



Horatio Alger Association Field Director Guide

Guidelines and Expectations

As a Field Director, you are expected to:

- Be knowledgeable and informed about the criteria and eligibility requirements of the scholarship programs in your state and of their respective deadlines.
- Support the mission of the Horatio Alger Association by committing to serve as a local liaison with secondary schools and organizations in your state to promote the Horatio Alger Undergraduate Scholarship Application from December 1 – March 15.
- Meet the following annual goals during the application cycle:
 1. Contact at least five high schools in your state from the list provided by the association.
 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. You may also check to see if any of the Association's Strategic Partners are located in your state by visiting <https://horatioalger.org/strategic-partners/>
 3. Attend at least one event/meeting 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 students.
 4. After receiving spreadsheet from HAA headquarters containing all alumni volunteering by state, connect with your alumni to promote/market the scholarship programs (if applicable to your state).
- Optional: promote the Career and Technical Scholarship Application from March 15 – June 15.

Association Resources

Starter Kit and Promotional Materials

- Prior to the application opening, Field Directors will receive a package of printed marketing materials in the mail to help them succeed in their marketing efforts. This will include scholarship business cards, postcards, fliers, and posters.
- Electronic versions of these items will also be available on the online Field Director Platform
- To request additional printed items – send an email to Leah Zapata or submit the request via the materials request form that the Association sends annually.

Online Field Director Platform

- The Field Director Platform includes marketing materials, contact lists, reports, templates, and other resources to help promote the scholarship program. Instructions for accessing the Field Director Platform will be provided to each Field Director.

The Association's Marketing Plan During the Undergrad Application Process

While Field Directors focus on marketing the scholarship programs to local educators and organizations, the Association is responsible for maintaining contact with applicants throughout the application process and encouraging them to complete their applications. The following correspondence is sent directly from the Association to applicants, counselors, and partner organizations.

- Junior marketing materials are sent to over 40,000 high school counselors throughout the country
- Targeted marketing materials are sent to counselors in states with specific targeted scholarships
- Junior marketing materials are sent to Strategic Partners
- Emails are sent to applicants throughout the process with reminders to complete their applications
- Emails are sent to counselors and support providers with reminders to complete their portions of the applications

Field Director Committee:

There are eight Field Director Committee Members. The role of our Committee Members is to support Field Directors throughout the application process by providing personal check-ins and mentoring. The Committee Members are a liaison between each of the regional cohorts at the association headquarters.

Committee Member Contact Information:

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Southern Region:

AL, AR, FL, GA, LA, OK, MS, TX

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

Horatio Alger Association Contact Information:

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