



## Student Recruiting Policy

### Purpose

The purpose of the Fond du Lac Tribal and Community College student recruiting policy is to establish clear guidelines and procedures for attracting and enrolling a diverse and qualified student body. This policy aims to ensure a fair, transparent, and inclusive recruitment process that aligns with the college's mission, values, and commitment to providing accessible and high-quality education.

### Policy Language

1. **Attract Diverse Students:** To attract a diverse pool of prospective students from various backgrounds, including underrepresented groups, to enrich the college community and enhance the educational experience for all students.
2. **Promote College Programs:** To effectively communicate the benefits and opportunities offered by the college's academic programs, support services, and extracurricular activities.
3. **Ensure Fairness and Transparency:** To maintain a fair and transparent recruitment process that provides equal opportunities for all prospective students and adheres to legal and ethical standards.
4. **Support Student Success:** To provide prospective students with the information and resources they need to make informed decisions about their education and to support their transition to college life.

### Recruitment Strategies

1. **Outreach and Engagement:**
  - a. Conduct outreach activities in local high schools, community centers, and other venues to engage with prospective students and their families.
  - b. Participate in college fairs, career days, and community events to promote the college and its programs.

- c. Develop partnerships with community organizations, businesses, and tribal entities to reach a broader audience.
- 2. Marketing and Communication:**
- a. Utilize various marketing channels, including social media, the college website, email campaigns, and print materials, to promote the college and its programs.
  - b. Highlight success stories of current students and alumni to showcase the impact of the college's education and support services.
  - c. Provide clear and accurate information about admission requirements, financial aid, scholarships, and academic programs.
- 3. Campus Visits and Events:**
- a. Organize campus tours, open houses, and information sessions to give prospective students and their families an opportunity to experience the college environment and meet faculty, staff, and current students.
  - b. Host special events, such as orientation programs and workshops, to provide prospective students with valuable information and resources.
- 4. Personalized Support:**
- a. Offer personalized advising and support to prospective students throughout the recruitment and enrollment process.
  - b. Provide assistance with application procedures, financial aid forms, and other enrollment-related tasks.
  - c. Ensure that prospective students have access to resources and support services that address their individual needs and concerns.

## **Responsibilities**

- 1. Recruitment Team:**
- a. Develop and implement recruitment strategies and activities that align with the college's mission and goals.
  - b. Maintain accurate and up-to-date information about the college's programs, services, and admission requirements.
  - c. Provide training and support to staff and faculty involved in recruitment activities.
- 2. College Staff and Faculty:**
- a. Participate in recruitment activities and events to promote the college and its programs.

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- b. Provide accurate and timely information to prospective students and their families.
- c. Support the recruitment team in developing and implementing effective recruitment strategies.

**3. Prospective Students:**

- a. Actively engage with the college's recruitment activities and seek out information and resources.
- b. Complete application and enrollment procedures in a timely manner.
- c. Communicate openly and honestly with the recruitment team and college staff.

This student recruiting policy aims to create a fair, transparent, and inclusive process that attracts and enrolls a diverse and qualified student body, supporting the community college's mission and goals.

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**Date Policy was Originally Adopted:**  
**Responsible Division/Author:**  
**Revision Date(s):**