey professors and distinguished alumnae will lead sessions on topics ranging from understanding online presence to developing service learning skills. The best part? In addition to the toolbox of skills that each participant will take home, all students who choose to attend Cottey College will also be awarded a \$12,000 scholarship for her years at Cottey (\$3,000 annually)! Find the information on the workshop at www.cottey.edu/workshop. Students may apply online beginning January 1.

A FEW THINGS TO NOTE:

In order to stay overnight in a Cottey residence hall, she must be a junior in high school or be 16 years of age. She'll also be required to submit an on-campus release form signed by a parent or legal guardian.

You can read more about upcoming visit events, any fees associated with them, and register online for events at:
<http://www.cottey.edu/visit>

Students who are interested in attending a visit event can register online at: <http://www.cottey.edu/future-students/admission-to-cottey/visit>

Attending a College Fair

- 1. RSVP To The School Hosting the Fair**
Whether you received an invitation from your s/p/d Chairman or directly from the school, you must RSVP. Always identify yourself as a "Volunteer Recruiter."
- 2. Inform your Area or s/p/d Chairman that you'll be attending the fair.**
- 3. Contact P.E.O. Relations to order a College Fair Packet**
Do NOT use outdated or homemade materials at the fair.
- 4. Show up at the fair about 1 hour early, unless otherwise directed.**
- 5. Remember that you are never too old or too young to represent Cottey at a fair!**
- 6. Realize that you can expect to see 2 to 15 students.**
Remember, EVERY STUDENT COUNTS!
- 7. Remember: You don't have to be an expert!** *Cottey can answer questions for students that fill out interest cards. You can always tell a student that you will get back to her with the answer, opening the door for another contact!*
- 8. Cottey College is a member of the National Association for College Admission Counseling (NACAC). As such, we must follow their courtesies and guidelines that are explained on the right.**
- 9. After the fair, return the inquiry cards to Cottey College ASAP. It is EXTREMELY important that we are able to follow up with those students quickly. If at all possible, please mail these cards the following day to Cottey College.**

One of the biggest differences between other colleges and Cottey College is the personal attention students get, not only during the recruitment phase, but after they matriculate as students. The more P.E.O. contact, the better! Something as simple as a card saying you enjoyed speaking with them at the fair can go a long way towards reminding a student about Cottey.

Thank you for helping to spread the word about Cottey!

The full document about Attending a College Fair can be found at: www.cottey.edu/peo

NACAC Statement of PRINCIPLES OF GOOD PRACTICE

Our school is associated with the National Association for College Admission Counseling (NACAC), as are most colleges, universities, and high schools around the country. There are rules and regulations that **MUST** be followed when at a college fair; here, we have shortened the statement to include only those items that pertain to attending a college fair.

- 1.** You must accurately represent and promote Cottey College. (If you don't know an answer, just tell them you'll get an admission representative to contact them.)
- 2.** Your table **may not** have "goodies" on it – NO candy, pencils, pens, etc.
- 3.** You may not speak poorly of other schools or universities.
- 4.** You may not guarantee admittance to Cottey College or guarantee any sort of financial aid to any student.
- 5.** You may not knowingly recruit any students who are already declared at another institution.
- 6.** You **must** stand behind your table at all times - not beside or in front.
- 7.** Only **two individuals** at a table are allowed.
- 8.** You may not call out to students or bring them to your table – you may contact them before the fair to let them know you'll be there, but once at your table, you **must** let students come to you.

It is extremely important that we follow these rules and regulations. If these are broken, we will be reported and Cottey may lose its affiliation with NACAC – something we can't afford to have happen.

The Admission Representatives are not able to attend large numbers of college fairs – without you, we wouldn't reach the number of students we do. Thank you for following these guidelines!

Here, the statement has been shortened and simplified. The full version can be found online at: www.nacac.org

High School/ Counselor Visit

Identify teachers, counselors, and administrators at your local public or private high school. Build a relationship with them – to start, phone them and ask if you might be able to set a time for a short meeting (even 5 – 10 minutes). The purpose of the meeting is to inform them about Cottey College and any P.E.O. scholarships available in local and s/p/d chapters for local students. After this initial meeting, you can stay in contact by email, phone, or in person – whichever works for them. Just a quick email a couple of times a year is enough to keep Cottey in their minds for referring excellent students to us!

HERE ARE A FEW TIPS TO HELP WITH A VISIT:

1. Order an individual visit packet for each person to be visited. Allow three to four weeks for delivery.
2. Familiarize yourself with the information included. The basic facts you need to know about Cottey are in the materials.
3. Introduce yourself warmly, and tell the individual your connection with the College (P.E.O., alumna, mother/grandmother/aunt of an alumna).
4. Be able to describe the typical Cottey student:

Average GPA: 3.57	Independent
Average SAT Score: 1021	Passionate About Interests
(combined critical reading and math)	
Average ACT Score: 23	Goal-Driven
Success Oriented	Sense of Adventure
5. Ask the Teacher or Counselor to identify any students they may know who would be a great fit for Cottey. Write down their names, graduation years, addresses, e-mail addresses, and phone numbers and send it to your admission representative the next day.
6. After the visit, return the evaluation and any prospective student names to the Office of P.E.O. Relations within 24 hours of your visit.
7. Send a note to any students the teacher or counselor recommends.
8. Send a thank-you to the teacher or counselor who took time to meet with you.
9. Follow up with a phone call to the students and check back with them periodically. Encourage them to take the next step to attend Cottey!

WE ARE HERE TO HELP!

Contact the College with any questions:

- Office of Alumnae Relations - alumnae@cottey.edu
- Office of P.E.O. Relations - peorelations@cottey.edu
- Office of Enrollment Management - enrollmgt@cottey.edu

The full document about Visiting a High School Teacher or Counselor can be found at: www.cottey.edu/peo

Corresponding with Prospective Students

When looking for a prospective student, consider the young women, or parents of young women, around you. Look for them in your community and volunteer organizations, church, neighborhood, on mission trips, in exchange programs, and local schools. Ask your chapter members to identify young women around them.

The best way to start a relationship with a prospective student is by meeting them – anywhere! At the grocery store, your church, your neighborhood, a student gathering, a college fair, or your local high school. Tell them a little about yourself and about Cottey – and why you might think they would be a great fit. Don't forget to LISTEN! Ask them what they are looking to get out of their college experience – and tailor your conversation to what they want to talk about.

THERE ARE THREE WAYS TO CORRESPOND WITH A STUDENT:

Send a note: A simple "It was great to meet you!" note can go a long way in building a relationship! Thank you notes for attending events, invitations, and follow-up notes are great purposes for sending a prospective student a quick note in the mail. Don't underestimate this powerful tool!

Make a phone call: Calling a student to follow up on a mailed invitation or after an event is a great way to learn a little about a student. You can take a moment to ask her how life is, how school is going, and what she likes to do in her free time. It's a great way to build rapport with a student as well – which will only help you as your relationship grows throughout the admission process. Just calling with a little encouragement can go a long way in getting a student to Cottey!

Get together for a personal meeting: This last item can fall under many categories. It could be your first encounter with a student, it could be at your local student gathering, or it could be something you planned. If there are a few girls in your area who are all interested in Cottey, perhaps a quick coffee after school at your local Starbucks or McDonalds would be a great way for them to get to know each other and for you to catch up on where they are in the admission process.

Encourage all new students you meet to fill out an inquiry card. You should mail this in within 24 hours of meeting the student. Always follow up with students and check back with them periodically.

Remember, you don't have to be the expert. That's your admission representative's job. You just have to be a nice, friendly face in their community who encourages them to reach their dreams at Cottey! If a question ever arises, don't hesitate to contact your admission representative or refer the student to us to get the correct answer!

More information about corresponding with a student can be found online at: www.cottey.edu/peo

Hosting a Student Gathering

One of the most effective recruitment methods undertaken by P.E.O. members and alumnae is the prospective student gathering. The purpose of this event is to introduce Cottey College to students in a comfortable, informal setting. There are many considerations when planning an event, so here are a few tips to help you plan a successful student gathering.

1. When scheduling an event, be aware of other community happenings that may compete with your event – especially school events. Consider a pizza party directly after school, or even during the lunch period.
2. Strive to find a “neutral” location. While some students may feel comfortable coming to a home or church, a more neutral location is better. Consider a community center, local library, restaurant, or coffee shop.
3. Remember your audience!! A pizza party, ice cream party, or just chips and dips after school is appropriate.
4. Invite students from the inquiry list you receive from the EM Office.
5. Invite young women from your community – look for members of your church, volunteer organizations, neighborhood, and local schools.
6. If you invite other P.E.O.s, require that they bring at least one student with them.
7. Invite local guidance counselors and teachers with whom you have built a relationship. Ask them to bring a student who may be a great fit for Cottey.
8. Remember the students at this gathering can be as young as middle school – not all of the students have to be coming to Cottey next fall.

9. Prepare and send invitations with RSVPs to all students on your list about a month in advance. One week after sending the invitations, follow up with a phone call to encourage attendance.
10. Order materials from the Office of P.E.O. Relations at least a month in advance.
11. Educate yourself!! Explore the website and publications. Contact your Admission Representative to ask questions!
12. Invite a local alumna to speak. Parents of alumnae are also great resources! <http://www.community.cottey.edu/contact>
13. Provide nametags and have all prospective students complete an inquiry card.
14. Return the evaluation form and any prospective student names to the College within 24 hours of your event. Cottey will follow up with the students!
15. Follow up with the students and encourage them to take the next step to attend Cottey College by completing an application. (Students must have completed their junior year in order to apply).
16. Send a note to any teachers or counselors that you met.

It is important to remember that Cottey College does not expect all P.E.O.s to be Cottey experts! If you are asked a question that you don't know the answer to, please admit that you don't know. You can then refer the student to Cottey – it's a great reason for us to follow up with the student after your event!

The full document about Hosting a Student Gathering can be found at: www.cottey.edu/peo



STUDENT FAQs

Where is Cottey College located? Cottey is about 100 miles south of Kansas City and 60 miles north of Joplin.

What type of college is Cottey? Cottey is an independent, liberal arts and sciences college for women. It is supported by the P.E.O. Sisterhood and is the only non-sectarian college owned and supported by women.

What degrees are available at Cottey? Bachelor of Arts in Business Administration, Bachelor of Arts in English, Bachelor of Arts in Environmental Studies, Bachelor of Arts in International Business, Bachelor of Arts in International Relations, Bachelor of Arts in Liberal Arts, Bachelor of Arts in Psychology, Bachelor of Science in Health Science, Associate in Arts, Associate in Arts-Music, Associate in Fine Arts-Dance, Associate in Fine Arts-Art, Associate in Fine Arts-Theatre, Associate in Science (Other programs under development).

What do I need to be accepted to Cottey? Prospective students need at least a 2.6 GPA, a minimum 970 math and critical reading combination on the SAT, or a minimum composite score of 21 on the ACT.

When is the application deadline? There is no application deadline. However, in order to meet scholarship deadlines and to be considered for all available financial aid, it is very important that students complete their applications by December 31 of their senior year.

When will I be notified of an admission decision? Once the application process is complete, the applicant can expect a decision within two weeks.

How much will it cost me to attend Cottey? Estimated total cost is \$26,300. This total cost breaks down into \$18,400 for tuition, \$7,000 for room and board, \$400 student activity fee, \$250 technology fee and a \$250 student health service fee.

Are there Academic Scholarships available? Yes. Students will be automatically considered for merit scholarships upon application. These scholarships are based on their GPA and ACT or SAT scores. Need-based financial aid is offered – students must complete the FAFSA in order to be eligible to receive it. Academic scholarships are available on a competitive basis. Students should complete their application by December 31 in order to receive information regarding these scholarships.

What percentage of students receive financial aid? Ninety-eight percent of all Cottey students receive some form of financial aid. Financial aid can be in the form of loans, scholarships, grants, and work study jobs.

What intercollegiate athletics are available? Cottey offers intercollegiate basketball, volleyball, cross country and softball. Cottey also offers an active intramural sports program. There is an indoor heated swimming pool and a well equipped weight room available to all students.

Where do students come from? Our student body typically represents more than 40 states and more than 20 countries.

How many students attend Cottey? Approximately 350 students reside on campus. Our students get to experience a 10 to 1 student to faculty ratio, small class size, and hands-on-learning.

What is there to do on campus? Cottey has more than 40 clubs and organizations on campus. Students are encouraged to participate in the areas of their interest and to volunteer in the surrounding community. The leadership opportunities are tremendous for students because of the variety of organizations. We often have special on-campus performances featuring nationally and regionally recognized performers, as well as off campus visits to various museums, social, and cultural events scheduled throughout the year.

What are the residence halls like? Cottey offers apartment-style suites in three residence halls. The suites include single, double, and triple bedrooms, a common living area, bathroom, and kitchenette equipped with a microwave oven and refrigerator. Computer suites in the residence halls, along with wireless Internet, ensure computer access for all students. Each student is given a personal e-mail address upon arrival.

Are you allowed to have cars on campus? Yes. All students are allowed to have cars on campus. Cottey does not charge for parking permits.

Does Cottey have a career counseling center? Cottey offers both transfer counseling and career advising. Students are encouraged to visit the career and counseling center as soon as they arrive on campus.

What is Nevada, Missouri, like? Nevada is a small, rural town in the Midwest. The population is close to 9,000 and offers restaurants, a movie theater, and shopping.

RECRUITMENT FAQs

Who is a Cottey Girl?

A Cottey Girl does not fit one particular mold or archetype. She is from any socio-economic background, any academic profile, and any culture. In other words, there is not just one 'type' of girl here at Cottey. We highly encourage you to let the young woman decide if Cottey is right for her.

That being said, what are you looking for in a student?

Students that do well at Cottey are often natural born leaders – you'll find they are involved in their community and schools, volunteering and participating in sports or organizations. They excel easily in school, have support from their family and friends, and have a positive outlook on life. They are adventurous, willing to try something new, and always smiling. Our students are easy to spot – there's a sparkle in their eye!

If my student doesn't meet the admission requirements, what happens?

If an applicant does not meet all of our admission requirements, we prepare the application file for committee. We will most likely ask the student to supply additional materials, such as two recommendations from a counselor, teacher, mentor or employer, and a personal statement from the student. The Admissions Committee then meets to make the admission decision.

What do I need to know about the International Experience?

Since 2000, Cottey has been sending its second-year students, grades permitting, to a European city during the first week of spring break. Past locations include London, Paris, Madrid, Barcelona, Rome and Florence. Cottey pays for the ticket and lodging during the week. The student is responsible for her meals and excursions. Each student is required to attend at least two faculty-led educational modules during the week, which require classroom learning beforehand.

How do campus visits for prospective students work?

Campus visits are coordinated through the Office of Enrollment Management. Jeane Fahle schedules the activities for the individual visits. Depending on the length of the intended visit, the student may stay overnight (at age 16 or older) in the suites, attend classes, meet with professors, take a campus tour, eat in Raney, and attend campus performances. The student also has an interview with her admission representative and financial aid. Cottey also hosts larger visits throughout the year, like "C" for Yourself! Weekend.

When I talk to parents, what can I say about student services?

Cottey offers many conveniences on campus. Our health center has a medical professional on campus frequently for basic health checkups. We offer counseling services, peer listening, ministry, etc. We have a service center on campus where students can post mail and send packages. Our Business Office can cash a check with a Cottey ID. We offer shuttles to Walmart on the weekend. We have an Academic Assistance Center that can assist students with tutoring, the transfer college search, internships and résumé help.

How can students get back and forth to the airport?

The College offers a bus back and forth from Kansas City International at the beginning and end of each term, Thanksgiving, and spring break. Students must sign up for the shuttle in the Campus Activities Office. Spaces fill up fast.

What can I do to help in the admissions process?

Whereas the student's admission representative keeps her up-to-date as to the progress of her application, you certainly can encourage the student during the process. Offer your encouragement and assistance as she's preparing to take the ACT or SAT. Showing your support at this time shows her that Cottey is special.

Will the Admissions Office update me on my student's progress?

Cottey sends out reports to the State Cottey Committee Chair on a regular basis, and the student's application progress is listed there. If you have specific questions as to a student that you're working with, contact her admission representative. We may or may not be able to share information, depending on the nature of the question.

What do I need to know about Financial Aid?

98% of our students receive some form of financial aid. Cottey offers competitive academic scholarships (based off of GPA and test scores) as well as competitive fine arts scholarships, athletic scholarships, and institutional grants. Each state also offers some form of a scholarship for students attending Cottey.

What is a Legacy scholarship and what does the student need to qualify?

Legacy scholarships are for sisters, daughters, granddaughters, nieces, and cousins of alumnae in the amount of \$500. As long as she indicates it on her application, she is eligible, if funds are available.

How can I get involved in recruitment?

Cottey has several resources available to you. Our Office of Alumnae Relations has a list of alumnae in your area. Volunteer to host an alumnae gathering! Volunteer to host an awareness event! Our office of P.E.O. Relations has recruitment materials available to your P.E.O. Chapter. You can attend college fairs, visit high school counselors, and most importantly, you can approach a high school student about Cottey. It is as simple as asking what her plans are for college, and letting her know about Cottey.

Notable ALUMNAE

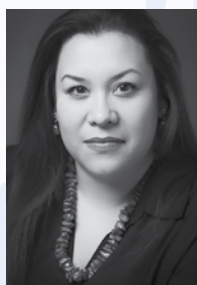
Cotley College's liberal arts education prepares women to become lifelong learners, leaders, and citizens.

This education lays the groundwork for a variety of professions, such as teachers, professors, politicians, entrepreneurs, journalists, doctors, non-profit organizers, rocket scientists, lawyers, photographers, fashion designers, human rights activists, coaches, friends, and even Sisters! Here are just a few examples of careers pursued by our alumnae:



KAY ANDERSON – 1987 ENTREPRENEUR

Kay Anderson '87 has a passion for leadership development and coaching that has led to the development of her company, The Human Side, which provides leadership development to organizations and individuals.



SARA ADAMS-CORNELL – 1999 NATIVE-AMERICAN ADVOCATE / COMMUNICATIONS DIRECTOR

Sarah Adams-Cornell '99 is an advocate for Native American culture, education and rights. A member of the Choctaw Nation, Adams-Cornell serves as a board member and Publicity Chairman for the OK Choctaw Tribal Alliance and

co-hosts a radio program, Warrior Womyn, which addresses topics concerning Indian Country and current news. Adams-Cornell is currently working with OKCPS Native American Student Services on a historically accurate, culturally inclusive curriculum, "Oklahoma History Day," to present as an alternative to Land Run reenactments in Oklahoma schools.



JAMIE ESLINGER – 1994 AUTHOR / MOTIVATIONAL SPEAKER / HEALTH COACH

Jamie Eslinger '94 is the author and creator of The Promise 365, as well as a motivational speaker and health coach. Eslinger also works for a life coaching company called Women on Fire, as the director of marketing and

communications. Prior to working with Women on Fire, Ms. Eslinger was Director of Marketing for international and national chains, including Baskin-Robbins and Bertucci's.

- **Caitlyn Nichols – 2010** – Graduated with a degree in Stage Management from Royal Welsh College of Music & Drama
- **Vesi Hristova – 2009** – Clinical Research Coordinator, Massachusetts General Hospital
- **Volha Charnysh – 2007** – Ph.D. candidate in government at Harvard University
- **Barbora Batakova – 2006** – Communication Design Consultant at Mediators Beyond Borders
- **Lacy Rourke – 2005** – National Coordinator at National League of American POW / MIA Families
- **Megan Lang – 2004** – Food Scientist at Frito-Lay
- **Brianne Fulton – 1999** – Assistant Professor of Art at Cotley College
- **Erica Rounsefell – 1997** – American Diplomat posted as an Education Officer
- **Stacy Kerr Wooters – 1997** – Assistant Vice President for Communications at Georgetown
- **Zhena Muzyka – 1995** – Founder and Owner of Zhena's GypsyTea Company
- **Nicole Facciuto – 1995** – Designer, Featured on HGTV, CBS, A&E, and Food Network
- **Midge Boomgarden McClosky – 1991** – Executive Director at Shawnee Playhouse
- **Heather Hulbert – 1991** – Executive Pastry Chef at Cherokee Town & Country Club in Atlanta Georgia. Successful contestant on the Bravo channel TV Show: *Top Chef: Just Desserts*
- **Nicole Vap – 1989** – Executive Producer for 9News Investigative Unit in Colorado
- **Nancy Bogart – 1988** – Owner and C.E.O. of Jordan Essentials
- **Belinda Hargrove – 1981** – Co-Owner and Co-Founder of TransSolutions Consulting Firm focused on efficiency and capacity of transportation facilities.
- **Lynn Bartels – 1977** – Communications Director for Colorado Secretary of State
- **Lois Berg-Craig – 1975** – Former Vice President of Human Resources at The Weather Channel
- **Carol Littleton – 1962** – Academy Award nominated film editor, Emmy recipient for *Tuesdays with Morrie*
- **Francine Irving Neff – 1946** – United States Treasurer from July 1974 – September 1977

How to Utilize THE COTTEY NETWORK

Our alumnae group is a great source of support and information for prospective students. We understand that you may not be aware of many, or any, alumnae in your area, so the Office of Annual Fund and Alumnae Relations has created a way for you to ask for support for events and gatherings in your area.

In order to contact an individual alumna for purposes of participation in a college fair or student gathering, please complete the P.E.O. Alumnae Contact Request Form located at <http://community.cottey.edu/contact>. To contact alumnae for possible P.E.O. membership, please complete the P.E.O. Alumnae Contact Request Form located at <http://community.cottey.edu/membership>.

An email will then be sent to the alumnae group, specified by the P.E.O., informing them of the purpose of the P.E.O. contact. The P.E.O.'s contact information will be provided in the email for interested alumnae to respond. Two weeks advance notice must be given to the Annual Fund and Alumnae Office for such requests.

We would suggest that you fill out the form at least one month in advance of your event to give the alumnae enough notice for your event schedule.

You may contact the Annual Fund and Alumnae Office:
alumnae@cottey.edu
417.667.8181 x 1492



DEGREES at Cottey

COTTEY OFFERS THE FOLLOWING DEGREES:

Baccalaureate Degrees:

- Bachelor of Arts in Business
- Bachelor of Arts in English
- Bachelor of Arts in Environmental Studies
- Bachelor of Science in Health Sciences
- Bachelor of Arts in International Business
- Bachelor of Arts in International Relations
- Bachelor of Arts in Liberal Arts
- Bachelor of Arts in Psychology

Associate Degrees:

- Associate in Arts
- Associate in Arts – Music
- Associate in Fine Arts – Art
- Associate in Fine Arts – Dance
- Associate in Fine Arts – Theater
- Associate in Science

For the most current information, visit:

<http://www.cottey.edu/future-students/academic-programs/bachelor-degrees/> for baccalaureate degrees and <http://www.cottey.edu/future-students/academic-programs/associate-degrees/> for associate degrees.

BACCALAUREATE PROGRAMS

The Bachelor of Arts and Science degrees build on the core strengths of Cottey College: an academically challenging environment with leadership opportunities for women, including an international experience, in a close and energetic campus community. Each baccalaureate major includes the themes of women's leadership, social responsibility, and global awareness in addition to major-specific requirements. Thus, at Cottey, bachelor programs are interdisciplinary.

Cottey offers an international experience for all second-year students during the first week of spring break. Additionally, the baccalaureate programs in international business and in international relations require an additional semester of study abroad to increase students' global awareness and cultural competence. Students in these majors gain valuable experience knowing how to do business in another country and/or understand its political perspective from a personal and practical point of view.

Each baccalaureate major program also includes a capstone project, typically completed during the final semester. In this project students apply the knowledge and experience gained in their first seven semesters to a research paper or project. Thus, baccalaureate students graduate from Cottey prepared for work as a professional in their field or for graduate school.

ASSOCIATE DEGREES

Students pursuing associate degrees at Cottey have academic and leadership opportunities uncommon for the first two years of college. Some of the more striking are easy access to professors, special activities, leadership development, and a unique relationship between the first-year and the second-year students.

At Cottey, regardless of level, students are provided opportunities both in and outside of the classroom to advance their personal, intellectual, and career-goal development. For example, Cottey students have opportunities to:

- explore ideas in small group settings
- experience science directly with professors
- attend field trips to such places as the
 - Nelson-Atkins Art Museum in Kansas City and
 - Osage Prairie Conservation Area
- experiment in state-of-the-art laboratory classrooms
- complete an internship
- practice research with the guidance of faculty
- volunteer in the community and/or region

Each associate degree requires the completion of at least 62 credit hours. Each baccalaureate degree requires at least 120 credit hours. All degrees require completion of a core curriculum and specific degree requirements. Students also have opportunities for elective hours, with the distribution of degree and elective hours varying among the degrees.



LEO *Leadership, Experiences, Opportunity* is a four-level certification program for Cottey students to receive recognition and certification for leadership efforts on campus. Through LEO, you'll focus on the leadership aspects of activities and organizations in which you're already involved; attend interactive workshops; participate in special events that include dinners, leadership field trips, and cultural activities; and interact with women leaders on campus and in the community.

LEO LEVEL 1: RISING LEADER

Rising leaders are active participants on the Cottey campus through campus organizations, events, and volunteer service. Students look at their experiences through a "leadership lens" and begin to observe the leadership around them.

- participate in a campus organization or athletic team and its events for one semester
- attend one leadership workshop or career development seminar
- attend one enrichment event
- attend one diversity event
- perform five hours off-campus volunteer activity or on-campus activity with a community-based group

LEO LEVEL 2: EMERGING LEADER

As emerging leaders, students begin to contribute their leadership to the campus community. Students actively engage in service to an organization or club by holding an officer position or serving on a committee. Students look at their experiences through a "leadership lens" and begin to reflect on their own leadership capabilities.

- serve actively on a committee or athletic team or as an officer of an organization for a full semester
- attend one leadership workshop or career development seminar
- attend one enrichment event
- attend one diversity event
- participate in a diversity conversation or event

ONE CREDIT-BEARING LEADERSHIP CLASS

LEO students must take one of the following classes with a final grade of B or better to receive recognition beyond LEO Level 2: Emerging Leader.

- **WLS/WST 102:** Foundations in Leadership or
- **WLS 205:** Social Justice and Civic Engagement

LEO LEVEL 3: ENGAGED LEADER

Engaged leaders are major contributors to the campus community through their leadership to a club or organization, chairing a campus committee, or serving as a Golden Key, Resident Assistant, or athletic team captain. Through this experience, students are able to practice their leadership and learn their strengths as a leader.

- perform a job shadow, complete information interview or internship, or attend a career development seminar or leadership workshop
- introduce an enrichment event, campus speaker, or workshop
- serve as president of a student organization, chair of a project committee, or captain of an athletic team
- attend one diversity event

LEO LEVEL 4: CHANGE MAKER

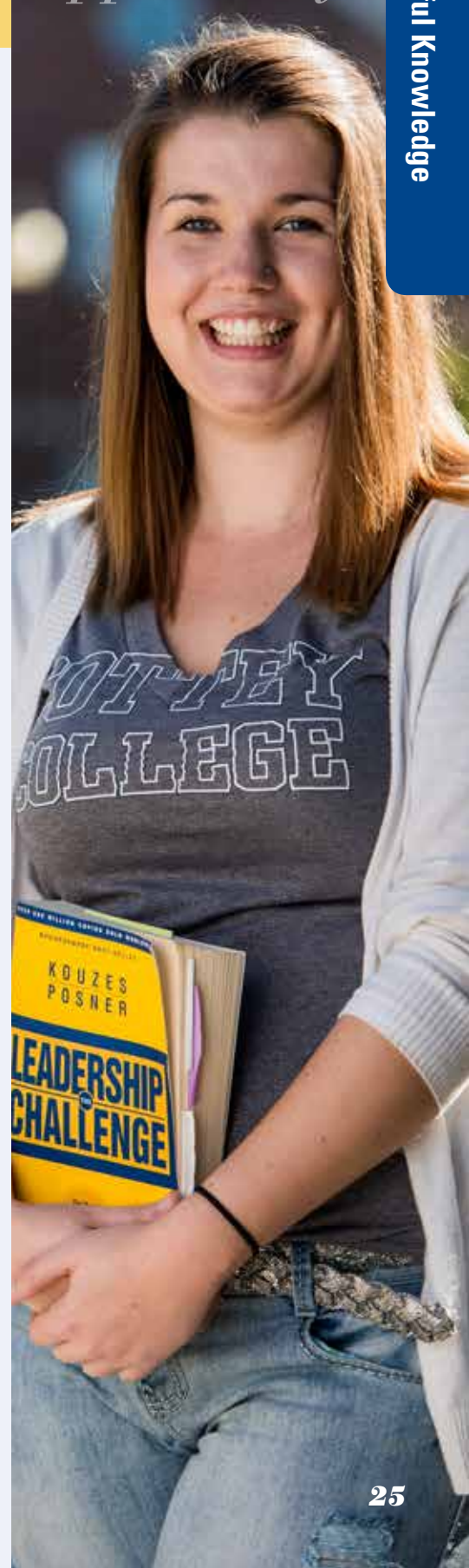
As the final level of the LEO program, change makers reflect on their leadership journey at Cottey and present their leadership learning to the campus community. Change makers have the option of submitting a grant proposal to lead a major service project of their choice.

- build a Leadership Portfolio including a one-page leadership résumé
- publicly present your leadership learning to the Cottey community
- Optional: organize and lead a major service project

To receive LEO credit for the above activities, students must complete an online observation report.

*leadership,
experiences,
opportunity*

Helpful Knowledge



Lead Learn

We believe there is a leader in everyone.

Leadership programs at Cottey provide an environment for building the lives of girls and women in preparation for personal and professional leadership relationships in a global society.

COTTEY COLLEGE CORE BELIEFS

- Leadership can be learned.
- Leadership is not positional and can be practiced by any member of a team.
- Leadership development and education can benefit everyone.
- Leadership includes an ethical component designed to benefit the greater good.
- Leadership is a process that each woman should understand for herself.
- Leadership is a relational process that involves both leaders and collaborators.

No area of study is immune to the benefit of learning about, practicing, and further developing leadership. Open to all students, Cottey College offers two certificate programs to formalize and structure students' leadership experiences and learning.

COL The Certificate in Organizational Leadership (COL) is designed to provide an opportunity for students to study the relevant theoretical and academic aspects of leadership while developing individual leadership capacity. This program is intended to complement the LEO (Leadership, Experiences, Opportunity) program by combining academic coursework with experiential and co-curricular aspects that result in a tangible qualification reflected on the official transcript.

PREREQUISITE FOR ACCEPTANCE INTO THE PROGRAM:

- **WLS/WST 102:** Foundations in Leadership (*introductory course that establishes the interdisciplinary nature of leadership and develops necessary frameworks*)
- Students interested in obtaining a COL will submit a brief application to the Director of the Serenbetz Institute for the purpose of adequately tracking information and ensuring program requirements are met. Upon acceptance to this non-competitive program, students will complete the remainder of the curriculum.

TWO REQUIRED COURSES:

- **WLS 490:** Leadership Theory and Practice
- **PHI 205:** Ethics *OR* **PHI 210:** Human Nature and Society

ONE ELECTIVE COURSE:

(selected from the following and offered on a rotating basis)

- **WLS 315:** Leadership for Social Change
- **WLS 320:** The Leader Within
- **WLS 340:** Team Leadership & Group Dynamics

ANCILLARY REQUIREMENTS:

- Involvement in one (1) Leadership Immersion (*travel program*) and submission of a creative piece that reflects learning from the experience.
- Submission of two (2) independent reflection projects focused on personal leadership experiences that address growth/learning in relation to women's leadership, social responsibility, and global awareness.
- Development and implementation of a Leadership Development Plan (LDP) and LDP-Review form that will be used each semester the student is in the program.

The Cottey **ADVANTAGE**

What is the Cottey Advantage?

It's attending a college with an environment centered on *you*. At Cottey, you will become a leader in a global community that focuses on you and your opportunities to move toward the life that will make you not only a learner, but a leader and a citizen—global citizen.

What is so special about all-women's education? Lots of things! When you remove the question of gender, the environment transforms. It's at Cottey where you can participate more fully, you can get involved in your student government, lead a club or organization, get to work with PhDs as a *freshman*, assist in research, learn piano or scuba, take an art class, and expand your boundaries. Graduates of women's colleges are more successful in their careers. They're happier. They earn more. They, by a large margin, continue their education past their bachelor's degree. Cottey graduates are leaders. Cottey graduates are learners. Cottey graduates are more prepared for life. Now that Cottey also offers select four-year programs, our students can take advantage of that for even longer!



How does all of this happen?

ALL WOMEN

In an all-women educational environment, you find that competition becomes collaboration, and where you once might have followed, now you lead. Cottey is all-women because we believe that all-women's education results in better learning, higher self-esteem, and higher confidence.

LEADERSHIP

Cottey has a culture of leadership. With over 40 organizations on campus, each with five leadership positions, it's possible to hone those skills early on. It's possible to be president of the student government, organize an event, raise awareness for a cause even earlier than at other, larger schools. We offer a leadership certification program, LEO, that helps you find that inner leader. The advantages of this go beyond the classroom and campus. You'll use these skills for the rest of your life.

GLOBAL VIEW

With students from all over the country and all over the world, Cottey's campus is a melting pot of global perspective. You will find a richer environment in your suite, your classroom and across campus. In addition, we bring performances from across the country and world to Cottey. You'll have the opportunity to experience more here. We bring the world to Cottey ... and we bring Cottey to the world. Our second-year students travel to a European city (check out our International Experience!) and our juniors and seniors have the opportunity to study abroad.

SUITE LIFE

At Cottey the 'Suite Life' is more than just a play-on-words. It's a living environment that encourages you to make new friends and experience more than just academics. You have more than just a dorm room. Living in our suites turns residential life into home life. Your suite comes equipped with a kitchen and living room, a large bathroom, and you'll get to share it with 10 to 12 women who will be there for you like sisters.

COMMUNITY

If college was just going to class and then coming home, it'd be a lot like high school, right? Inside the classroom, we are rigorous, but outside of the classroom, we are vibrant. At Cottey, we have a culture rich with traditions. You may find yourself trying new things by getting involved in different campus activities. At Cottey, you have the environment where it is not only safe to step out of your box, but it is encouraged!

IT IS IN THESE THINGS THAT WE ARE UNIQUE.

The advantage of coming to Cottey can't be described in a handful of words, but we are more than a classroom, more than campus life. It's our students, and our faculty and staff that add to that Cottey advantage. It's the relationships that you build, the skills you develop and the personal growth that happens that make Cottey exceptional.

Explore the Cottey Advantage online at
<http://www.cottey.edu/future-students/the-cottey-advantage>

Helpful Websites

P.E.O. RESOURCES ON COTTEY'S WEBSITE

www.cottey.edu/peo

This is the hub of information for you. Tips and tricks to help you recruit can be found throughout this website, as well as important contact information and order forms.

THE FREE APPLICATION FOR FEDERAL STUDENT AID

www.fafsa.ed.gov

The FAFSA is an important tool in financial aid. While many families feel that they may not qualify, it is helpful to our Financial Aid office that it gets filled out. With 98% of our student body receiving some form of aid, it's helpful for us to get a better picture of the situation. We want to give the best aid package available and this is possible through the FAFSA.

COTTEY COLLEGE APPLICATION

www.cottey.edu/app

Encourage your prospective students to take the next step and apply online!

COTTEY COLLEGE APPLICATION FEE

www.cottey.edu/appfee

Pay the \$20 application fee online!

COTTEY COLLEGE DEPOSIT FEE

www.cottey.edu/deposit

The \$100 Tuition Deposit Fee secures a student's spot for the upcoming fall semester and gives housing priority. Encourage your prospective students to deposit as soon as they make their final decision. Deposits are refundable until May 1.

ATHLETIC INQUIRY

www.cottey.edu/athlete

Got a student interested in playing sports for Cottey College? Have them fill out this form – it is sent directly to the coaches and is a great way to get noticed.

COTTEY VISIT PAGE

www.cottey.edu/visit

Find out about visit events and register your student online!





ENROLLMENT MANAGEMENT

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Theresa Lee – Office Manager

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Jeane Fahle – Campus Visit Coordinator

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