



UNIVERSITY OF  
SOUTH CAROLINA


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## Item FR - 4.6

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#### Recruitment Materials

Recruitment materials and presentations accurately represent the institution's practices and policies. **(Federal Requirement 4.6)**

#### Judgment

☒ Compliant ☐ Non-Compliant ☐ Not Applicable

#### Narrative

##### Columbia

#### Ensuring Accuracy of Recruitment Materials and Presentations

##### Responsible Staff

The Office of Undergraduate Admissions has an in-house marketing department comprised of four staff members who monitor, maintain, and produce printed recruitment materials and electronic presentations for the purposes of recruiting prospective undergraduates. Additionally, the office works closely in collaboration with University Creative Services for high-volume production of key printed pieces.

#### Routine Schedule for Reviewing, Updating, and Producing Printed Materials

Print materials are produced annually during a regularly scheduled time table (March-August). During this period, each major printed piece is carefully reviewed by multiple admissions staff, often including the director, to ensure accuracy and consistency. Collective changes and suggestions are compiled by marketing staff in admissions and then delivered to University Publications for further review. Some content necessitates review by additional stakeholders as well, such as Financial Aid, the Visitor Center, the Registrar, or University Housing. After initial consultation, University Publications provides proofs for further review. Typically, two to three rounds of proofreading are conducted before a job is finally approved and ready to be printed. Any pieces that need reprinting mid-cycle are evaluated for the need to modify content before reprinting.

#### Inventory Management of Printed Recruitment Materials

Admissions serves as the central clearinghouse on campus for storing and disseminating print materials for undergraduate recruitment. All materials are coded by production year, so when new supplies are delivered, old supplies that have become outdated can be removed from inventory in our secure warehouse. The Visitor Center receives regular deliveries from admissions. Other offices on campus that want recruitment materials also must ask admissions for supplies. Very small quantities are shared with outside departments in order to prevent long-term hoarding of pieces with limited shelf-life.

#### Maintaining Accurate Presentations

Student recruitment at the University is conducted by well-qualified admissions officers. Presentations that are regularly deployed, such as student information sessions at the Visitor Center, are monitored for accuracy by multiple admissions staff during regularly scheduled time periods. Admissions uses data that is officially provided by the Office of Institutional Research, Assessment, and Analytics when presenting relevant University statistics such as the freshman class profile. Tuition and financial aid information is approved by the Office of Student Financial Aid & Scholarships before it appears in our PowerPoint presentations.

Speaker notes are often provided to presenters to ensure consistency and accuracy of message. For example, guest speakers such as the President or Provost who present at recruiting events are provided event briefs which include suggested talking points. Also, admissions officers who present at key recruitment events are provided detailed speaking outlines to help them stay "on message."

#### Maintaining Accurate Online Presence

Admissions maintains its own website in-house. Several trained admissions staff collectively assist in this process via access to the website server and the university's content management system. This ensures that edits to the site can be made quickly with a minimum of downtime. Recruitment materials and advertisements direct prospects to the admissions website. Prospects are encouraged to engage in social media published by Admissions. This includes Facebook, Twitter, and Instagram. Dedicated staff manages social media activities and track usage statistics, create content, and communicate promptly with internal and external constituents.

#### Maintaining Accurate Recruitment Advertising

The University uses minimal advertising to recruit its undergraduate students. Instead, it relies heavily on direct marketing for more effective one-to-one messaging. On the very rare occasions when advertising is used as part of the marketing mix, it is created in-house by

the Admissions marketing department to ensure accuracy. Any facts that are included in the copy are checked using standard procedure (contact Office of Institutional Research, Assessment, and Analytics and/or other resident experts such as Financial Aid when warranted).

## Graduate Programs

All graduate program recruiting information is controlled and approved by each college. In addition, University Creative Services provides guidelines and assistance for both printed and electronic recruiting materials. The Assistant Provost for Academic Programs also ensures that no new program is advertised before the program has completed the program approval process, including SACSCOC and the Commission on Higher Education notification/approval.

## Recruitment Materials

Links from the University home page and other landing pages tied to our Freshman Prospectus include student profile videos and other information about the University for parents and future students. Fourteen brochures were distributed this year: Freshman Prospectus, Junior Prospectus, Honors Viewbook, Junior Honors Viewbook, Road Piece, Visit Carolina, Money Matters, More Than One Way to Attend Carolina, Middle School Brochure, Ninth Grade Brochure, Tenth Grade Brochure, Transfer Prospectus Brochure, International Road Piece, and Capstone Brochure.

## Conclusion

The Columbia Campus ensures that all recruitment materials are not only current, authentic and accurate, but also appealing to both parents and students in a highly competitive marketplace. In 2012, we engaged in a major content and design overhaul of our recruitment print pieces, with the goal of aligning our print pieces more closely with our online presence. Many of our recruitment campaigns that followed have won CASE and Addy awards over the past five years, including Grand Award, Awards of Excellence, and Silver categories. Awards aside, focus groups revealed positive reception by our most important audience: prospective students. Since 2010, our inquiry pool has nearly doubled — up by an impressive 93%. We've had to increase the quantity of our materials to accommodate this demand. For example, in 2010, we mailed 31,000 freshman prospecti to high school seniors over the summer and in 2015, we mailed 59,700 of the same piece to seniors during the summer.

## Regional Palmetto College Campuses

The four regional campuses of USC (USC Lancaster, USC Union, USC Sumter, and USC Salkehatchie) fall under the authority of the Columbia Campus and reside in a central administrative unit known as Palmetto College, headed by a Chancellor and Associate Provost/Dean. Resultantly, these campuses are referred to as regional Palmetto College campuses. The administrative unit also houses USC's Extended University, which offers undergraduate credit programs and courses at Ft. Jackson and provides guidance and support for the delivery of the University's undergraduate online degree completion programs.

## Lancaster

The University of South Carolina Lancaster develops marketing and recruitment materials that accurately represent the institution's practices, policies, and programs. Materials used for recruitment are updated annually by USC Lancaster's Public Information Office and the Office of Admissions and Records, to ensure that the information presented is current, accurate, and relevant to the demographic the institution seeks to attract. In any given year, these printed materials may include letters, brochures, postcards, flyers, fact cards, etc.

In addition to printed materials, USC Lancaster uses a variety of promotional items during the recruitment process. These include pens, pencils, sun glasses, t-shirts, water bottles, pennants, etc. Promotional items are evaluated annually to ensure that the materials utilized are consistent with the interests and expectations of students, as well as with current marketing best practices.

Changes regarding information pertaining to USC Lancaster's academic programs are made locally on the institution's website. Edits to the online *Academic Bulletin* are processed by USC Columbia's Registrar's Office, as requested. The *Academic Bulletin* is reviewed periodically and updated accordingly. Updates to academic programs are requested as soon as final approval for the changes is confirmed.

All recruitment actions are planned by the Director of Enrollment Management, who in conjunction with the rest of the Office of Admissions and Records and the USC Lancaster campus community, works to implement data-driven and sustainable strategies to identify, recruit and enroll qualified students. These actions include participation in South Carolina Educational Opportunity Programs (sponsored by the Carolina Association of Collegiate Registrars and Admissions Officers (CACRAO)), College Application Month (sponsored by SCCANGO), and other events hosted by high schools and community organizations within the institution's service area. Financial Aid staff also coordinate multiple financial aid events, on-campus and at local high schools, throughout the year. Moreover, USC Lancaster hosts events, including Junior Scholars Day and Honors Day, during the year to bring large groups of students and/or influencers to campus. Likewise, the campus participates in various activities and events within the local community, such as the Indian Land Rotary Fall Festival and the Red Rose Festival. These programs and events allow campus representatives to engage with prospective students, parents and high school administrators to provide helpful information about the institution; covering topics such as academic programs, admissions requirements, scholarships, financial aid and student involvement opportunities.

Using a multi-channel approach, USC Lancaster runs several targeted advertisements each year. These channels include local newspapers, television stations and social media platforms such as Facebook and Instagram. Furthermore, the campus purchases data on students within its service area from search services, and coordinates direct marketing campaigns via mail and email.

Prospective students may also request information by contacting the Office of Admissions and Records directly by phone or email, or by submitting an information request online. Once an inquiry is received, the student's information is input into the Salesforce/TargetX CRM (customer relationship management) system and an automated response is generated. Beyond the initial response, each student receives a flow of communications designed to enhance their awareness of the opportunities available at USC Lancaster and progress them through the various stages of the enrollment funnel.

Individual campus tours may be requested online and are available to prospective students daily (Monday - Friday). Group tours may be requested by contacting the Office of Admissions and Records directly by phone or email. All campus tours are guided by staff or student employees of the Office of Admissions and Records, or other ambassadors of the University.

## **Salkehatchie**

In its recruitment efforts, the University of South Carolina Salkehatchie ensures that all materials accurately represent the campus and its programs. These materials are reviewed on a regular basis by the Office of Enrollment Services and changes are made as soon as program, personnel, and other changes go into effect. Changes to any academic programs are changed locally on the USC Salkehatchie website. Changes to the USC Salkehatchie Academic Bulletin are processed by the University's Registrar's Office upon request. The bulletin is reviewed periodically by the USC Salkehatchie Executive Council.

USC Salkehatchie currently utilizes a printed view book as one of its main recruiting pieces. The view book can also be found online. USC Salkehatchie also outsources campus visit postcards and pocket folders used in recruitment. In addition to these, USC Salkehatchie also produces and prints several recruitment pieces in house. These include cost comparison sheets, program flyers, financial aid information, and athletic contact postcards. These recruitment materials are distributed through a variety of fashions including mail outs, high school visits, community events, college fairs, and during in person campus visits. Through the use of EMAS Pro and Salesforce Target X recruitment emails and letters are generated and sent through a comprehensive communications plan that is updated by the Director or Enrollment Management and Director or Recruiting on an annual basis. Information sent out via this medium include campus visit emails, major letters, student information packets, student ambassador letters, follow up phone calls, and special mailings. Outside of printed materials USC Salkehatchie also offers a variety of promotional items in the recruitment process. These include pens, pencils, tote bags, t-shirt, sticky note pad, pennants, and keychains. These items are also updated as needed and items are evaluated annually to determine what promotional items will be used during that year.

USC Salkehatchie also offers two Open House events each semester as well as a Guidance Counselor Luncheon each year. Both individual and group tours are offered daily. Through the USC Salkehatchie Leadership Institute meetings are held on campus for the Salkehatchie Junior Leadership program several times a year. Robotics competitions and other special events also bring students to campus where they are given the opportunity to receive materials as well. USC Salkehatchie also partners with Clemson University Emerging Scholars to host meetings and an annual college fair each year. This program is for students in the Salkehatchie Service Region in helping them prepare for college.

USC Salkehatchie participates in various recruitment events during the year including SCCANGO College Application Month events as well as CACRAO events throughout the state of South Carolina. Admissions counselors also travel extensively to area high schools inside the Salkehatchie service region. Other recruiting is done by visiting local business, chamber meetings, libraries, and community events. USC Salkehatchie also participates in several local parades and festivals including Hampton County Watermelon Festival, Colleton County Rice Festival, Allendale County Cooter Festival, and Summerville Flowertown Festival. Financial Aid and admissions staff also participate in various financial aid nights at local high schools as well.

## **Sumter**

The University of South Carolina Sumter develops recruitment materials and presentations that accurately represent the institution's practices, policies and academic programs. All printed materials used for recruitment are updated annually by the USC Sumter Office of Marketing and Public Relations to reflect current and correct information. The Office of Marketing and Public Relations oversees inspection of all recruitment materials and content of presentations. All printed publications are reviewed by the USC Sumter Office of Admissions Services. Changes to any academic programs are changed locally on USC Sumter website. Changes to the online USC Sumter Academic Bulletin are processed by the University's Registrar's Office as requested. The Academic Bulletin is reviewed periodically by the Associate Dean of Academic Affairs and updated accordingly. Updates for changes to academic programs are requested as soon as final approval for the changes is confirmed.

USC Sumter's Office of Admission Services has a set of recruitment materials that are mailed to students upon request. The Office of Admissions Services participates in the South Carolina Educational Opportunity Programs within our service are sponsored by Carolina Association of Collegiate Registrars and Admissions Officers (CACRAO). This program allows advisement counselors to talk with prospective students and parents concerning admissions and financial aid as well as provide printed brochures. All the staff who represents USC Sumter at these events are Admission Office employees who are knowledgeable of current policies and procedures. Admissions applications are available in printed form or can be submitted electronically.

USC Sumter is now using digital advertising to more closely target and reach out to specific cohorts of potential student recruits. Prospective students can also request information by contacting the Office of Admission Services in writing, by telephone, or by email. Cappex forward inquiries from students to an admissions staff member by email. Once the inquiry is received, information is sent out by regular mail within 5 business days and includes link(s) to information noted as an area of interest as well as information concerning admissions. USC Sumter also participates in activities and events within the local community, high schools, middle schools, and churches when requested. Tours are available to prospective students daily (Monday-Friday) by appointment and are guided by an Admissions Counselor with the Office of Admissions Services.

USC Sumter also uses the Sales Force TargetX CRM to communicate with prospective students. Electronic communication plans are developed to provide prospects with the information necessary to complete the application process. In addition to communication via TargetX, the Office of Marketing and Public Relations also uses Constant Contact to deliver electronic messages to students. The tracking mechanisms in both the TargetX and Constant Contact products provide useful data in regards to the number of messages opened and click through rates.

The Admissions Services Office coordinates on campus events each year including Campus Day, USC Sumter Scholar Award Ceremony, and the Guidance Counselor Luncheon. High school seniors are invited to Campus Day to sit in college courses, tour the campus and interact with our students, staff and faculty during a campus wide cookout. The USC Scholars program recognizes the top 15% of high school graduating seniors throughout our service area. The students, along with their families, are invited to campus for a special congratulatory ceremony. Guidance Counselors from the various high schools are invited to campus for a special appreciation luncheon where campus updates are shared.

In addition to the aforementioned CACRAO programs, the Admissions Services Office participates in several events throughout the year, including the Shaw Air Force Base Career/Education Fair, the Sumter County Veterans Day Celebration, the Military Appreciation Day, Education/Career Fairs sponsored by the Workforce Development Agencies in Sumter and Kershaw counties, and events sponsored by the Greater Sumter Chamber of Commerce.

Prospective students attending recruitment and PR events receive USC Sumter promotional items including pens, folders, lanyards, water bottles, spirit towels, and back sacks. We complete an annual review of the most popular giveaways to determine if new items should be purchased.

### **Union**

All printed materials used for recruitment are updated annually by the USC Union Public Relations Director to reflect current and correct information. The Public Relations Director oversees inspection of all recruitment materials and content of presentations. All printed publications are reviewed by the USC Union Admissions Director. Changes to any academic programs are changed locally on the USC Union website. Changes to the online USC Union Academic Bulletin are processed by University's Registrar's Office. The Academic Bulletin is reviewed periodically by the campus with the Associate Dean of Academic Affairs coordinating updates. Updates for changes to academic programs are requested as soon as final approval for the changes is confirmed.

Generally, all of the recruitment documents provide information regarding the history and philosophy of the campus, faculty, degree programs, social activities, support offices, and web resources available to students at the University of South Carolina Union. The specific content of recruitment documents may vary slightly from year to year; however, they always include application deadlines, financial aid and scholarship deadlines, residency requirements, estimated tuition and fees, and instructions for applying that are specific to the type of student.

The main recruitment materials distributed by USC Union primarily consist of two recruiting brochures designed by the USC Columbia marketing department. One is smaller and is taken to college fairs and high schools to be distributed directly to students and the other larger view book is mailed as part of a packet to students who apply or request more information. These brochures include information about the Associate Degree Programs and Palmetto College Online Degrees as well as other various information about the campus. Also, instructions and information on how to apply to USC Union are on the [Admissions and Registrar web page](#). Additional information concerning university, state, federal rules and policies about citizenship verification and residency status may also be found on the site. All contact information is provided for the programs and offices that might be of interest to prospective students. The policies and procedures provided in the various brochures are elaborated upon in the admissions sections of the USC Union Academic Bulletin.

The Office of Admissions participates in an in-state college recruiting tour each academic year in which our admissions and financial aid personnel represent USC Union to discuss the university in general and admissions in particular. USC Union participates in the CACRAO guidance counselor conferences and the college fair schedule each academic year. Throughout the academic year, the Admissions Recruiter also visits public and private high schools throughout the service area to meet with prospective students who have expressed interest in USC Union.

The Office of Admissions also provides campus tours. Topics discussed at all visits include financial aid, academic programs, admission requirements, and costs. Admissions personnel also meet with students and families in their offices by appointment and on a walk-in basis.

The Admissions Office prepares and executes seven bulk mailings each academic year for high school seniors in the service area that include various postcards and letters to potential students and local high school seniors. USC Union plans and hosts the annual Junior Scholars of Excellence Program. At this event rising seniors from around the recruiting area are selected by their guidance counselors and are recognized and awarded at a ceremony at USC Union.

There is also an annual Guidance Counselors' Luncheon. At this event all guidance counselors from the recruiting area are invited to attend a catered lunch and hear from a Commission on Higher Education speaker regarding financial aid.

Finally, USC Union has also reinstituted athletics, including baseball and softball to start. In the coming 2017-2018 academic year, both sports will compete in NJCAA Region 10. Primary recruiting sources for these student athletes include "Berecruited," "National Scouting Report," and word of mouth via networking with high schools and high school coaches.

### **Distance Education Centrally Coordinated Services**

Palmetto College's central office Student Enrollment Services (PCSES) provides assistance to Palmetto College coordinators located on each regional Palmetto College campus in their respective efforts to inform and recruit students to the University's online undergraduate degree-completion programs. Additional assistance is provided to the PC Campuses traditional recruitment efforts through special projects. These special projects for the PC Campuses include PCSES acting as the central depository for the names purchased with NRCCUA for the 2015 and 2016 year. The names purchased in 2015 were seniors in high school with the intent to target the Fall 2016 freshman class. The names purchased in 2016 were juniors with the intent to target the Fall 2017 freshman class. These names were downloaded into the CRM for additional follow up by the PC Campuses beyond the initial contact provided by NRCCUA.

We are also implementing a new online student application for the regional Palmetto College campuses effective Spring II 2017. The new dynamic application portal will provide a more user friendly application process with the intention to be more competitive as they target new students. With the new CRM and application, we are also working to allow electronic test scores to be downloaded into the CRM. Again, this will allow for targeted campaigns for those students who were interested in the regional PC campuses enough to list their school name on their test score report. We will also import these scores into our Student Information System (Banner) for more accurate data entry and reporting related to test scores.

PCSES' implementation of a system wide CRM enterprise with Target X allows the campuses, PC Coordinators and PC Recruiters to better communicate, track and report on prospective students for upcoming terms. This central office activity has been initiated in part in as a result of three consultancies addressing enrollment management over the past several years.

Sources

 Red Rose Festival – Lancaster’s Annual ..
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