

SECTION 4, FEDERAL REQUIREMENT 4.6

Recruitment materials and presentations accurately represent the institution's practices and policies.

JUDGMENT OF COMPLIANCE

Compliant

Partially Compliant

Noncompliant

RATIONALE FOR JUDGMENT OF COMPLIANCE

North Georgia College & State University disseminates information to prospective students through a variety of resources and these resources accurately convey the institution's policies and practices.

A primary source of information about the institution is the "Future Students" section of the NGCSU web site [1]. The "Future Students" home page contains links to information about admissions, financial aid, academics, housing and dining, ROTC, and the institution in general. Departments linked from that page confirm that they regularly update the information on their web pages.

The Office of Undergraduate Admissions mails a personalized letter with a search piece with tear-off card to prospective students and inquiries up to eighteen months in advance of the term the student is expected to enroll. This search piece [2] "kicks-off" the recruitment season.

When a prospective student requests additional information about the institution, an admission packet is mailed to the student. The packet includes a personalized letter, viewbook, apply on-line card, and any additional current promotional material. The material varies depending on the time of year the packet is requested (open house invitations are added, etc).

The Undergraduate Admissions Office has developed a comprehensive communications plan [3] for recruiting prospective students. The integrated plan includes telecounseling, email, mail, and face-to-face communication with students throughout the admissions process -- from prospective student to enrolled student. The plan includes 30-45 contacts with students and 5-10 contacts with centers of influence (alumni, parents, and counselors).

NGCSU's recruiting staff undergo training in a structured program and periodic review by a supervisor in the Undergraduate Admissions Office, as a check on accuracy of presentation. Admissions officers are conversant with the current *NGCSU Undergraduate Bulletin* [4] and with the Academic Regulations for the University System of Georgia [5]. On high school visits or "college nights," recruiters provide a view book [6] and contact card [7]. Recruiters also make available departmental brochures produced by the various academic departments on campus [8].

When prospective students come to campus for a visit, they are escorted by "Ambassadors," students who have been trained to serve the Undergraduate Admissions Office and campus as student leaders. Ambassadors are trained in history of the institution, degree programs available, costs, athletics, and the admissions process, so that they may accurately answer questions the prospective students or their parents may pose. During campus tours, visitors are typically provided with the tour folder, which includes a view book and department brochures, and an *NGCSU Undergraduate Bulletin* upon request.

All recruitment publications are reviewed for accuracy on a "shelf-life" basis by the Director and Associate Director of Undergraduate Admissions. For most hard-copy documents, this review takes place annually and addresses issues of tuition and fees, for instance, as well as issues raised by admissions officers and by other constituencies outside Admissions.

Because of the ROTC presence on campus, the institution also has a Cadet Recruitment Center, under the guidance of the Director of Cadet Admissions. The first avenue of contact for cadet recruitment is the ROTC section of the university website [9], which is reviewed for accuracy and updated regularly. A number of recruitment letters [10, p. 4] have been developed for early contact with various prospective student populations.

When prospective cadets and their parents visit the Cadet Recruitment Center, they are invited to view the same multimedia recruitment CD that is distributed by Admissions. During the campus visit, they are given a tour of campus and a folder of pamphlets [11], including information about ROTC, costs of attending the institution and participating in ROTC, scholarship and other funding opportunities, and leadership opportunities. Cost and benefit information is also detailed in a PowerPoint presentation [12] which details costs and program participation benefits for each of the four years.

Cadet Recruitment is committed to securing only students who are a good fit for the ROTC program. Recruiters are alert to indications that a prospective cadet might not have the interests, skills, or commitment needed to remain in the corps and succeed, and they are willing to “counsel out” the prospect that might not be well served by membership in the corps of cadets.

Though many cadet recruiters are familiar with the institution when they join the staff, they nevertheless undergo training to ensure that their presentations maintain accuracy. Cadet Recruitment’s plan of action for the following year undergoes annual internal review by the Director of Admissions, the Associate Vice President of Academic Affairs for Enrollment Management, the Professor of Military Science, and senior members of the Cadet Recruitment staff.

Document Reference:

Number	DB Num	Document Title	Resource
1		NGCSU “Future Students” web site	http://www.ngcsu.edu/future/index.shtml
2, 7		Undergraduate Admissions recruitment contact card	http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_Contact_Card.pdf
3		Undergraduate Admissions Recruitment and Communications Plan	http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_Communications_Plan.pdf
4		NGCSU Undergraduate Bulletin, 2004-2006	http://www.ngcsu.edu/academic/Catalog/2004_2006/index.shtml (web site) http://www.collegesource.org/displayinfo/cataloglink.asp?pid={B7D26C41-3189-4993-A182-5B5C65B87E21}&orig={1FD70D8E-2B26-4AEB-B696-5991983E2CD1}&vt=5 (PDF)
5		Board of Regents of the University System of Georgia, Academic Affairs Handbook	http://www.usg.edu/academics/handbook/
6		Recruitment View Book	http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruitment_View_Book.pdf
8		NGCSU Departmental Brochures (various departments)	Available in SACS Library
9		NGCSU Army ROTC Program Web Site	http://www.ngcsu.edu/Military/index.htm
10		Recruitment letters	http://www.ngcsu.edu/sacs/Reference_Room

Number	DB Num	Document Title	Resource
			/documents/NGCSU_documents/Recruit_Communications_Plan.pdf
11		Recruitment folder of pamphlets	http://www.ngcsu.edu/sacs/Reference_Room/documents/ngcsu_docs_5.htm#recruit
12		NGCSU Costs and Benefits	http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Cost_to_Attend.pdf