



## **FR 4.6 | Recruitment Materials**

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

### **Compliance Finding: IN COMPLIANCE**

#### ***Narrative:***

The University of South Carolina Beaufort's (USCB's) recruitment materials are designed to fulfill the USCB mission of attracting a "... diverse student body, including military personnel, veterans and their dependents ... from the South Carolina Lowcountry, from around the country, and from around the world." The Admissions staff meets with the Communications and Marketing unit to review and approve each communications product before it is released for public use to ensure that all materials accurately represent USCB. Recruiting information is available to all potential students, regardless of mode of delivery of courses, via the USCB website. Hardcopies of the recruitment materials are mailed upon request. USCB does not offer correspondence courses.

#### **Overview of Recruitment Materials and Presentations**

USCB has a set of recruitment materials that are reviewed for accuracy and appropriateness at least annually. These pieces are disseminated to prospective students through national, statewide and local college fairs, high school visits, speaking engagements, local area venues, on-campus events, and upon request. They accurately represent USCB policies and practices (See Table 1). All recruiting materials are reviewed jointly during development by the director in charge of the area, the Admissions staff, the Communications staff, and the Institutional Effectiveness and Research staff, as appropriate, to ensure accuracy. These offices are in close proximity to one another, allowing many of these reviews to be conducted in person, and no materials go to print without the final approval of the requesting Admissions staff member. These reviews are comprehensive and verify that the material still fits USCB needs, meets the needs of its audience, and clearly conveys the services that students, parents, faculty, staff, and the

larger community can expect from USCB. New print materials are given [to Administrative Council](#), Academic Council and the institution at large at the Chancellor’s Annual University Update. Major Admissions website changes are shared with Administrative Council and Academic Council.

In the fall of 2012, USCB contracted with [Stamats Higher Education Marketing](#) to develop a new suite of major recruitment materials and create a new Admissions website. The contract included an [information gathering process](#) and three days of in-depth [focus groups](#) with students, faculty and staff to ensure that all messaging was consistent with the actual experience of students and faculty. After the materials were produced, several student focus groups, including some of the original students from the design groups as well as students not included in the first groups, reviewed the primary recruitment materials and gave [feedback](#) to the USCB Communications office.

**Table 1: USCB Printed Recruitment Materials**

<a href="#">USCB Viewbook</a>	<a href="#">USCB Travel Brochure</a>
<a href="#">USCB High School Senior Mailer</a>	<a href="#">USCB High School Junior Mailer</a>
<a href="#">USCB Transfer Mailer</a>	<a href="#">USCB Scholarship Brochure</a>

For sections of the USCB website that influence recruiting, such as the academic program pages, USCB Communications is responsible for key content. Responsibility for specific pages and specific content areas has been delegated to the academic department chairs and to directors in areas such as the Bursar’s Office, who validate the information directly. Information available online is continually reviewed and revised by the staff responsible. Most recently, every page and link on the Admissions website was reviewed and approved by Admissions in August 2013 before it went live.

The Office of Undergraduate Admissions website ([www.uscb.edu/admissions](http://www.uscb.edu/admissions)) offers extensive information about admissions and financial aid at USCB. The Admissions website also links to sites useful to potential students, including residence living, student life, academic policies, course listings, tuition and fees, disability services, and area resources. (Screenshots of some of these websites are available in Table 2). Individuals can also sign up for campus visits and make inquiries from the Admissions website.

**Table 2: USCB Admissions Website Pages**

<a href="#">Admissions</a>	<a href="#">Financial Aid</a>
<a href="#">Residence Living</a>	<a href="#">Student Life</a>
<a href="#">Academic Policies</a>	<a href="#">Course Listings</a>
<a href="#">Tuition and Fees</a>	<a href="#">Disability Services</a>
<a href="#">Area Attractions</a>	<a href="#">How to Apply</a>

**Availability of Recruitment Materials**

The recruitment materials are distributed at Campus Days and Fin Fridays, during campus tours, and at high school counselor workshops as well as high school visits, college fairs

and by mail. Each fall and spring, [Campus Days](#) are hosted on the Hilton Head Gateway campus and [Fin Fridays](#) are hosted on the Historic Beaufort campus. These days are created with students and parents in mind and offer a comprehensive look at the academic programs and extra-curricular activities of USCB. The Fall Campus Days and Fin Fridays are designed to give prospective students and their families a preview of USCB through campus tours and informal conversations with faculty and staff. The Spring Campus Days and Fin Fridays are designed to help students make their final college decision. Information sessions hosted by faculty members and staff are held, and campus tours are offered by Student Ambassadors who are trained to ensure consistency of information provided. At both Campus Days and Fin Fridays, the Admissions Office offers on-the-spot admissions decisions and the Financial Aid Staff is available to answer questions about financial aid and college financing options. Additional campus [tours of both campuses](#) are available and can be scheduled through the Admissions Office. The Admissions Office also hosts an annual [High School Counselor workshop](#) to update counselors on admissions requirements, university enhancements and financial aid changes

The recruitment materials are also made available during [extensive off-campus outreach initiatives](#). Admissions representatives participate in national fairs annually organized by the National Association of College Admissions Counselors (NACAC) and numerous statewide fairs organized by the Carolinas Association of Collegiate Registrars and Admissions Officers (CACRAO) and the Georgia Association of Collegiate Registrars and Admissions Officers (GACRAO). These fairs provide prospective students and their families an opportunity to learn more about the University. Private high school visits and college transfer fairs in South Carolina, Georgia, and Florida also take place in the fall and spring.

### **Supporting Documents**

1. [Administrative Council Minutes-August 26, 2013](#)
2. [Stamats Higher Education Marketing Homepage](#)
3. [Stamats Information Gathering Process](#)
4. [Stamats Focus Group Schedule](#)
5. [USCB Brochure-Student Feedback](#)
6. [USCB Viewbook](#)
7. [USCB Travel Brochure](#)
8. [USCB Senior Mail Piece](#)
9. [USCB Junior Mail Piece](#)
10. [USCB Transfer Brochure](#)
11. [USCB Scholarship Brochure](#)
12. [USCB Admissions Websites-Combined](#)
13. [Campus Day Presentation](#)
14. [Fin Friday Flyer](#)
15. [Campus Tour Information from Admissions Website](#)
16. [High School Counselor Workshop Presentation](#)
17. [2013-2014 Recruitment Events](#)