Policy

Policy Title: Excellence in Recruitment & Enrollment Practices **Number:**A3300
Policy Type: Administrative
Responsible: CSSO; VP, Student Affairs
Related Policies: A3100, A3200
Linked Operating Standards: A3300.00, A3300.05, A3300.10, A3300.15, A3300.30
Related Laws: Federal Laws & Regulations (Multiple)
Family Educational Rights & Privacy Act (20 U.S.C. § 1232g; 34 CFR Part 99)
Related External Standards: Federal Student Aid Handbook,
HLC Policy Number FDCR.A.20.020,
NACADA Core Competencies
HLC Criterion: 2B, 3C, 3D, 5B

Policy Statement

The College believes transparent, responsive, and trustworthy recruitment & enrollment practices promote a welcoming and inclusive environment that fosters student success, builds trust within the community, and attracts a diverse and talented student body committed to academic excellence. As such, the College strives to ensure all of its recruitment & enrollment practices provide valuable information, strengthen support, inspire confidence, promote service satisfaction, and enhance operational efficiency/effectiveness. By upholding these principles, the College values, supports, and empowers prospective and current students to pursue their higher education interests and our recruitment & enrollment practices serve as a model of excellence within the higher education community.

To ensure transparency and enhance institutional integrity, the College shall:

1. clearly communicate our operating standards (i.e., processes, procedures, decision-making guidelines) in ways that are easy to understand and readily available for all stakeholders. The steps in our enrollment processes, along with deadlines, eligibility criteria, fees, and student performance expectations are clearly detailed in our print & digital media, and are easily accessible on our website and social media platforms.
2. ensure all of our communications are clear, concise, honest, and free of jargon, making it easy for students to understand their enrollment responsibilities.
3. provide resources such as virtual tours, open houses, orientation, first year experience, FAQ's, webinars, tutorials, and personal/group advising services to help students navigate the recruitment and enrollment process.

To ensure responsiveness and enhance equity, the College shall:

1. implement accurate, flexible, accessible, personalized, and user-friendly services for all recruitment and enrollment activities.
2. promptly identify and resolve errors and/or discrepancies in recruitment and enrollment materials to ensure students receive correct information needed to make informed decisions about program planning details, admission requirements, course selection, registration, degree audit, and tuition/fee payment options.
3. minimize delays and provide timely replies to student inquiries by promptly processing requests, communicating expected timelines for resolution,

delivering timely progress updates, and communicating the outcome(s) of decisions.
4. ensure students are informed of their rights regarding their academic records, including how to correct errors, omissions, and/or appeal decisions.
5. guide students in a manner that is clear, concise, approachable and knowledgeable, to help students manage their enrollment status and obligations; thereby, enhancing the overall student experience.

To ensure trustworthiness, the College shall:

1. employ reliable, adaptable, secure, and technology-enhanced practices aimed at streamlining our recruitment and enrollment processes.
2. increase efficiency, and ensure our services are available when students need them.
3. support students from inquiry through graduation, and allow them to focus on their academic goals.
4. leverage data analytics to anticipate student needs, allowing us to deliver timely intervention services that help students overcome barriers to continued enrollment.
5. employ data protection practices that ensure students' information be kept confidential, private and secure.
6. comply with all legal and regulatory requirements related to recruitment & enrollment to improve inclusivity for all students regardless of socioeconomic status.
7. provide personalized counseling and/or technical support that addresses questions, problems, or issues of access with our systems and processes.

To these ends, the CSSO is directed to develop, implement, and continuously improve recruitment & enrollment systems, processes, and practices that exceed expectations, inspire satisfaction, confidence, trust, and engagement from our students, employees, and the community.

Change Log	Governance Unit: Student Affairs Council
Date	**Description of Change**
07.25.24	Initial Adoption