

TEXAS STATE TECHNICAL COLLEGE
STATEWIDE OPERATING STANDARD

No. ES 3.27	Page 1 of 3	Effective Date: 11/05/15
DIVISION:	Educational Services	
SUBJECT:	Student Recruitment	
AUTHORITY:	Minute Order #49-15	
PROPOSED BY:	<i>Original Signed by Jeff Kilgore</i>	
TITLE:	Vice Chancellor & Chief Marketing Officer	Date: 11/05/15
RECOMMENDED BY:	<i>Original Signed by Jeff Kilgore</i>	
TITLE:	Vice Chancellor & Chief Marketing Officer	Date: 11/05/15
APPROVED BY:	<i>Original Signed by Mike Reeser</i>	
TITLE:	Chancellor	Date: 11/05/15

STATUS: Approved by the BoR 11/05/15 by MO #49-15

HISTORICAL STATUS: Approved by VCs 09/25/15
Proposed 1/1/15

POLICY

It is the policy of Texas State Technical College that the College pursue its mission by providing to prospective students, educational professionals, and other interested parties information that creates an awareness of all program services and opportunities available to students.

PERTINENT INFORMATION

The primary purpose of Student Recruitment is to strategically increase the number of new students enrolled.

Student Recruitment serves as the initial point of contact and access for the state for the programs and services offered at Texas State Technical College (TSTC), while attracting and promoting a diverse and highly capable student body.

It is the goal of the unit to introduce students and their families to both academic and social opportunities that are available to them once they become a TSTC student. We strive to

continuously collaborate with both internal and external partners throughout the state to increase the visibility of the college in an ethical and professional manner to ensure that all students have equal access to higher education.

Student Recruitment activities include but are not limited to:

- A. High school visits
- B. Community events
- C. Campus tours
- D. Admissions advising sessions
- E. Industry visits
- F. Open houses

The College's catalog contains the requirements for admission and completion of all degrees and the costs associated with such degrees.

DELEGATION OF AUTHORITY

The Vice Chancellor/Chief Marketing Officer or designee has the authority to establish procedures to ensure compliance with and implementation of this Statewide Operating Standard.

OPERATING REQUIREMENTS

1. Employees are required to know the admissions/registration processes at TSTC as well as know and be familiar with all program options available to students.
 - A. No employee may guarantee that any program or degree offered by the college will result in employment, promotion in existing employment, increases in salary or other benefit. However, employees may provide factual information/data about employment opportunities, including salary information, available to graduates upon completion of their program at TSTC.
 - B. No employee will guarantee that completion or attendance at Texas State Technical College will result in admission to any other institution, nor to any program at TSTC. However employees may offer information about available articulation agreements.
 - C. No employee may make representation that any of these policies may be waived without written permission from the appropriate administrative official.
2. Student Recruitment employees should be familiar with any Statewide Operating Standards related to job functions, to include vehicle reservation procedures or travel request procedures.

ES 3.27 Student Recruitment

3. Employees are required to complete an Event Report on each recruitment activity. The Event Report template is available online as data is used for performance measures and to evaluate effectiveness of recruitment activities.
4. Each employee of Student Recruitment is assigned to report directly to a regional lead as designated by the Vice President for Student Recruitment. Each regional lead reports directly to the Vice President.

PERFORMANCE STANDARDS

1. All Student Recruitment activities and processes adhere to the operating requirements as defined with this Statewide Operating Standard.
2. Student Recruitment is responsible for growing the new student base and increasing the amount of tuition revenue that is generated for the college.
3. Student Recruitment is accountable for working with other areas of the Marketing division to identify advancement opportunities for the college.
4. Student Recruitment staff are part of the strategic planning for the department and held accountable to help reach enrollment goals set by the college.