

COLORADO P.E.O. – COTTEY COLLEGE POWER POINT SCRIPT

I. INTRODUCTION TO COTTEY

SLIDE #1: WHAT'S GOING ON AT OUR COLLEGE?

SCRIPT: Cottey College is going places! Good places --- full of knowledge, culture and future experiences. It is a vibrant and nurturing campus that teaches young women to be successful learners, leaders and citizens. How does all this happen? Let's take a look at what's going on at our college.

SLIDE #2: PICTURE OF YOUNG WOMAN AND GLOBE

SCRIPT: "The young do not know enough to be **prudent**, and therefore they **attempt the impossible** – and **achieve** it, generation after generation."

There is always a little truth in humor, and as this quote from Pearl S. Buck tells us, young people have always been forward thinkers. This is true of the students who attend Cottey College – a fully-accredited, all-women's, liberal arts and sciences school, offering bachelor and associate degrees, owned solely by each member of the P.E.O. sisterhood.

SLIDE #3: CREATING COTTEY

SCRIPT: Cottey has come a long way from its humble beginnings in 1884 with 80 girls attending, to a campus that has graduated more than 8,900 young women. Today, Cottey's 326 students come from 43 states, Canada and 25 other countries. The campus is located in Nevada (pronounced neh-VADE-a) Missouri and occupies 17 buildings on 11 city blocks, along with a 33-acre wooded recreational area. Cottey is valued at more than \$600 million.

SLIDE #4: JUDY AND GLENN ROGERS BUILDING

SCRIPT: The newest addition to campus is the fabulous Judy and Glenn Rogers Fine Arts building. Dr. Rogers was the President of Cottey during the Defining Moment campaign and was instrumental in its success. This building allows all music, dance and fine arts classes to be under one roof for the first time in school history.

II. WHY A WOMEN'S COLLEGE?

SLIDE #5: WOMEN'S COLLEGES: SMALL BUT MIGHTY

SCRIPT: Even though there are a small number of women's colleges in the country, research shows how important they are to the success of the women attending. Valerie Saunders, a 40-year-old Smith College graduate who owns a successful photography agency in Jersey City, New Jersey says, "Women's colleges tend to attract a very competitive and driven student base, and that's the group you are surrounding yourself with during these critical years. That's where you are developing your work ethic and your first goals as an adult."

SLIDE #6: WHY A WOMEN'S COLLEGE

SCRIPT: So why a women's college? Research shows graduates of women's colleges believe they are:

- More **satisfied** with their college experience in almost all measures – academically, developmentally and personally;
- Better **prepared** for their first job, future career changes and advancements;
- More **likely to have the skills employers want**, including communication, leadership and collaborative skills;
- Graduate with a very **high-level of self confidence** and;
- Have **more opportunities** to hold leadership positions.

Research also shows graduates from women's colleges account for: **20%** of women in Congress; **30%** of a Business Week list of rising women stars in corporate America; and make up **33%** of the female board members of *Fortune* 1000 companies. Yet. . .graduates from all-women's colleges **represent only 2% of the total number of female college graduates.**

III. WHY COTTEY?

SLIDE #7: WHY COTTEY?

SCRIPT: Why would a young lady attend Cottey? A recent Colorado student answered some of the "Why Cottey?" questions in the following statement: "Cottey has helped me and has given me the power to know that I really can do anything that I want, no matter what the world tells me. To girls who are hesitant about coming to Cottey, my words of encouragement would be as follows: There is a certain pressure put on women and when you take men out of the equation, you really have to dig deep within yourself to find out who you really are because there is no hiding behind anyone in class."

SLIDE #8: INDIVIDUAL ATTENTION

SCRIPT: Class sizes range from 10 to 14 students and are taught by professors, not graduate assistants. This allows for a strong focus on each student's individual learning needs.

SLIDE #9: TRADITIONS

SCRIPT: Many connections are made through a wide variety of social activities on campus. Life at Cottey is lively, interesting and loaded with traditions and clubs. Daisies, ducks, and song & dance are part of the on-going, light-hearted activities. More formal traditions such as Hanging of the Greens and Capping inspire meaningful bonds and friendships as well.

SLIDE #10: DELICIOUS FOOD

SCRIPT: All meals are served in a cozy dining room with food prepared by a **five-star chef!**

SLIDE #11: SUITE LIVING

SCRIPT: Another way strong friendships are developed is through Cottey's residence halls which are very unique. Instead of dorm rooms, there are large suites occupied by 10 to 12 students.

They include a kitchenette and living room, surrounded by single or double bedrooms, with bathrooms close by. Suite living provides a distinctive living experience and environment.

SLIDE #12: INTERNATIONAL CAMPUS

SCRIPT: Students come to Cottey from all segments of society, from different cultures and countries, and with varying value systems and life experiences. They must constantly practice mutual respect and consideration, along with an awareness of, and sensitivity to, the needs of others.

SLIDE #13: STRONG SUPPORT

SCRIPT: Soon after arriving to campus, students realize they are treated as an individual within a nurturing environment. A strong support system is in place to help them acquire confidence, and the tools are available to help them achieve their dreams. This is exhilarating to students and a comfort to their families. Parents and students are grateful Cottey is a very safe and secure campus.

IV. THE COTTEY DIFFERENCE

SLIDE #14: A VERY SPECIAL LIBERAL ARTS & SCIENCE COLLEGE

SCRIPT: Cottey offers bachelor, associates and individual, “custom” degrees. There are 21 different departments and 32 majors within fine arts, humanities, science, math, and social science. Recent expansion has resulted in several four-year programs including: Business, English, Environmental Sciences, Health Sciences, International Business, International Relations, Liberal Arts and Psychology. Many more bachelor’s degrees will be approved and available in the next few years. Two-year associate degrees are still offered for all majors. With approval and guidance, a student can determine her own major.

SLIDE #15: FREEDOME TO STUDY ALL SUBJECTS

SCRIPT: The staff and faculty believe a four-year degree at Cottey is the most valuable; however some students use Cottey in preparation to attend another university to complete their degree. This is possible because students can explore a wide range of subjects without being pressured to choose a major.

SLIDE #16: POWERFUL SPEAKERS

SCRIPT: Despite Cottey being located in a smaller town, many outside forms of entertainment and activities are brought in to keep the students busy and take away some of the stress of their academics. One of the programs is the “Distinguished Speaker Series.” Various professionals and leaders in different fields visit campus to lecture and meet with students one-on-one.

SLIDE #17: PERSONAL LEADERSHIP TRAINING

SCRIPT: Leadership development and the recognition of personal leadership styles are found in every Cottey academic program and in the 40 campus clubs. Students are encouraged to become officers in one of the clubs so they can put into practice the skills learned from Cottey’s state-of-the-art leadership classes and programs.

SLIDE #18: ATHLETICS

SCRIPT: Cottey has competitive basketball, cross country, softball and volleyball teams and athletic scholarships are available for each sport. Although there are many duck references on campus the official mascot is the Comets.

SLIDE #19: INTERNATIONAL TRIP

SCRIPT: Every second-year student spends spring break on a Cottey-sponsored trip, usually to a European city, but some go to Asia or Guatemala instead. Fellow classmates and faculty learn together about art, history, science and culture. Tuition includes airfare, hotel and excursions, while students are responsible for meals and incidentals.

SLIDE #20: PICTURE OF ASIAN TAXI AND STUDENTS ON HORSEBACK

SCRIPT: The experience of traveling and being immersed in other cultures is a powerful knowledge- and character-building activity. The international trip has earned Cottey the "School with the #1 Perk Award" by On-line University. If nothing else grabs the attention of a potential student, this trip will.

SLIDE #21: CHART COMPARING 2015-2016 TUITIONS

SCRIPT: For a private, non-profit school, Cottey is competitively priced. Tuition for the 2015-16 academic year is \$26,300 and about 97% of students receive some form of financial assistance. This year, a total of \$20,000 was awarded to the Colorado students who applied for a scholarship and attended Cottey. The amount awarded each year depends on the amount of gifts given to the fund by Colorado chapters, individual P.E.O.s and non-P.E.O.s. Since the fund is part of the P.E.O. Foundation, individual gifts are tax deductible. Keep this in mind when gift-giving holidays come around or during estate planning.

IV. OWNED AND SUPPORTED BY P.E.O.s

SLIDE #22: COTTEY REMAINS STRONG

SCRIPT: As P.E.O.s, we are passionate about helping women further their education. This is evident by our six International projects. Of all the projects, Cottey is the only physical example of this passion. Our organization can be proud of the high level of academics Cottey produces and the success in the way it is managed.

SLIDE #23: COTTEY REVENUE PIE CHART

SCRIPT: The 250,000 members of P.E.O. continue to dedicate their time and gifts to Cottey which helps to insure its **value and success**. The total amount received from all dues-paying P.E.O.s is 4% of the yearly revenue.

V. PROMOTING COTTEY

SLIDE #24: WAYS TO SUPPORT COTTEY

SCRIPT: With the support of the Colorado P.E.O. Executive Board, the Colorado Cottey College Committee is recommending each chapter help increase communications and promote Cottey by doing the following:

- 1) Appoint a Chapter Cottey Chairman so there is one person who gleans timely information from the Cottey and Colorado P.E.O. websites and the monthly newsletter sent to each chapter president. This news can be shared with P.E.O.s during meetings and with people outside P.E.O. who interact with potential students.
- 2) Get chapter members to think about who they know and who people in their social networks know so each chapter refers at least **one potential student to Cottey every year.**
- 3) After ordering and receiving brochures from Cottey, share them with high school counselors, teachers and coaches and use them to explain the benefits of Cottey.
- 4) Contribute to the Colorado Cottey College Scholarship Fund, and
- 5) Promote more visits to Cottey from potential students and P.E.O.s.

SLIDE #25: IT'S OK TO TALK ABOUT COTTEY

SCRIPT: By an overwhelming margin, P.E.O. members -- more than any other group -- are the first people to introduce Cottey to potential students. Have you ever heard about Cottey outside of P.E.O.? If members don't spread the word about the college we all own, who will? Yes, there are six admissions representatives and some increased advertising programs in place, but recruiting efforts by P.E.O.s is necessary and vital for Cottey to increase student enrollment.

SLIDE #26: WE ALL KNOW MANY PEOPLE

SCRIPT: Did you know the average person is acquainted with about 1,500 people?! You don't have to be a state officer, a chapter officer or a long-time P.E.O. to be able to talk about Cottey. Just by being a P.E.O. you already have enough knowledge to find potential students, or by talking to those within your networks, find people who do know some. Among the chapter programs on the Cottey website is "Who do you think you know?" It helps us identify numerous categories of people. There are lots of potential students out there who would benefit from hearing about Cottey. We need to actively identify them and pass their contact information onto Cottey using the on-line referral form.

SLIDE #27: ENCOURAGE STUDENT VISITS

SCRIPT: Close your eyes for a few moments and bring up from your memory the image of a beautiful Colorado sunset or another meaningful setting you've experienced. (Narrator pauses a few moments here.) If you were to try and describe this image to someone, you know how much would be lost between the words and the real thing. The same holds true for Cottey – you

have to **personally see and experience the power and potential it has to change lives.** History has proven if a potential student visits Cottey, her likelihood of attending there greatly increases.

SLIDE #28: ENCOURAGE P.E.O. VISITS

SCRIPT: Each May, P.E.O.s, BILs and non-P.E.O.s are invited to attend Vacation College at Cottey. This is a wonderful opportunity to combine a Cottey experience with personal enrichment. Numerous classes are taught by Cottey faculty and staff. Nightly entertainment, recreational activities and extraordinary fellowship are all part of the exciting week. Activities during the annual P.E.O. visit day include touring campus, meeting students and experiencing the great Cottey food. This is exclusively for P.E.O.s and we are encouraged to visit during this event, rather than during a student weekend, so the Cottey staff can focus solely on students at that time.

SLIDE #29: COTTEY WEBSITE ADDRESS

SCRIPT: The address of the Cottey website is: www.cottey.edu. This is where potential students, their parents and school faculty will want to go and learn all about Cottey.

SLIDE #30: COLORADO P.E.O. WEBSITE ADDRESS

SCRIPT: The Colorado P.E.O. website address is www.coloradopeo.org. After logging on and getting into the members pages, go to the drop down menu in the “Projects” tab, then choose “Cottey College.” There are five areas of information here:

SLIDE #31: COMMUNICATIONS & MARKETING

SCRIPT: The **Communications and Marketing section** includes how to refer a student or how to give a Cottey presentation to students, chapters and reciprocities. It also explains how to meet with high school staff or work the Cottey table at a local college fair. Although college fairs reach a large number of students, for Cottey, one-on-one or small-group conversations can have very successful outcomes.

SLIDE #32: SCHOLARSHIPS

SCRIPT: The **Scholarship section** gives information on how Cottey students can apply for Colorado funds and how individuals and chapters can gift to the fund.

SLIDE #33: COTTEY COMMITTEE

SCRIPT: Following the scholarship section is a list of the **Colorado Cottey Committee** members in case you have a question, require further explanation or need help in any way.

SLIDE #34: COLORADO STUDENTS

SCRIPT: After the committee information is the **Students section** containing the current roster of Colorado students, how to adopt one of them and various ways to offer your support.

SLIDE #35: COTTEY WEBSITE

SCRIPT: At the bottom of the page is the **Cottey website address.**

SLIDE #36: TWO DIFFERENT COLORADO SCHOLARSHIPS

SCRIPT: A word of clarification here: The Colorado Cottey College Scholarship Fund is different from the Colorado State Scholarship Fund. Gifts to the State Fund go to Colorado girls attending any training school or college. Awards from the Cottey Fund go to Colorado students attending Cottey. Remember, if Cottey is not in the title, gifts do not go toward Cottey scholarships.

VI. RECAP

SLIDE #37: COLORADO P.E.O. IS AWESOME!

SCRIPT: Promotion and recruiting for Cottey is already in progress and these efforts are paying off! Attendance is rising! There are seven Colorado students this year from Broomfield, Colorado Springs, Denver, Englewood, Ft. Collins, Florissant and Gunnison.

SLIDE #38: THANK YOU!

SCRIPT: Everyone at Cottey, the Colorado Executive Board and especially the Colorado Cottey Committee want to thank you for your continued support! Everything you do and everything you give makes a difference in the lives and futures of many, outstanding young women!

SLIDE #39: THREE POINTS TO REMEMBER

SCRIPT: To recap, here are the main points from this program:

- 1) Students attending all-women's schools are well-prepared academically and socially, and are confident, professionals and leaders.
- 2) Cottey is recognized in the academic industry as one of the very best liberal arts and sciences schools in the country.
- 3) P.E.O.s are the sole owners of Cottey and we all need to take some responsibility in promoting and recruiting for the school. It is the physical example of what our sisterhood stands for – "Women helping women reach for the stars."

SLIDE #40: HOW CAN WE MAKE A DIFFERENCE?

SCRIPT: While all this information is fresh in our minds, let's discuss and determine:

- What can we do for Cottey as a chapter?
- What can we do for Cottey as individuals?

-- How can we make a difference?