



VALLEY FORGE MILITARY ACADEMY & COLLEGE
ALUMNI AMBASSADOR PROGRAM

STANDARD OPERATING PROCEDURES

MISSION (COMMANDER'S INTENT)

To provide local, informed, and friendly contact to prospective cadets and their families who are interested in attending the Academy or College.

VISION (DESIRED END-STATE)

To encourage and increase the enrollment of high-quality candidates who will well and faithfully represent the Valley Forge Military Academy & College community as both Cadets and Alumni.

CORE COMPETENCIES (OUR SKILLS AND ABILITIES TO ACCOMPLISH THE MISSION AND VISION)

- Dedicated and impassioned Alumni who are ready, willing, and able to identify and recruit high-quality prospective Cadets.
- Highly capable admissions personnel in both the Academy and College standing by to provide direct support and conversion from prospect to enrolled status.
- Well-developed and market-focused academic programs administered within a well-structured military environment.
- 90 years of history and tradition developing young men and women to be top-notch representatives of our beloved institution.
- YOU! You are likely our greatest core competency. You have walked the walk – earned the title of Alumnus – and now can talk the talk to encourage the right young men and women to come give it a shot. Valley Forge is not for everyone, but for the right person it can be everything.

RULES OF ENGAGEMENT

Mission accomplishment is dependent on your willingness and ability to make a positive difference. We all want the best for our Alma Mater, and welcome the opportunity to have such a direct involvement in its future prosperity.

To do so effectively, each Alumnus will adhere to the following Rules of Engagement:

- Professionalism and positivity in thought, word, and deed will be at the forefront of our interaction with others;

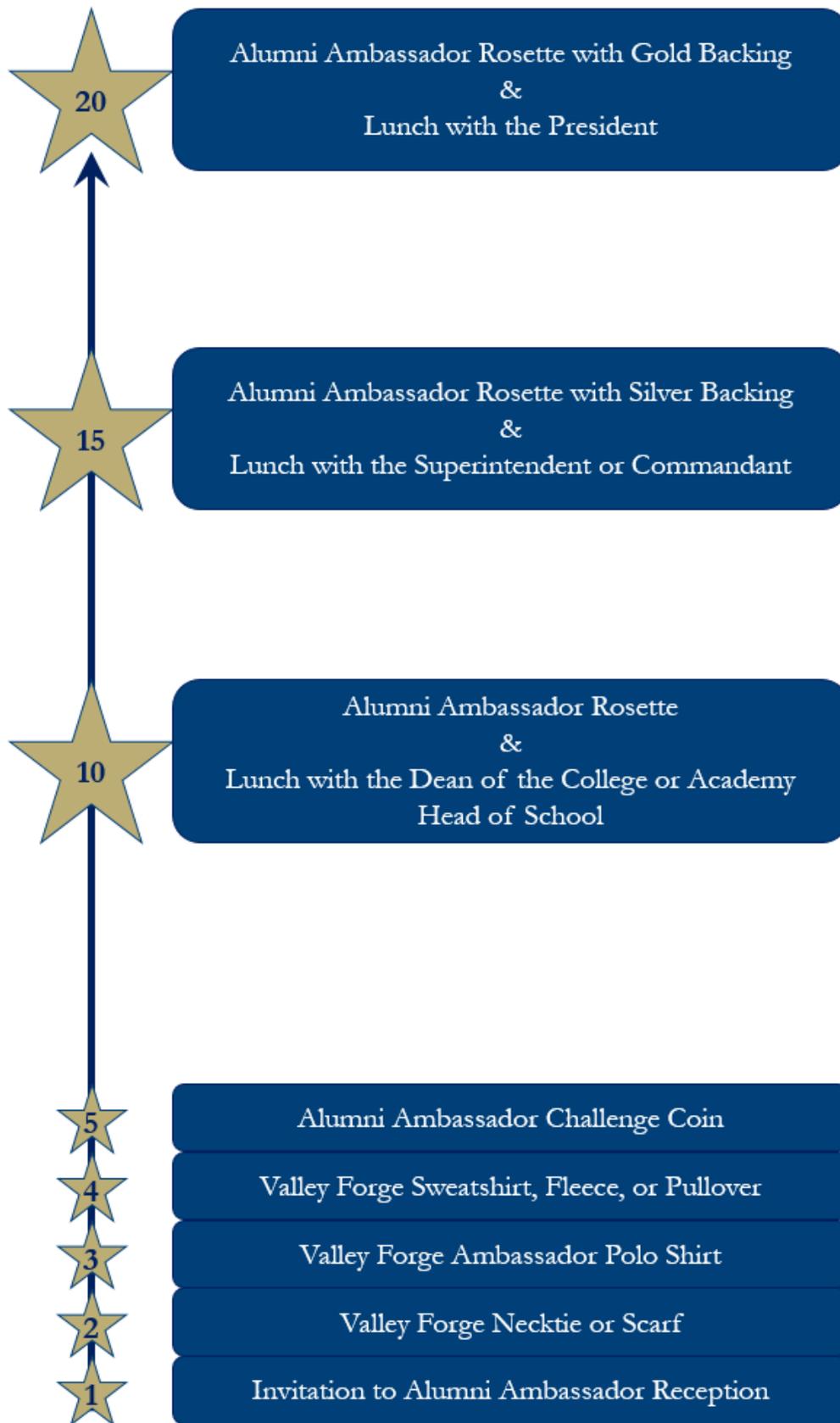
- If we don't know the answer, we will seek assistance and direction from our Academy or College Admissions Point-of-Contact (POC) rather than just wing it;
- We will identify those prospective Cadets who possess the attributes necessary to be successful within an academic and military environment;
- We will embrace diversity when identifying prospective Cadets knowing that such diversity was – and remains – one of the hallmarks of the Valley Forge experience;
- “Back in my day” stories only go so far. Prospective Cadets need to understand and embrace today's experience. While we should take every opportunity to discuss the many positive aspects of our personal experience, we must focus our efforts to present a current and realistic perspective regarding Cadet life, academic programs, and the overall environment;
- Financial matters are personal. Our job as Alumni Ambassadors is to bring qualified men and women to the door. While admissions personnel will keep you in the loop, they will handle building a unique financial package based on each prospective Cadet's needs and qualifications;
- Designated POCs have been established for both the Academy and College. In consideration of how important this program is to Valley Forge's success, the POCs are the heads of their respective admissions department. Their contact information is as follows:

ACADEMY	COLLEGE
Larry D'Andrea Dean of Enrollment ldandrea@vfmac.edu (610) 989-9380	Dawn Dreese Senior Director of College Admissions ddreese@vfmac.edu (610) 989-1307

- Great efforts have been taken to provide up-to-date and relevant information in Academy and College viewbooks and presentations. Use these as part of your promotion, and please let your Academy or College Admissions POC know if you would like additional materials or information to support your efforts;
- Finally, this should be fun.

RECOGNITION AND THANKS

Though we participate as Alumni Ambassadors out of a love for our Alma Mater and a desire to see it advance, it never hurts to be recognized for our efforts. With this in mind, a system of perks has been established to thank you for your dedicated service. Beginning with Fall 2018 enrollment; for each Cadet referred, enrolled, and who subsequently completes his or her Plebe System/First Semester, you will receive the following as a small token of our thanks for your successful efforts:



Numbers are per Cadet. Recognition items are subject to change based on availability or institutional prerogative.

The Administration, Alumni Association Board of Directors (AABOD), and the Alumni at large have been working diligently over the last several years to make the Ambassador Program a reality. Now, it's our turn to run with it.