



Horatio Alger Association *Field Directors Guide*

Guidelines and Expectations

- Be knowledgeable and informed about the criteria and eligibility requirements of the scholarship programs in your state and of respective deadlines.
- As a Field Director, you are expected to support the mission of the Horatio Alger Association by committing to serve as a local liaison with secondary schools and organizations in your state. Specifically the Association has outlined five goals that we ask each Field Director to meet annually prior to, or during, the application cycle.

1. Contact at least 5 new high schools in your state, whose students would meet the income requirements for the scholarship.

TIP: Target low-income high schools in your area by searching for schools that have a high number of students eligible for reduced lunches. Go to <http://nces.ed.gov> and click the “School Search” tab.

2. Make at least one connection with an organization in your state whose mission is geared towards low-income, college-bound, high school students.

Examples: AVID, Big Brothers/Big Sisters, Boys & Girls Club, Gear Up, Girls Inc., Talent Search, Upward Bound.

3. Attend at least one conference/event where you can promote the scholarship programs.

Examples: PTA meeting, teacher/counselor’s conference, college fair, or just speaking to a group of high school seniors

4. Complete the Field Director’s survey online (available in November after the application process has concluded). The information received helps the Association to improve and better their support of Field Directors.

5. Connect with Alumni, within one week of receiving initial correspondence, to promote/market the scholarship programs (if applicable to your state).

Optional Provide the Association with a college/university contact that they can pursue as a potential Collegiate Partner. Be sure to note any relationships you have with them or that school. To learn more about the Collegiate Partners program please visit <https://scholars.horatioalger.org/our-partners/collegiate-partners-program/>

- Field Directors must report their new contacts for the year by November 1 using the online form.

Association Resources

Starter Kit and Material items

- Prior to the application opening, Field Directors will receive a “Starter Kit” of promotional items to help them succeed in their marketing efforts. This will include posters and bookmarks.
 - Additional materials: bookmarks are available on an ongoing basis; however, we are limited to the number of printed posters we can provide and thus, have added the poster PDFs online under the “Tool Kit.”

Online Tool Kit

- Available through Google Drive, it includes templates, resources, and other documents to help promote the scholarship program.

Newsletters

- The Association sends out quarterly newsletters to Educators as a way to keep them informed about Association news and scholarship information.

Field Directors Area Online

- Log-in information is provided to you at the time you become a Field Director. Your username is your email address. If you have forgotten your password please contact the Association.

Online Features

- Review contact information for all our Field Directors
- View a list of National and State Scholar Alumni who have offered to participate in the scholarship marketing program
- Update your contact information
- Recipient information
- View information about the National Scholars Conference to get a better understanding of what National Scholars experience when coming to Washington, DC to accept their scholarship.
- Survey results from previous years to continue to improve the program
- Webinars

Role of the Association during the Application Process

While Field Directors focus on marketing our scholarship programs to educators and organizations, the Association is busy keeping in contact with the applicants throughout the application process to encourage them to complete their applications. Below is a timeline of contact the applicants receive throughout the application process.

August

- Posters and a memo for the school's college counselor explaining the eligibility requirements of the scholarship are sent to over 25,000 high schools throughout the country.
- The monthly newsletter, "A Word from Alger...", which provides scholarship and college tips, is emailed to all students who have started an application.

September

- The monthly newsletter, "A Word from Alger..." is emailed to applicants.
- Email reminders are sent to those who have not completed their applications.
- Email reminders are sent to applicants, counselors, and support form providers to let them know to complete the necessary forms for applicants.

October

- Email reminders are sent out to applicants throughout the month of October.
- The last edition of "A Word from Alger..." is emailed to those with started applications.
- At the end of October, final email reminders are sent to applicants, counselors, and support form providers who have not yet completed the required forms for an applicant.
- The week before the deadline, email reminders are sent out to those with complete applications who are missing required documents.

Field Director Points of Contact:

Each Field Director has been assigned to one of four Co-Directors: Mack Armstrong, Kay Baker, Ron Nicola, or Mike Whellams. If you are unsure of your Co-Director point of contact please contact the Association.

Role of the Co-Directors: To support Field Director's efforts throughout the application process by providing personal check-ins during the application process and to be available to answer any questions Field Directors may have about promoting the scholarship programs.

Field Directors may contact the Association for any questions regarding the scholarship application or to request materials.