ASUN Operating Procedure – 4020

Operating Procedure Synopsis

Title: Student Recruitment Activity
Approval Date/Revision Dates: 8/2018
Review Dates: 7/2019, 10/2020
Executive Cabinet Liaison: Vice Chancellor for Student Affairs
Responsible Manager: Dean for Admissions and College Engagement

A. Purpose and Scope

The purpose of the ASU-Newport Student Recruitment standard operating procedure is to ensure effective and efficient communication and coordination with on and off-campus student recruiting activities. This operating procedure is applicable to all students, faculty, and staff who implement, supervise and/or participate in student recruitment activities.

B. Definitions

ASU-Newport Student Recruitment Activity-An approved student recruitment activity where ASU-Newport staff and faculty meet with potential ASU-Newport students on or off-campus.

C. Procedures

Examples of Use:
Student groups touring campus
College Fair
Career Cluster Camp

On-Campus Activities-Requestor is the person responsible for coordinating the event on campus.
Off-Campus Activities-Requestor is the person responsible for coordinating the event off campus.

STEP 1
- Complete the Student Recruitment Activity Request Form at least two weeks before your event:

STEP 2
- Student Recruitment Activity Request Form will be routed to the Dean for Admissions and College Engagement (or their designee). Notification of approval or denial will occur within 72 business hours of submission. Requestors will be notified by the Dean for Admissions and College Engagement (or their designee) via ASU-Newport email of the decision.

STEP 3
- **APPROVED**

*All ASUN students, faculty, staff and administrators are expected to adhere to operating procedures.

The areas listed below will be automatically notified if you need their services. The notification will come from the Student Recruitment Activity Request Form. It is the responsibility of each area to communicate with the requestor in a timely manner (preferably within 3 business days).

Calendar: Events will be added to the master calendar by the Assistant to the Vice Chancellor for Student Affairs. Outlook calendar invites created for attendees.

Publicity: Enter a [ticket](#) to request assistance with publicity.

Food/Beverage: Contact Anita Getman (anita_getman@asun.edu) for food/beverage needs.

Room Reservations: Contact Ike Wheeler (ike_wheeler@asun.edu) to reserve a room(s) on campus.

Promotional Items: Enter a [ticket](#) to request promotional items (if needed).

Enrollment Services: Contact Kevin Pearce (kevin_pearce@asun.edu) to ensure there is an Admissions team member to provide information about becoming an admitted ASU-Newport student. Also, the Admissions team needs contact information of each student participant.

Campus Safety: Contact Campus Police (email Johnathan_tubbs@asun.edu) to secure a police officer for the event (if needed).

Academic Affairs: Contact Academic Affairs to determine which academic program representatives will be available to meet with students.

- **DENIED**
  Please direct comments and questions (for resubmission) to the Dean for Admissions and College Engagement at candace_gross@asun.edu .

STEP 4
- Implement the approved Student Recruitment Activity.
- If appropriate, take pictures for publicity on social media. Please submit a [ticket](#) to get the pictures posted online.

STEP 5
- Collection of Student Information
  ASU-Newport Student Recruitment Activity Sponsors are responsible for entering contact information into the Customer Relationship Management Software via the Request for Information Form. (RFI Form: http://start.asun.edu)

  Expectations: Participant information will be entered into the Request for Information form within five (5) business days after the event. (Timely submission allows for prompt follow-up communications.)

  NOTE: Enter participant information for those potential students who are freshmen, sophomores, juniors, and seniors in high school.

STEP 6
- The Office of the Vice Chancellor for Student Affairs will maintain and report effectiveness of each Student Recruitment Activity in an annual report. The annual report will be published by September 30th each year.

D. Related Information

Student Recruitment Activity Request Form

Request for Information Form