

RECRUITMENT

ADMINISTRATIVE RULE NUMBER: E012

LAST APPROVED: January 27, 2021

RELATED TO POLICY SERIES NUMBER: 504

PURPOSE

Recruiting efforts at TBCC include, but are not limited to:

- A. Working with the Marketing Department in a collaborative effort to advertise, create publications, and distribute information that markets the college.
- B. Distributing publications to prospective students, high school counselors and community partners.
- C. Each term TBCC publishes a Schedule of Classes. The schedule of Classes is available on the TBCC website and printed versions are mailed to all residential addresses in the county.
- D. Sending our information daily to prospective students who have inquired about TBCC through phone, email, social media, etc.
- E. Participating in high school college and career fairs, and financial aid workshops.
- F. Sending "Congratulations" postcards to county high school graduates annually.
- G. Hosting College Transfer Days for four-year institutions to visit with current and prospective TBCC students
- H. Visiting local high schools 8 hours per month assisting with course selection, degree choice and FAFSA/ORSAA completion
- I. Assisting high schools with course instruction and mentoring high school teachers in college curriculum.
- J. Organizing local Manufacturing Day, Healthcare Day and related activities.
- K. Participating in Apprenticeship Week.
- L. Building community relationships that support future students (e.g. high schools, banks, and business).