

June 23, 2008

Greetings AAR family,

This summer as we gear up for another cycle of admission at Reed I would like to invite us all to refresh our understanding of the college that we collectively represent. Enclosed you will find some propaganda materials including a copy of our new and much touted mini-viewbook.

First off, however, it is appropriate to review the mission of the AAR program: we seek to fairly and accurately represent the college to prospective students and their families. Our outreach efforts seek not to boost total applicants, but rather to help draw in the right applicants. Our interviews are casual, mutually informative and evaluative, and hopefully fun.

We are fortunate that Reed's outstanding reputation draws in stellar prospective students. Yes, bright kids seek us out. Yes, we never play down Reed rigor. No, it's not for everybody. Even considering these facts, I would like to emphasize that it's important as AAR reps to portray the college in a fair, positive light.

Which brings me to my purpose: I have looked at AAR programs at other colleges and feel that, with some modest effort, we might be more effective in communicating our institution's message. To that end, I am including a list of Reedspeak™ talking points to help us support Reed's self-presentation. These points could never supplant the unique perspective that each of us brings to our interactions with prospective students. Still, with that in mind, I give you,

**Reedspeak™ Talking Points:**

Active, intellectually engaged community

- Learning is participatory, classes are conference style
- Class time is never a re-hash
- Reed students constantly take ideas further

Paradoxes of Reed that define its distinctive identity

- Structured liberal arts program culminating with the self-directed and expansive senior thesis project
- Traditional, classical curriculum joined to a free-thinking, unstructured community culture
- In the absence of codified laws, one single honor principle governs the entire life of the college

#### Faculty-student collaboration

- Students and faculty are collaborative partners in the quest for knowledge
- Undergraduates actively assist faculty with research projects – and vice-versa

#### Passion for learning and knowledge

- At Reed we measure academic success in terms of personal growth instead of quantitative achievement
- Reedies prize the lifelong love of learning

#### Independent, original thinkers

- 2,500 years later, I can conceive a new interpretation of Plato's *Republic*
- The above *will* be subject to intense scrutiny by my equally independent and original thinking Hum-mates

#### The benefits of studying in the vibrant city of Portland

- Arts and music scene
- Bike friendly
- Awesome weather

#### There is more to do than study at Reed

- Gray Fund sponsored activities year-round, from Mt. Hood to the coast... and everywhere in between
- Competitive and adventure sports
- 60+ clubs and organizations
- Non-stop dance party

N.B. These are suggestions only. There is no party line to toe.

And as you peruse the enclosed materials please keep in mind that our goal is to refresh our understanding of the college ca. 2008-9. It is important that we be current in our portrayal of the college. No matter when you graduated, Reed has changed since you were here. Not at the expense of our core values and philosophy, but still in important and auxiliary ways. For example, gone are the days of an academic “sink or swim” attitude on the part of the faculty or administration. Reed's improvement in holistic support services is reflected in improved graduation rates - all while maintaining (even redoubling) our famed commitment to scholarly and academic excellence. Gone are the days of Portland-as-backwater. Portland is one of the hippest, greenest, most vibrant, and most bohemian cities in the country. Gone are the days of dreary weather. We guarantee 250 sunny days per year or your money back.

Now, go forth and sing the praises of our beloved Alma Mater.

Have a great summer,

Crockett Marr '06