

Tool #9: Alumni Leads Passer Sign-Up Form

This tool presents questions that a COE unit might post to alumni before training them to serve in a leads-passing capacity. The sample sign-up form queries alumni about community engagement, helping the recruitment office identify alumni with the connections and community respect needed to serve as a spokesperson. Additionally, outlined expectations connote that the position requires a significant investment of time and effort, helping ensure that only alumni who will take the time to identify genuinely qualified leads will apply. This form is adapted from the Lesley University Advocates program, a pioneer in organizing and incentivizing alumni leads passers. Lesley University graciously provided details about the development of the Advocates Program for this publication.

Alumni Leads Passer Application

Position Overview

Alumni leads passers promote Example University's School of Education programs to local teachers, principals, and school district leaders. Once accepted, leads passers receive printed informational materials by mail as well as the contact information of an Example University recruitment counselor, who can answer questions as they arise.

Leads passers will receive \$30 for every person who expresses genuine interest in learning more about Example University after a conversation with a leads passer. Before receiving compensation, leads passers must correctly enter prospective students' names and contact information in the recruitment database, accessible through a web portal. A recruitment counselor will then contact interested prospective students via phone and/or e-mail.

Position Expectations

- ✓ Complete an online training module before generating new inquiries
- ✓ Enter a minimum average of five prospective student names in the database each month

Background Information

First Name

Last Name

State of Residence

Mobile Number

E-mail Address

Street Address

City

Zip

Are you a graduate of Example University?

- ☐ Yes ☐ No ☐ I attended Example University courses but did not complete a program

If you attended courses within a program or completed an Example University program:

- Select the name of the program:
- Were program courses delivered wholly online? ☐ Yes ☐ No
- If not delivered wholly online, enter the name of the city where the program was held:

Short Answer Questions

- Please explain your current occupation and how this role prepares you for the alumni leads passer role?
- Please describe your community involvement (e.g., volunteer or board member roles) and explain how your experience in these positions will help you connect with prospective students and/or will prepare you to serve as a spokesperson for Example University's professional development courses/programs.