



# **Member Handbook**



## **Helpful Links**

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You've been invited, among a select few, to be a part of an alumni initiative in the College of Agriculture and Life Sciences (CALs) at Iowa State University. Your mission, should you choose to accept, is outlined below. As a member of the Curtiss League, you'll be provided the tools you need to spread the word of CALs awesomeness to potential students, your community, and throughout the galaxy. But wait, there's more. In recognition of your confirmed CALs legendary rock star status, you'll also receive epic swag and VIP treatment at CALs events.

### Your Mission:

1. **Get connected.** Follow the college on Twitter and Instagram, like on Facebook.
2. **Get informed.** Review this handbook for important talking points about CALs and where to go to get more information to share about CALs.
3. **Get organized.** Check your Curtiss League calendar for opportunities for you to represent, advocate and recruit. Choose two or three items to add to your calendar this year. Don't forget to look for ways to represent CALs' awesome each day.
4. **Get busy.** Go forth and be awesome. Represent. Advocate. Recruit. Repeat.
5. **Report back** to Curtiss League Central sharing your efforts. Share photos of you in action, urls, newspaper clippings, etc. – whatever documents your awesome in action. Let League Central know how it's going and if there is any information or other support you need to be even more awesome.

### Initial opportunities to be awesome:

1. Post "*Proud new member of the #CurtissLeague,*" on Facebook. Take a photo of you with your fancy new scroll and share on social media, or share a link to <http://www.alumni.cals.iastate.edu>. When people ask what it is, tell them! Spread the CALs awesomeness.
2. Tweet "*Proud new member of the #CurtissLeague,*" include a link to <http://www.alumni.cals.iastate.edu>. See a friend's tweet that he's/she's a member now, too – retweet!
3. Proudly display your awesomeness at the office and share photos with the college.
4. Introduce yourself to a future CALs student from your community – give them your business card. Let them and their parents know you are a trusted resource who can offer insight and information about Iowa State University in agriculture and life sciences.
5. Let us know what opportunities you see within your community or region to share CALs awesome, and would be great suggestions for all Curtiss Leaguers!



## **The Low Down (What's Curtiss League *really* about?)**

### Objectives:

1. Engage young alumni (under 40) in student recruitment and retention
  - Provide alumni recruitment messages that align with college recruitment strategies
  - Reward alumni for recruitment efforts
  - Target identified influencer groups and young alumni who have demonstrated a strong connection with ISU
    - ISU Alumni Association life members
    - Cyclone Club members
    - Supporters to university and college
    - Influencer groups
      - Ag teachers
      - Extension youth staff
      - Past CALS Ambassadors, scholarship winners and council members
    - Recommendations from other awesome alums and CALS departments
2. Activate young alumni as advocates for the college in their communities, workplaces, and with stakeholder groups and in online communities
  - Provide messages that align with college priorities
3. Deepen alumni understanding of academic opportunities, relevance and strategic initiatives of the college

### Outcomes:

- Generate prospective student leads
- Increase yield rates and retention rates
- Increase CALS visibility and that of alumni in their communities
- Connect CALS alumni to advocacy opportunities
- Increase alumni attendance at CALS alumni events
- Increase alumni awareness of CALS programs and initiatives
- Generate multilayered engagement between college, alumni, and current and prospective students
- Provide networking opportunities for alumni to engage and connect with each other



## Your Role in Awesome Success

We've already established "your legend still echoes in the halls of Curtiss." For that alone, you're awesome! However, the time and resources you choose to share with CALS and the Curtiss League make you more so!

**Curtiss League is a volunteer initiative.** As a member, CALS will provide you with tools to reach out to audiences you identify! We already know you're at the top of your game in regards to professionalism and accomplishments.

With that in mind, please be sure to review items in this handbook covering topics like student recruitment and NCAA guidelines. Please also be sure to check out the links with further resources! If you have questions, contact Haley Cook (hcook@iastate.edu), Curtiss League Central Coordinator for more information.

### Tools to Go Forth and Be Awesome:

- Regular communication with up-to-date information on college news and new, awesome initiatives
- On-line resources and information for potential students and/or others interested in CALS
- Items identifying you as part of the CALS team:
  - Curtiss League pin
  - Commemorative items for your office or home

In addition to the provided tools, as a Curtiss League member, we'll host you on campus for annual orientation sessions and with traditional alumni events.



Items not eligible for reimbursement or sponsorship by CALS for Curtiss League include the following:

- Stationary/postage to contact prospective students
- Travel expenses for Curtiss League functions, or to visit prospective students
  - Personal vehicle use
  - Mileage
  - Lodging
  - Food and Beverage (unless provided at Curtiss League or college functions)
- ISU promotional items to provide to groups/individuals you contact

### **Your Awesomeness and Student Recruiting:**

The Curtiss League is all about telling your story to future students. That's it - spreading the legend of your awesomeness for the next generation to enjoy. This may sound like a lot of fun, but you have the opportunity to have a serious impact as an ambassador for the college.

We welcome recommendations of top students you feel we should be recruiting, but the strongest impact of your awesomeness is connecting with students in your community who are already considering the Iowa State University. Simply put, it's a lot more fun (and easier to tell your story) when you are celebrating a student's wise decision to be a Cyclone.

In recruiting, we call the phase after the application yield. Getting a student to apply for admission to Iowa State is just part of the battle. Most students today apply for admission to multiple schools. We know this is clearly a waste of time when there is only one true awesome choice, but that's the way it is.

### **Key Talking Points**

There are so many reasons to come to the College of Agriculture and Life Sciences. The diverse membership of the Curtiss League is proof. We're sure you had your own reasons for choosing your Iowa State adventure.



We recommend you relate your story on a couple key points. These are challenging to “prove” with statistics and are better demonstrated through your stories.

1. A rich student experience
2. Unlimited academic and social opportunities
3. A comfortable, friendly and supportive campus environment

**Rich student experience.** This would represent your ISU experience as a whole, not just as it relates to CALS or your major. Share your experiences associated with life as a student. The traditions, the excitement of meeting new people, the thrill of learning to live independently, the many people dedicated to helping you succeed and the freedom to find your passions.

**Unlimited academic and social opportunities.** This gets a little more specific about the breadth of programs, majors, career options and the learning communities, clubs and leadership opportunities that make the difference in defining your career.

**A comfortable, friendly and supportive campus environment.** This one is all about the individual attention you received. Maybe it is a mentor, faculty member, staff member or academic adviser who helped you figure things out. Perhaps it was a coach, career services director or study abroad counselor who gave you life-changing advice. The strength of Iowa State is truly its people. This is your chance to help connect students to the right people

## Points of Pride

For those who prefer to stick to the facts, a few key useful statistics:

1. Outstanding job placement with more than 99 percent of grads having jobs or further pursuing education within six months of graduation ([www.career.cals.iastate.edu](http://www.career.cals.iastate.edu))
2. We host the largest agricultural career fair in the nation, with more than 200 employers (<http://www.career.cals.iastate.edu/cals-career-day/current>)
3. We offer over \$4 million in scholarships each year (<https://www.scholarships.cals.iastate.edu/>)
4. We are the 3<sup>rd</sup> largest agriculture college in the U.S. in undergraduate enrollment



5. Second largest number of agriculture and life sciences students who study abroad on all 7 continents ([www.agstudyabroad.iastate.edu](http://www.agstudyabroad.iastate.edu))
6. Over 800 student clubs on campus to be active in (<https://sodb-stuorg.sws.iastate.edu>)
7. Nine out of ten alumni surveyed report that they would recommend ISU to a future student
8. 25 science-based majors ([www.cals.iastate.edu/students/majors](http://www.cals.iastate.edu/students/majors))
  - a. Agricultural and Life Sciences Education
  - b. Agricultural Biochemistry
  - c. Agricultural Business
  - d. Agricultural Studies
  - e. Agricultural Systems Technology
  - f. Agriculture and Society
  - g. Agriculture and Life Sciences Exploration
  - h. Agronomy
  - i. Animal Ecology
  - j. Animal Science
  - k. Biology
  - l. Culinary Food Science
  - m. Dairy Science
  - n. Diet and Exercise
  - o. Dietetics
  - p. Environmental Science
  - q. Food Science
  - r. Forestry
  - s. Genetics
  - t. Global Resource Systems
  - u. Horticulture
  - v. Industrial Technology
  - w. Microbiology
  - x. Nursing (BSN program only)
  - y. Nutritional Science
9. Three secondary majors ([www.cals.iastate.edu/students/majors](http://www.cals.iastate.edu/students/majors))
  - a. Environmental Studies
  - b. International Agriculture
  - c. Seed Science
10. Three pre-professional programs
  - a. Pre-Medicine
  - b. Pre-Law
  - c. Pre-Veterinary Medicine





## Curtiss League Calendar

Now that you've received your crash course in CALS recruiting, and Curtiss League awesomeness, you're ready to hit the road with enthusiasm and the great personal experiences you had while an ISU student!

Quarterly, we'd like you to contact us to check in, and let us know all the amazing things you've done!

- **Ways to support the League throughout the year:**
  - Wear your CALS or Curtiss League apparel as you volunteer with 4-H, FFA or youth
  - Attend a CALS lecture at ISU
  - Write a letter to the editor in support of CALS
  - E-mail your local legislator in support of CALS
  - Share a CALS' Facebook or Instagram post, retweet CALS on Twitter, participate in LinkedIn discussion
  - Send e-mails, care packages or notes of well wishes, welcome to campus, encouragement to students from your community
  - Proudly demonstrate alumni status at work
  - Provide feedback to the college by contacting Curtiss League Central

## Your Awesomeness Lives On

Thank you for being a member of CALS Curtiss League! Your continued dedication and enthusiasm for CALS will help us continue to grow, thrive and serve.

### Share Your Activities:

As a member of Curtiss League, we'd like you to send us updates quarterly (or more often, if you'd prefer), about the activities you've done on behalf of CALS.

For example: Did you:

- Contact a prospective student?
- Share social media posts?
- Encourage other alums to contact CALS for more information?
- Write a letter to your editor or legislator supporting CALS?
- Judge a county or state fair exhibit/show?



- Present a scholarship?
- Write congratulatory notes to graduates?
- Help educate a group about CALS?

We'd love to share your successes with the entire CALS administration team, and CALS alumni base. After all, you're awesome and everyone should know it!

## Helpful Links

Comprehensive guide to ISU related facts

<http://web.iastate.edu/about/>

Admission Requirements, Applying and Getting In to ISU

<http://www.admissions.iastate.edu/>

Cost of Attendance

<http://www.financialaid.iastate.edu/cost/cost-of-attendance/>

Scholarships and Financial Aid

<http://www.financialaid.iastate.edu/>

<http://www.scholarships.cals.iastate.edu>

Request Information About Iowa State University

[http://www.admissions.iastate.edu/request\\_info.php](http://www.admissions.iastate.edu/request_info.php)

Request Information About CALS Majors

<https://students.cals.iastate.edu/request-information/>

All Iowa State University Majors

<http://www.admissions.iastate.edu/majors.php>

Just Give Me CALS Majors

<http://www.cals.iastate.edu/students/majors>



Visiting ISU Admissions

<http://www.admissions.iastate.edu/visit/>

Student Housing

<http://www.housing.iastate.edu/>

CALS Career Services

<http://www.career.cals.iastate.edu/>

CALS Study Abroad

<http://www.agstudyabroad.iastate.edu/>

## **Your Awesomeness and Student Recruiting:**

Your tale of awesomeness will convince students and families they have made a smart choice. You will be a positive role model and a personal connection to what will become their home away from home. This will make a major difference for a future student.

Your responsibilities as a Curtiss League recruiter:

1. Read and uphold the Principles of Good Practice and NCAA regulations at all times (see more information below).
2. When recommending a future Cyclone, focus on students you know personally and provide the minimal required contact information.
3. When receiving the names of potential students to communicate with, understand that CALS is limited in what information we can provide you about students in your community. This is why it is best for you to focus on the families you are familiar with.
4. Correspond with newly admitted students via phone, e-mail or letter. Complete and return student profile information promptly after contacting students, whether you have received a reply or not.
5. Inform us of when you will be attending events in your area and represent Iowa State at programs as requested. For example, if you volunteer for a county fair and discuss Iowa State with a student.



6. Provide prospective students with information that is factual and based on your personal experience remembering to always separate your own opinion from fact. We will work to train you on some basics, but your best bet is to focus on your story and then help them connect with us for additional details.

### **Admissions Principles of Good Practice**

<https://www.nacacnet.org/advocacy--ethics/statement-of-principles-of-good-practice/>

These are technical guidelines that all of Iowa State University follows when ethically recruiting students and awarding scholarships. These guidelines are agreed upon via our membership in the National Association for College Admission Counseling (NACAC).

These will provide you with context about certain recruiting procedures we must follow. **Numbers three and seven may relate specifically to your work in Curtiss League.**

#### Admission Promotion and Recruitment

##### A. College and university members agree that they will:

1. Ensure that admission counselors are viewed as professional members of their institution's staff. As professionals, their compensation shall take the form of a fixed salary rather than commissions or bonuses based on the number of students recruited.
2. Be responsible for the development of publications, written communications, and presentations, i.e., college nights, college days, and college fairs, used for their institutions' promotional and recruitment activity.
  - a. State clearly and precisely the requirements for secondary school preparation, admission tests and transfer student admissions.
  - b. Include a current and accurate admission calendar. If the institution offers special admission options such as early admission, early action, early decision or waiting list, the publication should define these programs and state deadline dates, notification dates, required deposits, refund policies and the date when the candidate must reply. If students are placed on wait lists or alternate lists, the letter that notifies the students of the placement should provide a history describing the number of students placed on the wait list, the number offered admission, and the availability of financial aid and housing.



- c. Give precise information about costs, opportunities, and requirements for all types of financial aid, and state the general relationship between admission practices and policies and financial aid practices and policies.
  - d. Describe in detail any special programs, including overseas study, credit by examination or advanced placement.
  - e. Include pictures and descriptions of the campus and community which are current and realistic.
  - f. Provide accurate information about the opportunities/selection for institutional housing, deadline dates for housing deposits and housing deposit refunds, and describe policies for renewal availability of such institutional housing.
  - g. Provide accurate and specific descriptions of any special programs or support services available to students with physical disabilities, learning disabilities and/or other special needs.
  - h. Indicate that the institution is a NACAC member and has endorsed the principles contained in this statement.
3. Exercise appropriate responsibility for all people whom the institution involves in admission, promotional and recruitment activities (including their alumni, coaches, students, faculty and other institutional representatives) and educate them about the principles outlined in this statement.
4. Speak forthrightly, accurately and comprehensively in presenting their institution to counseling personnel, prospective students and their families. They will:
  - a. State clearly of the admission requirements of their institution and inform students and counselors about changed admission requirements, so that candidates will not be adversely affected in the admission process.
  - b. State clearly all deadlines for application, notification, housing and candidates' reply requirements for both admission and financial aid.
  - c. Furnish data describing the currently enrolled freshman class. Describe in published profiles all members of the enrolling freshman class. Subgroups within the profile may be presented separately because of their unique character or special circumstances.
  - d. Not use disparaging comparisons of secondary or post-secondary institutions (even the school in Iowa City).



- e. Provide accurate information about the use/role of standardized testing in their institution's admission process.
5. Not use unprofessional promotional tactics by admission counselors and other institutional representatives. They will:
    - a. Not contract with secondary school personnel for remuneration for referred students.
    - b. Not contract with placement services that require a fee from the institution for each student enrolled.
    - c. Not encourage students to transfer if they have shown no interest in doing so.
    - d. Not compromise the goals and principles of this statement.
  6. Refrain from recruiting students who are enrolled, registered or have declared their intent or submitted contractual deposit with other institutions unless the students imitate inquiries themselves or unless cooperation is sought from institutions which provide transfer programs.
  7. Understand the nature and intent of all admission referral services utilized by their institution (including their alumni coaches, students, faculty and other institutional representatives) and seek to ensure the validity/professional competency of such service

### **You and the NCAA:**

[www.ncaa.org](http://www.ncaa.org)

Part of your awesome experience at Iowa State might have been cheering on the Cyclones and we're all fans here. The NCAA has some specific rules regarding recruiting athletes.

Contact initiated by Iowa State University Alumni Admissions Council ambassadors with prospective/admitted students is for the intent of admissions purposes only. Student names sent to ambassadors are not identified by athletic status. Should a student inquire about intercollegiate athletics, please refer him or her to the appropriate coach or provide his or her name to the Curtiss League coordinators and discontinue any further discussion of athletics.

The following are examples of how NCAA regulations apply to you:

- Ambassadors may speak to a prospective student-athlete via the telephone only if the call is not for athletic recruiting purposes. Representative must refer questions about the institution's athletics programs to the athletic department staff.



- Casual contacts between a prospective student-athlete and ambassadors at an athletic event are permissible only if the contacts are not prearranged and not for recruiting purposes.
- Ambassadors may, on their own initiative, view a prospective student-athlete's athletic contest. They may not contact the prospective student-athlete on such occasions.
- Ambassadors may not contact a prospective student-athlete's coach, principal or counselor in an attempt to evaluate the prospect.
- Ambassadors may not visit the prospect's educational institution to pick up film or transcripts pertaining to the evaluation of the prospect's academic eligibility or athletic ability.
- Discussion pertaining to summer employment arrangements is permissible, once the prospect signs the National Letter of Intent.
- An admissions recruiting presentation that includes videotapes is permissible if the presentation is a generic one and not tailored for a particular prospect.

### **Recommending a Student**

If you know of a student in your community that we should be recruiting, we'd love to know about it. But to follow up with students, there is some minimal information that we need you to provide.

#### 1. Required information

- a. First name
- b. Last name
- c. Mailing address
- d. City
- e. State
- f. Zip
- g. Entry term. When they would start classes at Iowa State.
- h. Major(s) they are interested in.

#### 2. Helpful information

- a. Birthdate. In the event of multiple prospects with the same name (John Smith), ISU Admissions uses birthdate to distinguish student records.
- b. Interests outside of major(s).
- c. Whether or not you prefer us to refer to you in correspondence.



## Correspondence

Students and families will be excited to hear from an Iowa State alum. You are providing a friendly informational link to students. Whether you choose to call, e-mail or write, the effort carries a personal message and showcases your awesomeness.

1. The CALS recruiting team will work to provide you with tools, which do not transmit contact or personal information, if you are reaching out to future students you do not know personally. However, if you have a relationship with a prospective student or their family, please feel free to contact that student directly. In this case, the CALS recruiting team may be able to help provide you with timely (but not confidential) information—for example, appropriate next steps in that student’s enrollment process.
2. Before contacting students, carefully consider a brief message to provide. The Curtiss League coordinators will work with you to establish appropriate, season-specific messages to consider. Personally contact only students you are comfortable doing so.
3. When speaking with students over the phone, be prepared to share a short Iowa State experience with them in case they do not have questions. Writing a personalized letter on stationery or business letterhead is an excellent alternative. Making contact through an e-mail to a student is also an acceptable alternative.
4. Note questions that you are unable to answer or requests for additional information and pass along to the Curtiss League coordinators. You can assure the students that “you know someone” and we will get back to them.

## Common Student Questions and Answers

### **Q: Do I have to live on campus?**

A: No, you may live in a residence hall, the Greek community or off-campus.



**Q: How does your animal ecology program compare to Purdue's?**

A: Check out the College of Agriculture and Life Sciences at [www.cals.iastate.edu](http://www.cals.iastate.edu). Explain that you are not familiar with the programs at university "X" and the student should discuss its merits with a representative from that university.

**Q: How do I sign up for intercollegiate sports?**

A: Your high school coach may contact the Iowa State University Athletic Department, Jacobson Athletic Building, Ames, IA 50011, to notify them of your interest. A coach will then contact you.

**Q: Do you prefer the ACT or SAT test?**

A: Iowa State will accept either the ACT or SAT. Request scores be sent to Iowa State University directly from the testing agency.

**Q: Do I have to take the ACT or SAT before applying?**

A: Iowa State will need the scores before you enroll for advising and placement purposes.

**Q: What is the minimum ACT score/GPA I need to get in?**

A: There is no minimum scores required for admission. Admissions is granted based on the Regents Admissions Index, which combines ACT score, class rank, GPA and number of core courses taken.

<http://www.regents.iowa.gov/RAI/index.html>

**Q: Do you have any information on student financial aid?**

A: Your high school counselor will have the Free Application for Federal Student Aid (FAFSA), or you can find the FAFSA on the Web at [www.financialaid.iastate.edu](http://www.financialaid.iastate.edu). Apply as soon as possible after October 1, and before December 1, in order to meet Iowa State's priority awarding deadline. Applications received by the processor after December 1, will be awarded financial aid if funds are still available. CALS awards approximately \$3 million in scholarships. Students need to complete a FAFSA to be considered for some scholarship opportunities.

**Q: When should I visit campus?**

A: The best time to visit campus is on a weekday. You can arrange a visit with the Office of Admissions or representatives from the College of Agriculture and Life Sciences will be happy to help you with arrangements.

**Q: Can I have a car on campus?**

A: Yes. You must, however, register your car and purchase an Iowa State University parking permit. Student parking on campus is extremely limited, so students are encouraged to use city-wide CyRide buses, which are free for students.

**Q: Can I request a specific roommate?**

A: Yes. You make the request when you submit your housing contract to the Department of Residence. The earlier you and your roommate return your housing contracts, the more likely it is you will be assigned to the same room.

**Q: Where can I board my horse on campus?**

A: While ISU does have its historic horse barns on campus, those facilities are reserved for use for ongoing projects with both the College of Agriculture and Life Sciences and the College of Veterinary Medicine. However, several private stables are available to contract boarding of your personal animal(s).

**Q: People are asking me about Curtiss League, what should I tell them?**

A: Curtiss League is a group for young CALS alumni (under 40) to help CALS recruit students and advocate for the college. If you're an alum, and interested in joining the league in future years, contact [curtissleague@iastate.edu](mailto:curtissleague@iastate.edu).



## Your Curtiss League Central Team

We've heard about your awesomeness and are so excited to meet and work with you! Together we'll make an awesome team for CALS:

- **Haley Cook (Coordinator of All Things Awesome)**
  - CALS Assistant Director of Alumni Relations
  - [hcook@iastate.edu](mailto:hcook@iastate.edu), 515-294-0705
  - Contact Haley regarding all things Curtiss League. She will help connect you with resources, answer questions and coordinate Curtiss League and CALS initiatives and events.
- **Marcie Fahn (Recruiter of Awesome Talent)**
  - CALS Program Assistant, Student Services
  - [marcies@iastate.edu](mailto:marcies@iastate.edu), 515-294-6611
  - Marcie works with CALS current and prospective students on recruitment and orientation. She's a great resource to new families and students.
- **Melea Reicks Licht (Teller of Awesome STORIES)**
  - CALS Director of Alumni Relations
  - [mreicks@iastate.edu](mailto:mreicks@iastate.edu), 515-294-8892
  - Melea, also editor of CALS STORIES magazine and monthly newsletter, is a great contact for alumni resources and outreach. Have an idea for a STORIES topic, alumni feature? Contact Melea with the information.
- **Andy Zehr (Discoverer of Awesomeness)**
  - CALS Director of Marketing and Recruiting
  - [azehr@iastate.edu](mailto:azehr@iastate.edu), 515-291-9123
  - Andy works with CALS current and prospective students. He's looking forward to meeting and welcoming the students YOU help us recruit to CALS.