



Southwestern Christian College

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Ramón Hodridge
Admissions and
International Student Advisor

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Dear Alumni:

Our alma mater is making numerous strives to reach higher heights. We have the new construction of our apartment villa and a new administration annex building. Furthermore, in May 2006 we had our largest graduating class in the history of our institution. Southwestern is on the move and wants you to join our team as an alumni recruiter.

The program is called Operation S.O.A.R (Student Outreach by Alumni Recruitment). In this program, we will give an incentive to our alumni for recruiting students to attend SwCC.

- \$200 cash incentive per alumni recruited student that enrolls (scholarship recipients do not qualify, i.e. Dinner Day, Athletics, etc.)
- Recruitment of 10+ students per academic year would give the Alumni Recruiter a cash bonus of \$1000.
- Honor Alumni Recruiters at the SwCC Annual

As an Alumni Recruiter you would be responsible for going to college fairs and youth functions in your area to set up a table and then forwarding all applications and prospective student cards to SwCC. You can also set up events for SwCC Recruiters to come in and speak to a captive audience of young people for the purpose of recruiting. Please contact the Recruiters office before you confirm the engagement. We would like for you to be as creative as possible with your recruitment strategies in hopes of helping grow our student population. Please consider joining the team and working in Operation S.O.A.R.

If you have any questions please let me know. Thank you for your time and consideration and I look forward to hearing from you.

Sincerely,

Mr. Ramón Hodridge

Mr. Ramón Hodridge
Director of Admissions and Retention
Enclosure



Building Christian Character
