

Education: Cochran attends conference

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A local educator has just returned from a national grassroots conference in Virginia with the Horatio Alger Association to learn and practice top strategies as a field director.

Colby Cochran attended the Horatio Alger National Field Director Conference in Colonial Williamsburg where he strategized with representatives from all across America to discuss best practices on scholar recruitment and marketing.

During the four-day conference, he attended breakout sessions and interactive brainstorms on topics such as identifying deserving scholarship recipients, the Horatio Alger mission and the scholar recruiting and selection process. Field directors had the opportunity to hear personal adversity-to-success stories directly from scholarship alumni.