



Franklin W. Olin
College of Engineering

Parent Recruitment Program

TRAINING MANUAL 2011-2012



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Welcome

Thank you for being a part of the Olin College Parent Recruitment Program (PRP). 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 PRP activities and your role as a parent 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 Office of Admission thanks you for your tremendous support of Olin College. We look forward to working with you!

The PRP

The Parent Recruitment Program (PRP) is a way for Olin parents 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, academic and extra-curricular experience give life to the *Prospectus* and other recruitment materials. These stories help prospective parents best serve their children when it comes to answering the important question: is Olin right for my son or daughter? Parents 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.

PRP activities include:

- Hosting or attending programs in your area such as admitted student receptions
- Serving as a PRP Email Resource on the [Parent website](#)
- Volunteering at on-campus events such as Open Houses and Candidates' Weekends
- Volunteering to contact 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 PRP volunteers can help is by hosting an admitted student reception. This brings students together during the critical month of April when they are making their final decision, and reminds them of the close-knit community at Olin. Our admitted students have an array of amazing offers from other top-notch schools, so it can be very useful to hear about your own family's experiences with Olin College.

PRP Email Resources

This group serves as year-round email resources for prospective and admitted parents. We are looking for current parent volunteers willing to provide an email address to be published on the [Parent website](#). Prospective and admitted parents can then email you if they have a question they think would be best answered by an Olin parent. Contact with Olin parents can help prospective students' parents feel more comfortable with Olin College as a potential school for their child. You are not expected to be an expert on Olin, just a resource to help these parents get to know Olin better. If the prospective parent has a question you cannot or do not feel comfortable answering, please direct them to the Office of Admission at 781.292.2222 or info@olin.edu. Only your name, state, child's graduation year, and your email will be published on the website. Please contact the PRP Coordinator if you are interested.

On-Campus Events

Because you have a valuable perspective on Olin College, there are times when parent volunteers will be solicited to serve on panels for on-campus event, such as Open Houses and Candidates' Weekends. Prospective 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 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 PRP Coordinator or the PAB Event Committee Chair will inform you of on-campus volunteer opportunities. Whenever possible, we hope to have both local and out-of-town parents represented.

Contacting Prospective Parents

You may remember receiving a phone call or an email from an Olin parent after attending 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 as well as answer any outstanding questions. 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 PRP Coordinator then solicits volunteers from the PRP to make the connections and matches prospective parents with PRP 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 Office of Admission.

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 Office of Admission 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 College Admission staff, we cannot hope to attend them all.

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

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

- 20-30 copies of the Olin *At-a-Glance* 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 banner w/tape

If there is a college fair in your area you believe would be of value to Olin, please contact the PRP 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 PRP 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. Pack your *Parent Handbook* 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. Attach/hang the banner so the name of the college is visible to someone standing in front of the table. On the tabletop, display the “Table Copy” of the *Prospectus**, “Table Copy” of the *Catalog** and current publications/reprints. Place the Olin At-a-Glance brochures, inquiry cards and pens near the edge of the table for easy access. Place any other reference materials on your chair. 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 a child attending Olin. Share stories of your child’s experience and of yours as a parent. 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 PRP 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 son or daughter's scores or GPA as examples.** Your son or daughter is one student 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 “College Fair Summary Report” available on the [Parent website](#) (“PRP College Fair Report” on the Volunteering website), and also included in your box of materials. The purpose of this report is to help the PRP 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 Info: History and Founding

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: 340 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 valued at approximately \$80,000. (\$19,500/year)

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 now 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, 2011. The application for admission consists of seven parts.

1. Common Application

2. Olin Supplement to the Common Application which requires two additional essays and a resume
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). Olin's CEEB code is 2824; our ACT code is 1883

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 2011-12

Billed expenses

Tuition	\$39,000	
Room	\$8,800	
Meal Plan	\$5,200	
Laptop Purchase	\$2,500	(billed in 2 payments)
Health Insurance	\$916	(if needed)
General Fee	\$275	
Student Activity Fee	\$175	

Unbilled expenses

Books & Supplies	\$750	(estimate)
Travel	\$1,500	(estimate)

Total Student Budget **\$59,116**

Olin Tuition Scholarship -19,500

Balance **\$39,616**

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 2:00 p.m. in the Office of Admission. Student-led tours are offered weekdays at 3:00 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)

http://www.olin.edu/academics/pdf/CourseCat2010-11_8-20rev.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

http://www.olin.edu/about_olin/olin_news/olin_news.aspx

Olin College on Princeton Review

<http://www.princetonreview.com/college/research/profiles/generalinfo.asp?listing=1037875<ID=1>

Parent website (includes links to *Parent Handbook*, Prospective Parent website, Email resources & more)

<http://www.olin.eduh/parents/>

Admission Staff Directory

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