Student Recruitment Program

TRAINING MANUAL
2013-2014

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Welcome

Thank you for being a part of the Olin College Student Recruitment Program (SRP). Your participation is vital to helping us successfully recruit the best and brightest young minds to Olin College.

This training manual will explain the various SRP activities and your role as a parent or alumnus in these activities. The manual will also provide a quick resource of useful information about Olin College.

Please take a few moments to read through the manual carefully. Feel free to email or call if you have any questions, comments or suggestions.

The Admission team thanks you for your tremendous support of Olin College. We look forward to working with you!
The SRP

The Student Recruitment Program (SRP) is a way for Olin parents and alumni to participate in the recruitment of the next generation of Olin students. The personal stories Olin parents can share about their child’s application process and Olin alumni can share about their academic and extra-curricular experiences give life to the Prospectus and other recruitment materials. These stories help prospective students and parents most when it comes to answering the important question: is Olin right for me, or for my son or daughter? Parents and alumni can make connections with prospective students, prospective parents and guidance counselors in their area that help the Admission staff spread the Olin story and generate more excitement about Olin College.

SRP activities include:

- Hosting or attending regional information sessions in your area
- Serving as a SRP Email Resource on the Parent or Alumni websites
- Volunteering at on-campus events such as Open Houses and Candidates’ Weekends
- Volunteering to contact admitted students or parents of admitted students after decision letters are mailed
- Attending select college fairs in your area

Details on these activities follow.
Local Programs
Due to our size, the Olin Admission staff cannot travel extensively. As a result, we rely on parents and alumni to make valuable contacts with families and prospective students for us. One of the main ways SRP volunteers can help is by hosting or attending an admitted student reception or a regional information session. These events assist either prospective students and admitted students solidify their decisions to apply or to attend Olin by offering them a sampling of the Olin community in their local areas. It can be very useful to both prospective and admitted students to hear about your own and your family’s experiences with Olin College first-hand without having to travel to Needham for one of our open houses.

SRP Email Resources
This group serves as year-round email resources for prospective and admitted students and parents. We are looking for current parent and alumni volunteers willing to provide an email address to be published on the Olin website. Prospective and admitted students and parents can then email you if they have a question they think would be best answered by someone who attended or parented a student who attended Olin. You are not expected to be an expert on Olin, especially if you are an Olin Parent, just a resource to help students and parents get to know Olin better. If you receive a question you cannot or do not feel comfortable answering, please direct it to the Office of Admission at 781.292.2222 or info@olin.edu. Only your name, state, graduation year or child’s graduation year, and your email will be published on the website.
On-Campus Events
Because you have a valuable perspective on Olin College, there are times when parent and alumni volunteers will be solicited to serve on panels for on-campus event, such as Open Houses and Candidates' Weekends. Attending prospective students and parents can ask candid questions about student life, academic life and the logistical issues that arise when a student goes to college. Each year, we experience tremendous response from parent and alumni volunteers who are able to travel to Olin for Candidates' Weekends. This contributes to a strong annual yield for the class, and we hope to sustain and grow this tradition. The SRP Coordinator or the corresponding PAB or OAC Committee Chair will inform you of on-campus volunteer opportunities. Whenever possible, we hope to have both local and out-of-town parents and alumni represented.

Candidates’ Weekend Interviews
During Candidates’ Weekends, alumni may be asked to volunteer as Candidate interviewers. This involves being a member of one of the interview teams that evaluates the group exercise and individual interviews on CW Saturdays. Alumni will be alerted of these opportunities via email from either the SRP Coordinator of the OAC Committee Chair and will be asked to sign up through an online survey or Google form.

Contacting Prospective Parents
If you are an Olin Parent, you may remember receiving a phone call or an email after your daughter or son attended Candidates’ Weekends. Contact with
a current parent can be essential to the decision making process for the prospective family. An Olin parent can share stories of their post-Candidates’ Weekend experience and decision-making process. At Candidates’ Weekends, the Admission staff collects the contact information of prospective parents who wish to receive a phone call or email from a current parent. The SRP Coordinator then solicits volunteers to contact the prospective parent from the Parent SRP members, matching prospective parents with SRP volunteers based on geography, gender of the student or other characteristics. All communication will take place after the decision letters are mailed and only admitted students’ families will be contacted. It may be helpful to have your *Parent Handbook* available when placing your call. If the prospective parent asks anything you are unable to answer, please refer them to the Admission Office.

**College Fairs**

For most colleges, college fairs are an excellent way to meet a large number of prospective students at once, generate new interest and provide answers to common questions. But given the selectivity of Olin and its small size and specialized nature, college fairs are often not as productive a way for us to recruit interested students. Still, the Admission Office receives hundreds of invitations to college fairs each year and carefully selects the fairs to which we want to send representatives. Many such fairs do exist, but given the small size of the Olin Admission staff, we cannot hope to attend them all.

Instead, for worthwhile college fairs, the SRP Coordinator will contact parent and alumni volunteers in that region. If a SRP member in the area can attend
the fair, the Coordinator will make arrangements with the college fair organizers (registration, fees, etc). The SRP Coordinator will send confirmation of the college fair registration and any other pertinent information to the SRP volunteer.

The SRP member will also receive a package of college fair materials including:

- 20-30 copies of the Olin *Mini-Wow* brochure
- “Table Copy” of the *Prospectus*
- 1-2 “Table Copies” of the *Course Catalog*
- Current publications/reprints to be handed out
- A stack of postage paid Olin inquiry cards
- An “Olin College” college fair table banner

If there is a college fair in your area you believe would be of value to Olin, please contact the SRP Coordinator.

*Preparation for a college fair…*

**About a week in advance:** Be sure you have received the college fair package and banner. If not, let the SRP Coordinator know and a replacement package will be sent.

**The day before:** Check your directions and look over your Olin College materials, just to keep the important information fresh. Print out and pack the *SRP Training Manual* as a helpful reference with your college fair materials.

**The day of the fair:** Try to arrive about 20 minutes early to check in/register with the organizers and set up your table. There may be a light meal or snacks
provided as well. Dress in Olin Gear if possible, otherwise business casual.

At the fair...

After checking in, find your table and set up the materials. Drape the banner over the table so the name of the college is visible to someone standing in front. On the tabletop, display the “Table Copy” of the *Prospectus*, “Table Copy” of the *Catalog* and current publications/reprints. Place the Olin *Mini-Wow* brochures, inquiry cards and pens near the edge of the table for easy access.

Please stand *behind* your table for duration of the college fair. It is against National Association for College Admission Counseling Best Practices to stand in front of a table at a college fair or to give out candy/other “promotional” items. Prospective students and parents are more likely to stop and talk with you if you are standing.

*Be sure to inform prospective students that if they fill out an inquiry card we will send them a copy of the *Prospectus*. The *Course Catalog* can also be found online (see Useful Websites on page 22).

What to do...

You are not expected to be an expert on Olin College. You represent a unique perspective of having attended or having a child who attended/ is attending Olin. Share stories of your or your child’s experience and of yours as a parent or alumni. The following sections are provided to help prepare you for possible questions. If you are asked something you do not know the answer to or do not feel comfortable
answering, please refer the student or parent to the SRP Coordinator or another Admission staff member (see Admission Staff Directory on page 23).

If you are asked about SAT or ACT scores or high school grades, please refer to the score and grade ranges in the Prospectus or in this Manual. Please do not offer your or your son or daughter’s scores or GPA as examples. Every Olin student and every Olin applicant is different and we do not want prospective students latching on to one score as the standard.

Please stay for the entire fair; it reflects poorly on Olin if representatives leave early. If you run out of inquiry cards, students can be added to the mailing list by filling out our online inquiry form at http://www.olin.edu/admission/inquiry/.

What to do after the fair...

Please complete the “SRP College Fair Report” available on the Parent website. The purpose of this report is to help the SRP Coordinator evaluate if the fair is worth returning to in the future and to let them know if anything in the process went wrong.

With your fair materials, you should receive a pre-paid UPS envelope to return the Olin banner provided for the fair table. If students left inquiry cards with you, please drop them in the mail (all are postage paid) at your earliest convenience or send them back to us with the Olin banner. With any extra materials, please feel free to keep them for future fairs or recruitment activities, offer to leave a set of materials for the guidance or college counseling office of the home
school, or if you are feeling really ambitious, distribute them to local schools and libraries in your area.

Olin Admission Volunteer

Field Guide
Franklin W. Olin (1860-1951) was an engineer, entrepreneur and professional baseball player. Raised in Vermont lumber camps and lacking a high school diploma, he qualified himself for entrance to Cornell University through self-instruction. At Cornell he majored in civil engineering and was captain of the baseball team. He even played major league baseball during the summers to finance his education. He went on to found the company known today as the Olin Corporation, a Fortune 1000 company.

In 1938, Mr. Olin transferred a large part of his personal wealth to a private philanthropic foundation. In the 60 years since then, the New York-based Olin Foundation has awarded grants totaling more than $300 million to construct and fully equip 72 buildings on 57 independent college campuses. Recipients include Babson, Bucknell, Carleton, Case-Western, Colgate, Cornell, DePauw, Harvey Mudd, Johns Hopkins, Marquette, Rose-Hulman Institute, Tufts, University of San Diego, University of Southern California, Vanderbilt, and Worcester Polytechnic. The Foundation's commitment in excess of $400 million to Olin College remains one of the largest such commitments in the history of American higher education.

Starting in the late 1980's, the National Science Foundation and engineering community at-large started calling for reform in engineering education. In order to serve the needs of the growing global economy, it was clear that engineers needed to have business and entrepreneurship skills, creativity and an understanding of the social, political, and
economic contexts of engineering. The F.W. Olin Foundation decided the best way to maximize its impact was to help create a college from scratch that can address these emerging needs.

The Franklin W. Olin College of Engineering received its educational charter from the Commonwealth of Massachusetts in 1997, the same year the Foundation announced its ambitious plans for the college. Planning and architectural design work for a state-of-the-art campus began almost immediately. By the end of 1999, the new institution's leadership team had been hired, and site development work commenced on 70 acres adjacent to Babson College. Olin's first faculty members joined the College by September 2000.

The College officially opened in Fall 2002 to its inaugural freshman class. During the prior year, 30 student "partners" worked with Olin's world-class faculty to create and test an innovative curriculum that infused a rigorous engineering education with business and entrepreneurship as well as the arts, humanities, and social sciences. Over the time that Olin has been open, the community has developed a hands-on, interdisciplinary approach that better reflects actual engineering practice. State-of-the-art facilities matched with first-rate students, nationally renowned professors, and unbridled enthusiasm have made Olin an exciting whirlwind of activity and excellence. Olin's commitment to continual innovation and improvement promises to keep Olin College a place where the dust will never settle. For a more detailed history of the College please visit the website.
Quick Facts

**Mission**
Olin College prepares students to become exemplary engineering innovators who recognize needs, design solutions, and engage in creative enterprises for the good of the world.

**Olin at a Glance**
*Official opening:* Fall 2002

*Enrollment:* 343 undergraduate students

*Location:* Needham, Massachusetts (14 miles west of Boston)

*Programs:* Undergraduate Engineering – Electrical and Computer Engineering, Mechanical Engineering, and Engineering (Concentrations include Computing, Bioengineering, Materials Science, Design and Systems).

*Curriculum:* Interdisciplinary, in teams, project-based approach emphasizing entrepreneurship, liberal arts, and rigorous science and engineering fundamentals

*Partnerships:* Olin students may enroll in classes at Brandeis University and Babson and Wellesley Colleges at no charge.

*Facilities:* 300,000 sq. ft. of academic, residential and administrative space on 70-acre site adjacent to Babson College

*Accreditation:* Achieved full NEAS&C and ABET accreditation
Student-to-Faculty Ratio: 9 to 1

**Faculty**: Acclaimed scholars and researchers with a commitment to teaching excellence

**Admission**: Highly selective; Outstanding achievement in coursework and testing; Special attention given to creativity, passion and enterprise

**Scholarship Policy**: Amended by the Board of Trustees in June 2009. Starting with the Class of 2014, every admitted student receives a four-year, half-tuition merit-based scholarship.

**Funding**: The F. W. Olin Foundation has made a commitment to the college in excess of $400 million, one of the largest grants in the history of American higher education

**Affiliation**: Independent nonprofit

**Chartered**: 1997, Commonwealth of Massachusetts

An overview of Olin facts can also be found [on the website](#).
Application Info

Admission Statement
Each year, Olin College will enroll approximately 85 students who rank among the top in the country. By traditional measures (course rigor, test results and achievement) the quality of students we seek will be outstanding; however, we place equal importance on personal character, creativity, risk-taking, unusual life experiences and an entrepreneurial spirit.

Olin College strives for gender balance and a student body that is multidimensional, representing a broad range of cultural, economic and geographic backgrounds. Olin College is approved by the INS to issue I-20 forms (student visas) and strives for a multicultural presence on campus by enrolling international students and those with significant international experience. US Permanent Residents and Greencard holders are also eligible for admission.

Applying to Olin College
Olin College is a member of the Common Application. We require all applicants to complete their application online, through the Common Application. The Olin Supplement is required, along with the application fee, in order to submit your application. There is no Early Action or Early Decision at Olin College.

Admission Process
The application deadline is January 1, 2014. The application for admission consists of seven parts.

1. Common Application
2. Olin Supplement to the Common Application which requires two additional essays
3. $80 application fee ($100 fee for international students)
4. Secondary school report (returned by your counselor with official transcripts)
5. Current Senior Year Grades (first quarter report card or some other progress report)
6. Two teacher recommendations - one from a math or science teacher and one from a teacher of your choice
7. Results of the SAT or ACT with Writing, plus two SAT Subject Tests (Math and a science of the student's choice)

After applications have been reviewed, we will invite our top candidates to campus to participate in a design project, individual interviews and team exercises. From this group of candidates we will select the incoming class. All admitted students have the option of deferring for a year.

Cost and Financial Aid

Scholarship Policy

Olin’s generous scholarship policy stems from one of the founding principles of the college- to provide a world-class engineering education at significantly reduced cost to students and their families. All students admitted to Olin College receive an Olin Scholarship covering half of tuition during the four years of the baccalaureate program. This scholarship is currently valued at approximately $80,000.
### Estimated Cost: Academic Year 2013-14

**Billed expenses**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$42,000</td>
</tr>
<tr>
<td>Room</td>
<td>$9,000</td>
</tr>
<tr>
<td>Meal Plan</td>
<td>$6,000</td>
</tr>
<tr>
<td>Laptop Purchase</td>
<td>$2,656</td>
</tr>
<tr>
<td>Health Insurance</td>
<td>$916</td>
</tr>
<tr>
<td>General Fee</td>
<td>$325</td>
</tr>
<tr>
<td>Student Activity Fee</td>
<td>$175</td>
</tr>
</tbody>
</table>

**Unbilled expenses**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books &amp; Supplies</td>
<td>$300</td>
</tr>
<tr>
<td>Travel</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

**Total Student Budget**  

|                      | $62,872 |

| Olin Tuition Scholarship | -21,000 |

**Balance**  

|       | $41,872 |
Need-Based Assistance
Families interested in applying for additional assistance to meet costs in excess of the Olin College Scholarship should submit a copy of the FAFSA (Free Application for Federal Student Aid) online. Olin’s institutional code is 039463. The FAFSA deadline is February 15th!

An Example of Need-Based Financial Aid:
Net Cost $41,872
Summer Earnings –2,000
Campus Employment –1,500
Balance $38,372
Minus family contribution = Unmet need

Eligibility for need-based aid is determined by federal methodology, which calculates a family’s ability to contribute. Students and their families may also elect to apply for educational loans to help cover a portion or all of the Expected Family Contribution.

Outside Scholarship Policy
All students are expected to pursue outside merit scholarships (local, regional, and national). These scholarships bring distinction to the student and to Olin. Because of the change in tuition policy, scholarships can be applied to billed expenses including tuition, the meal plan, required laptop purchase, and other educational expenses. The total of all scholarships, grants, and self-help cannot exceed the total Olin College student budget. Please note that outside scholarships may affect the amount of need-based assistance a student is eligible to receive from Olin College.
Visiting Olin
Prospective students are encouraged to visit Olin College to learn more, see the facilities and meet members of the Olin Community. Information sessions are generally offered mid-spring through late fall weekdays at 2:30 p.m. in the Office of Admission. Student-led tours are offered weekdays at 3:30 p.m. During the fall, the Office of Admission will be open on Saturdays. Class visits and overnight visits hosted by Olin students for prospective seniors are available in the fall semester and for admitted students during the spring semester. Interested students should visit the admission website for more information.

The Senior Capstone Program for Engineering (SCOPE)

Goals of the Program
The SCOPE program is one of the most important elements of Olin’s hands-on, team based curriculum, enabling students to put their education to use by tackling actual engineering programs. As part of this capstone experience, Olin College seniors work to complete an authentic engineering project. Sponsored by a real engineering or technological client, students are expected to perform their work according to the best professional practices and the quality of their work is assessed according to high standards. The SCOPE project is the culminating educational experience designed to prepare students to meet these stringent demands—and to graduate as outstanding young engineers.
Overview

- A corporate partner supplies a bona fide and challenging engineering problem to the program
- Olin College provides a world-class student engineering team comprised of four to six senior students, a dedicated faculty advisor and dedicated project space, as well as access to the Olin technology base and an Olin technical expert group
- The teams work on the project over two semesters
- The teams present regular updates and provide a bound report at the end of each semester
- A corporate partner agrees to provide financial support (approximately $50,000), access to corporate, technical and market expertise, hardware and test facilities.

For more information about SCOPE and to view past SCOPE projects, check out the SCOPE website.

Study Away Program

One of the founding principles of the Franklin W. Olin College of Engineering was that each student should have the opportunity to have a learning experience “away” from the College. This ideal was articulated early in the creation of the college with the expressed objective of having students learn to be citizens of the world. The Olin Study Away Program was created to deliver on this principle, and provide students with the opportunity to broaden their perspective and views of the world. In addition, the program will support the
Olin Triangle, which emphasizes superb engineering, entrepreneurship and the liberal arts.

Three types of Away Programs currently exist at Olin:

1. Under a *Direct Exchange*, Olin students attend a school abroad with which Olin has negotiated an exchange agreement. The Olin Scholarship is applied to costs at the exchange institution, which helps reduce costs.

2. Under *Pre-Approved Programs*, Olin students attend a program sponsored by another institution that has been approved by the Away Committee. All aspects of the away experience are generally organized by the sponsoring institution.

3. The final option is a *Student-Designed Program*. Olin students can create their own away experience, such as taking part in an internship, doing research or studying at another institution in the U.S., or participating in a program that is not currently on Olin's pre-approved list but meets certain academic criteria.

*Families must pay the full cost for both Pre-Approved and Student-Designed programs.*

For more information please visit [Olin’s Study Away Program website](#).
The Office of Post Graduate Planning

Mission
The Office of Post Graduate Planning (PGP) assists Olin College students in identifying and obtaining meaningful professional and co-professional experiences that enrich their lives and lead to life-long contributions to society. Resources are available to assist students in seeking experiences in internship and research, employment after graduation, graduate school, scholarships and fellowships, as well as involvement with professional associations and seminars.

Resource Center and Services
Located on the third floor of the Campus Center, the Post Graduate Planning Resource Center contains a variety of publications related to career exploration, summer internships and research projects, and further career and learning opportunities following undergraduate coursework. Additionally, there is information available to aid students in applying for grants and fellowships to continue study following graduation, as well as resources to assist students in networking with prospective employers. PGP staff host our annual Career Initiatives Day, when companies and organizations come to campus to meet students and interview them for summer internships and jobs. The PGP office also helps students write their resumes, practice their interviewing skills and negotiate salaries. Check out the PGP website for more information.
Useful Websites

Olin Curriculum
http://www.olin.edu/academics/curriculum.aspx

Course Catalog (PDF)

SCOPE
http://scope.olin.edu/about/

Faculty Profiles
http://www.olin.edu/faculty_staff/faculty_profiles.aspx

Post Graduate Planning
http://www.olin.edu/pgp

Away Experience
http://www.olin.edu/study_away/overview.aspx

CORE (Council of Olin Representatives: Olin’s Student Government)
http://core.olin.edu

News Articles about Olin College

Olin College on Princeton Review
http://www.princetonreview.com/college/research/profiles/generalinfo.asp?listing=1037875&LTID=1

Parent website (includes links to Parent Handbook, Prospective Parent website, Email resources & more)
http://www.olin.edu/parents/
Admission Staff Directory

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