FR 4.6 Recruitment Materials

13. Recruitment materials and presentations accurately represent the institution’s practices and policies. *(Federal Requirement 4.6)*

[ ] Compliance   [ ] Non-Compliance

**NARRATIVE**

Collin College accurately represents its practices and policies in all advertising, publications, promotional literature and recruitment activities. The College offers a variety of brochures and informational pieces available to students and community members to aid with student success and academic program promotion. These materials are drafted by program staff and designed in collaboration with the Public Relations department to accurately and consistently represent Collin College.

College departments work through Public Relations following a standardized publications production process and timeline to create accurate and up-to-date flyers and brochures for College audiences. Print publications are reviewed by Public Relations staff to ensure consistency and accuracy. Information is distributed at a variety of venues and provided upon individual request. Distribution sites include: high school recruitment activities, campus tours, new student orientations, staff and faculty orientations, campus information centers, special admissions outreach and community outreach activities. Information is also distributed through a variety of outlets, including media, print, electronic and video outlets.

For information that is posted on the Internet, Collin College launched a content management system in April 2009. Within this system, a content contributor creates and
uploads proposed changes, a content manager, the administrator responsible for the program or service, approves the information and it is then posted to the Web site. There is a minimum two-step approval process for any information displayed through the College’s Web site. All college information is developed with templates within the content management system to maintain consistent Web page design. Content on the Web site is reviewed and updated at least once every six months.

The Public Relations department owns the social media sites for Collin College and monitors postings. The Public Relations staff also monitors daily online postings of the College’s name, and variations of the name, using the Google alert system. This can be used to correct inaccuracies or address emerging issues.

**DISTANCE LEARNING (ALSO REFERRED TO AS E-COLLIN)**

Courses, programs, degrees or certificates offered at least 50% or more online are marketed to students through a variety of methods including Web sites, brochures, class schedules and flyers. Distance learning recruitment information distributed to prospective and current Collin College students includes course information (contained in schedule notes and published course syllabi) and program requirements as well as answers to frequently asked questions (FAQs). In addition, materials, registration guides and Web sites reference online student support services and resources. All distance learning materials are reviewed and approved by the appropriate program chair, director, dean, distance learning administrator and President’s Leadership Team member prior to posting. Finally, Collin College Web Services and Public Relations review the materials for consistency and publish the information. Web sites and collateral materials are updated on a regular basis to maintain accuracy of information.
STUDENT RECRUITMENT FOR ADMISSION

Recruitment efforts for Collin College are conducted by recruitment and outreach coordinators, which are full-time paid positions under the direction of the Associate Dean of Recruitment and Programs for New Students. New recruitment and outreach coordinators receive an average of three days’ departmental training before they are permitted to make any recruiting presentations. The training focuses on college and departmental procedures, basic information about the College, how to effectively communicate information about the College, and where to refer potential students for program-specific information. The Associate Dean of Recruitment and Programs for New Students attends the first presentation made by any new recruitment and outreach coordinator and provides feedback about the quality, accuracy and consistency of the information provided.

Recruitment and outreach coordinators are required to have a bachelor’s degree from a regionally accredited institution and have at least one year of experience working in student development, marketing, or program design. Coordinators also must demonstrate strong written and oral communication skills and the ability to relate well to students, faculty, staff and the general public in a friendly, courteous and professional manner. Recruitment and outreach coordinators are remunerated based on the same salary schedule that applies to all College employees and no recruitment and outreach coordinator is remunerated in any way based on the number of students contacted or recruited.
STUDENT SATISFACTION WITH RECRUITMENT PROCESSES

Comparisons of Noel-Levitz Student Satisfaction Inventory data from spring 2008 and spring 2010 indicate that gains were made in student satisfaction with the accuracy of recruiting practices, getting information quickly and the clarity and reasonableness of program requirements. Students applied a seven-point Likert scale to indicate their degree of satisfaction or dissatisfaction where a value of 7 signified the greatest level of satisfaction. As shown in Exhibit 4.6.A, there was a slight decline in satisfaction with the clarity and availability of policies and procedures related to registration and course selection. However, none of the changes over the two years were statistically significant.

Exhibit 4.6.A
Noel-Levitz Student Satisfaction Ratings
Items Related to Student Perceptions of Recruiting Practices and Policies
Spring 2008 and Spring 2010

<table>
<thead>
<tr>
<th>Scale</th>
<th>Spring 2008</th>
<th>Std. Dev.</th>
<th>Spring 2010</th>
<th>Std. Dev.</th>
<th>Change in Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions counselors accurately portray the campus in their recruiting practices.</td>
<td>4.88</td>
<td>1.46</td>
<td>4.99</td>
<td>1.51</td>
<td>0.11</td>
</tr>
<tr>
<td>Policies and procedures regarding registration and course selection are clear and well-publicized.</td>
<td>5.33</td>
<td>1.46</td>
<td>5.26</td>
<td>1.54</td>
<td>-0.07</td>
</tr>
<tr>
<td>I seldom get the &quot;run-around&quot; when seeking information on this campus.</td>
<td>5.02</td>
<td>1.57</td>
<td>5.08</td>
<td>1.63</td>
<td>0.06</td>
</tr>
<tr>
<td>Program requirements are clear and reasonable.</td>
<td>5.31</td>
<td>1.39</td>
<td>5.35</td>
<td>1.45</td>
<td>0.04</td>
</tr>
</tbody>
</table>
ADVERTISING, PUBLICATIONS and PROMOTIONAL LITERATURE

Information about Collin College provided to the community is readily available online and in printed publications. Some examples of Collin College Informational and promotional materials include:

- 2009-2010 Collin Catalog
- 2009-10 Programs at a Glance Brochure
- About Collin
- Academic Programs and Requirements
- Course Descriptions
- Course Registration Guide
- Collin College Community Newsletter
- Collin College View Piece
- e-Collin Brochure
- Entrance Requirements and Procedures
- New Student Orientation Newsletter
- Online Registration Screen Procedures
- Opportunities and Requirements for Financial Aid
- Sample Print Ad
- YouTube Video, Sample 1
- YouTube Video, Sample 2

SOURCE DOCUMENTS

2009-2010 College Catalog

2009-2010 Student Handbook

Noel Levitz Survey (2008)

Noel Levitz Survey (2010)