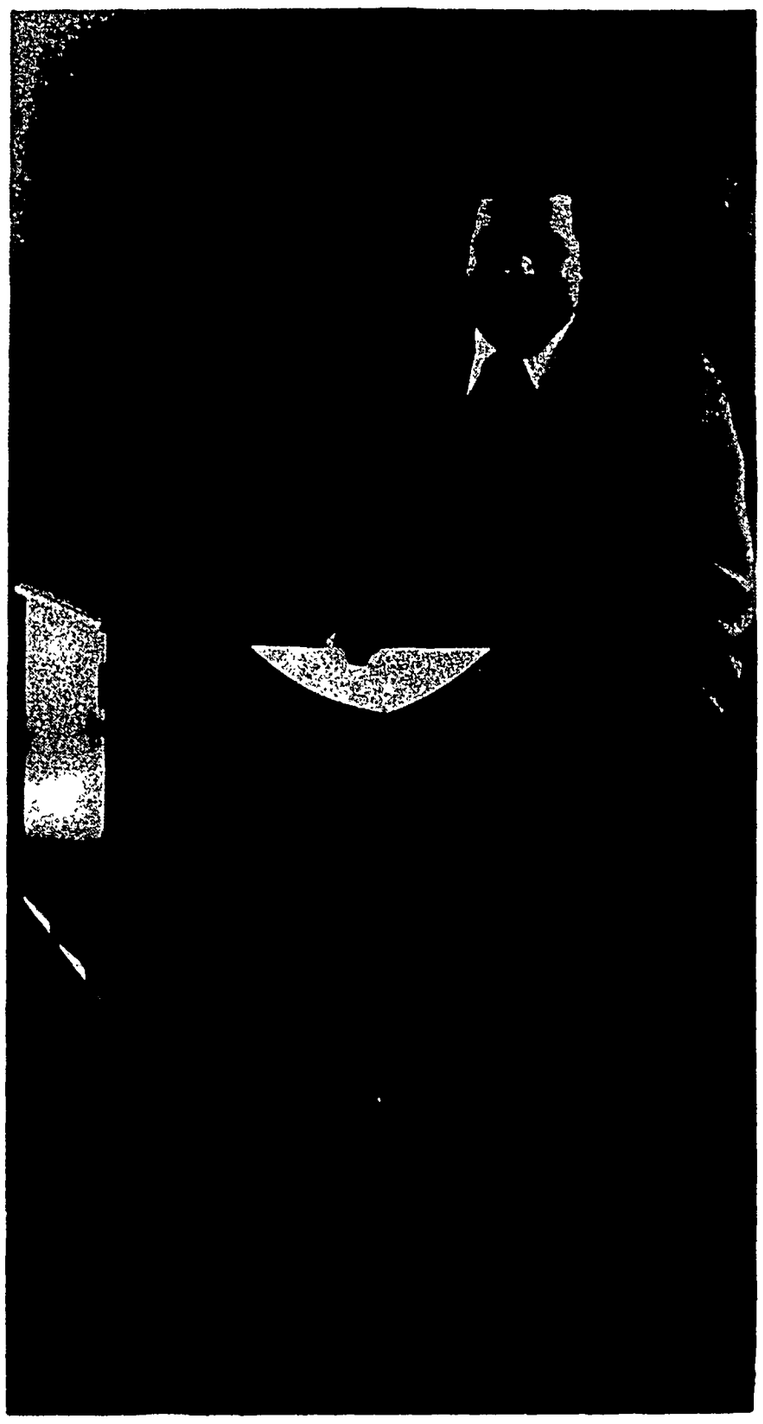
FROM THE PRESIDENT

Dear Ottawans and Friends,

During the summer and early fall, we have identified several ways in which volunteers can aid us in identifying and assisting prospective students to attend Ottawa University. In particular, we know that alumni can readily influence prospective students because of their commitment to Ottawa and because they represent what Ottawa stands for. Let me sketch for you a few of these projects in which alumni can become involved which can have a great impact on Ottawa enrollment.

The first project makes best use of an occasion we know has significant impact on a prospect's decision to matriculate—a visit to campus. This project requires relatively little time and effort on your part. We encourage you to bring a prospect to campus when you yourself are visiting or even traveling nearby. If you are already planning to attend the Christmas Feaste, Alumni Reunion, events in the University Program Series, or other campus events, you might invite a prospect to accompany you for a campus visit. If you are driving to campus yourself, you could provide transportation for that prospect and even use the traveling time to answer questions about Ottawa or learn more about the prospect. Even if you are not using your own transportation, you might encourage the prospect to travel with you any way—"Dutch treat."

How do you find out about prospects to invite to campus? That's easy: sons and daughters of your friends or friends of your sons and daughters; young people from your church; young people from other groups such as Boy Scouts, Girl Scouts, YMCA, YWCA, local youth sports teams; high school graduates or community college graduates who



work with you and who might be interested in attending Ottawa; or young people who might be identified by your friends, by teachers, by coaches, by guidance counselors, or from other sources, including perhaps your own newspapers. There are probably other kinds of sources in your area which you can readily identify.

Or, if you wish, you can call the Admissions Office here at OU at 913-242-5200, Extension 200, to find the names of prospects from your area who might already be in our files. If you are planning a visit to campus, you probably should call anyway just to let our admissions staff know when to expect you, who is coming with you, and whether or not we should reserve some tickets for you and your companions to attend one of our sports events, an event in the University Program Series, or another special event. As a token of our appreciation, we would like to provide free or reduced admission for campus events when you bring the prospects to the Admissions Office.

Because many of you come to campus anyway sometime during the year, this is a good way of providing a service to prospective students, and it also provides you with a good traveling companion. Even if you are coming near campus on a one-day round trip to another location, you can drop the prospect off here in Ottawa and then pick him or her up on the way back.

The second project also can have notable influence on a prospect: a new Alumni Recruiting Program, a chance for alumni in key locations to help provide a very important resource for OU—a young person who can experience the benefits of the Ottawa plan of education and thus be better prepared to be a productive citizen. When this idea was presented to the Alumni Board during Homecoming Weekend, they were very enthusiastic and supportive. In fact, they agreed to sponsor the program and chose to implement the program as soon as possible so that it can play a part in the enrollment picture for Fall 1977.

The Ottawa University Alumni Recruiting Program is similar to other such programs you may know. It is based on a key involvement between alumni volunteers and prospective students and their parents in which the volunteer helps to identify prospects, aids prospects in learning more about Ottawa, assists our admissions counselors to know the prospects better and encourages the prospects to apply and enroll.

For 1976-77, the Alumni Recruiting Program will be undertaken in a number of key locations where we believe there are high school or com-

munity college students who would be interested in attending OU if they knew more about the Ottawa program. These locations include key communities in Western Kansas, major metropolitan areas in Kansas and surrounding states, and a few selected locations in other states where the likelihood of identifying good prospects is high.

We have begun identifying alumni volunteers in these first selected locations and providing the volunteers with the information and materials they need to be a successful part of this program. As the program gains momentum, other locations will be added and more volunteers will be involved.

If you would like to hear more about the program or find out how you too can become involved, contact Terry Mathias at 913-242-5200, Extension 230 or Box 45, Ottawa University. Terry, who is Assistant to the President, is heading the program in coordination with the Admissions and Alumni Offices and the Alumni Board, and is happy to tell people about the program and find alumni volunteers who would like to participate.

One final request: if you know of any young people who might be interested in Ottawa University, would you please use the space provided on the back cover to record the names, addresses and telephone numbers of those prospects, then return that list to the Admissions Office. Thank you.

By participating in these projects, you can help a prospective student attend your **alma mater**. It might just open up a new world for this young person!

Cordially yours,

Peter H. Armacost