

Phoning Guidelines and Suggestions

The purpose of your call is to share *your* Gustavus story. Use the student information you received (academic interests, extracurricular involvement) to initiate conversation and invite questions. Should questions arise that you are unable to answer, please encourage students to connect with the Admission Office at the contact information below. Every call will be different and while you'll want to be flexible and unscripted, these suggestions may help you get started.

Note: If you reach an answering machine, we recommend not leaving a message—instead, try back another time. If you speak with someone other than the prospective student, let them know your reason for calling and ask if you may call back. If the student lets you know they have chosen another college, please pass this information back to the Alumni Office.

Introduction: Begin the conversation with a friendly greeting that clearly states who you are and why you are calling.

Example: “Hi Sarah, my name is Steve Johnson and I am calling as a Gustavus Adolphus College alum. I’m calling to congratulate you on your acceptance into Gustavus! I thought I would share a little about my Gustavus experience with you. Do you have a few minutes?”

Tell your story: In most cases, you will be matched with student who may share similar academic interests or extracurricular involvement. You may want to cover academics, extracurriculars, travel opportunities, and how your experience prepared you for life after Gustavus.

Examples: “I graduated from Gustavus in 1992 and I currently work as a Physical Therapist in Philadelphia, PA. When I began my studies at Gustavus, I took many courses in Spanish and Psychology, but soon found that I loved my science courses as well. Are you still thinking of exploring the science-related fields or helping professions?”

“Throughout my four years at Gustavus, I was also involved in Habitat for Humanity and I sang in the Gustavus Choir. I see that you are interested in music as well—is that something you hope to continue in college?”

A few other ideas for prompts:

- ◆ *My Gustavus experience prepared me for my career in these ways...*
- ◆ *During my junior and senior years, I conducted research in...*
- ◆ *My favorite “J-term” experience was...*
- ◆ *My interactions with faculty at Gustavus were...*
- ◆ *I studied abroad in _____, where I learned...*

Wrapping it up: Thank them for their time, invite follow-up questions and wish them well.

Example: Thanks so much for your time—it has been great talking with you tonight. I’m so excited that you have been accepted to Gustavus. The best way to reach me is via _____. Also, feel free to contact the Admission Office if you have further questions. We are happy to help—best of luck to you!

Admission Office Contact Information:

1-800-GUSTAVUS or (507)933-7676

admission@gustavus.edu