

4.6

Recruitment materials

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

Judgment

Compliant Non-Compliant Not Applicable

Narrative

Note: Text for all linked documents below can be increased/decreased for ease of reading by pressing your keyboard's Ctrl key while rotating the mouse wheel.

Angelo State University publishes recruitment materials and presentations that accurately represent the institution's practices, policies, and academic programs.

ADVERTISING, PUBLICATIONS, AND PROMOTIONAL LITERATURE

The ASU Office of Communications and Marketing oversees the development and publication of all university advertisements, publications, promotional literature, and other materials used in recruitment activities. Responsibilities of the office include 1) reviewing all such materials to ensure that the primary content emphasis is on the institution's educational programs and services and 2) updating the content as needed to ensure that the university represents itself in ways that are clear, factually accurate, and current. The office is assisted in these responsibilities by the Office of the President, vice presidents, and deans, as needed, in accordance with the following operating policies and procedures:

- ASU OP 26.02, Approval of Advertising
- ASU OP 26.05, Communications and News Media
- ASU OP 26.10, Publication of Departmental Brochures, Pamphlets and Promotional Materials (see also the ASU Publication Request Form)

The Office of Communications and Marketing meets annually with the Office of Undergraduate Admissions to ensure that all new recruitment materials—including printed brochures, websites, presentations, and other materials—are consistent, accurate, and reflective of the university's policies and procedures. Appropriate documentation and processes are maintained for the purpose of interdepartmental review from year to year.

The ASU website and university catalogs (ASU Undergraduate Catalog 2011–2012 and ASU Graduate Catalog 2011–2012) are the most comprehensive sources of information on the institution's educational programs and services. The ASU home page includes a Prospective Students tab that goes directly to the Office of Admissions home page and a Current Students tab that provides links to a variety of services and programs. The following types of information are published on the website, and links to representative examples are provided:

- Admission requirements and procedures (for first-time freshmen, undergraduate transfer students, and graduate students)
- Basic information on programs and courses (Academic Departments home page)
- Degree and program completion requirements (see, for example, the Bachelor of Business Administration in Accounting degree requirements)
- Full-time and part-time faculty (from the blue bar on the Current Students page, information about courses and faculty can be accessed.)
- Institutional facilities (see, for example, the campus map)
- Rules and regulations for conduct (see, for example, the Code of Student Conduct in the ASU 2011–2012 Student Handbook)
- Opportunities and requirements for financial aid (at the undergraduate and graduate student levels)
- Policies and procedures for refunding tuition and fees (Refund Policy)
- Accreditation status (ASU Welcome page and the Institutional Accreditation page)

The ASU website and 2011–2012 university catalogs accurately reflect the university’s current practices and policies regarding undergraduate student admissions (see also Comprehensive Standard 3.4.3, Admissions policies), academic programs (see also Federal Requirement 4.2, Program curriculum), and institutional facilities (see also Comprehensive Standard 3.11.3, Physical facilities).

The university catalogs are publicly available on the ASU website via the Quick Search box on the ASU Homepage, from the Current Students page (under University Publications), and from the Admissions page (via the Application tab).

Examples of other printed advertising and recruitment materials include the following:

- Brochure: College of Graduate Studies, General
- Brochure: Undergraduate, General
- Brochure: ASU Viewbook 2011
- Brochure: Transfer Guide, 2011
- Brochure: Carr Academic Scholarship
- Brochure: Discover ASU 2011-2012
- Brochure: ASU Quick Glance Poster
- Brochure: Center for International Studies, 2010

STUDENT RECRUITMENT

Recruitment of domestic undergraduate students is the responsibility of the Office of Undergraduate Admissions, while recruitment of domestic graduate students is the responsibility of the College of Graduate Studies. The recruitment of international students (undergraduate and graduate) is the responsibility of the Center for International Studies. The university maintains undergraduate recruiting information on the Admissions web page accessible directly from the ASU home page via the Admissions link (in the top bar) and the Prospective Students tab (at the left). The College of Graduate Studies home

page also includes links to admissions and recruitment information via the Admission Information and Request More Information tabs on the left menu bar.

Undergraduate admissions counselors who represent the university receive regular training regarding the university's policies, programs, and facilities to ensure that all aspects of the university are accurately portrayed in recruiting presentations. The bulk of the training occurs each summer, with every admissions counselor meeting with faculty from every academic department and with staff from student service areas, including, for example, Residential Programs and Housing, Financial Aid, and Student Life. During these training sessions, admissions counselors learn about new programs and policies in academics, scholarships, student affairs, and enrollment management. The information provided in these sessions is recorded and compiled into a Recruitment Manual to which admissions counselors always have access, whether on campus or off site. Alumni and staff from other departments who volunteer to help with recruiting events are provided with bound copies of this recruitment manual and are required to review the manual prior to recruiting events. Volunteers are made aware of rules and regulations of the Texas Association of Collegiate Registrars and Admissions Officers and are always accompanied by a full-time staff member.

Admissions counselors make periodic visits to high schools, community colleges, and other sites to present information about the university and its undergraduate programs. Additionally, representatives from the Office of Admissions meet with prospective students and families who visit campus. The university also hosts Discover ASU and other events during the year at which prospective students are encouraged to explore the campus and visit with faculty in the department of their anticipated major.

The Graduate Admissions Coordinator and Graduate Admissions Assistant visit universities across the state to disseminate information about the graduate programs offered at ASU. They also market the graduate programs through websites, such as GradSchools.com and HotCourses.com, and recruit current ASU undergraduate students by sending periodic e-mails to them. The Graduate Dean makes presentations in classrooms across campus to promote the programs as well. Each graduate department handles the majority of its own recruiting. The graduate advisors within each of the departments are responsible for notifying the staff in the College of Graduate Studies of any changes in admissions requirements. Currently, there are three full-time staff members within the College of Graduate Studies, and all of them are aware of current admissions requirements. The Graduate Catalog includes all of the information used by the College of Graduate Studies to recruit students. Every two years, the Graduate Admissions Coordinator and Admissions Assistant attend a conference related to admissions and enrollment to stay current with new recruiting techniques.

The International Student Services Counselor and the Director for the Center for International Studies visit colleges, universities, secondary schools, and educational agencies in various countries around the world to provide information about undergraduate and graduate programs offered at ASU. Additionally, the programs are marketed through websites such as HotCourses.com, Educations.com, and the Institute of International Education (iie.org). The counselor and director also recruit current ASU international undergraduate students by sending periodic e-mails to them. Each year, the International Student

Services Counselor attends a national conference relating to admissions, enrollment, advising, and other issues that pertain to recruiting international students.