

Luther Rice College and Seminary

Policy and Procedure

Title: Marketing and Recruitment

Type: Enrollment Management

Number: LRCS_EM_003

Owner: Office of Executive Vice President

Contact: Dr. Steven Steinhilber, Executive Vice President

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Policy Purpose

The following policies and procedures exist to provide guidance to Luther Rice College and Seminary personnel and the public concerning the areas of marketing and recruitment at Luther Rice College and Seminary.

Policies and Procedures

Accurate Information

All marketing and recruiting materials and presentations shall be accurate and not misleading to the public. All marketing and recruiting materials and presentations must accurately represent the practices, policies, and accreditation status of Luther Rice.

Just like the Luther Rice admissions policies, the institution's recruiting efforts are centered on fulfilling the institution's mission. Luther Rice utilizes several different media to recruit students and promote the institution. Media include the following: print brochures and advertisements, recruiting events and conferences, digital marketing, social media, video, email, website, and on-campus and online preview days.

The creation of recruiting materials and presentations is managed by the Marketing and Recruiting Manager and reviewed and approved by the Executive Vice President for accuracy and alignment to the Luther Rice mission. In cases where recruiting pieces include information specific to a Luther Rice department, input from the respective department is solicited. A multilevel production and review process allows for tight control of marketing and recruiting messaging, adherence to institutional policies, accreditation, and mission, and consistency across all materials. A professional proofreader is used for materials with extensive text to review grammar and punctuation.

Catalog to Prospects

Each prospective student shall be provided a written copy, or shall have access to an electronic copy, of the institution's catalog prior to enrollment or the collection of any tuition, fees or other charges.

Claims and Guarantees

No placement claims, employment guarantees, or salary predictions shall be used in the institutions recruiting efforts, and if such claims are used the claims shall be accurate and based upon reliable, published statistical data, which shall be provided to all prospective students.

Disclosures in Catalog

The catalog shall be used to disclose to each prospective student the institution's doctrinal statement, statement of faith, mission statement, standards of conduct, academic calendar, academic policies, educational programs and curricula, grading policies, a description of physical facilities, status regarding licensure and accreditation, tuition and fee schedule and policies regarding refunds, handling of student complaints and disciplinary actions including appeals, and a statement regarding the transferability of credits to and from other institutions. The institution shall provide the disclosures no later than one week prior to enrollment or collection of any tuition from the prospective student.

Events Attended

Recruiting is focused on events that draw religious influencers such as pastors and youth pastors with theological ideology similar to Luther Rice. Other events may include men's events, religious conferences, secondary school college fairs and additional opportunities.

Goal of Recruiting Event

The goal of a recruiting event is to have as many prospective students as possible complete information request cards or enter their data on a prospect landing page. The objective is to obtain their names, addresses, email addresses and degree interest so we can send them recruiting materials over time.

Luther Rice representatives must act in concert with the ethical guidelines detailed in the *Staff Handbook*. While the objective is to obtain prospect information, at no time shall a Luther Rice representative misrepresent any Luther Rice policies and/or provide inaccurate information. The following is from the Recruiting and Marketing Ethics section of the *Staff Handbook*:

Staff members may be called on to participate in recruiting new students to Luther Rice. The Office of Recruiting will provide the necessary training. Even if not officially called on to participate, staff members will from time to time encounter recruiting, admissions, financial and other questions about the Institution from prospective and current students. Staff members are never to misrepresent the Institution, its policies and procedures or make fraudulent claims or promises. Staff members will refrain from receiving commission, bonuses or other incentive payments based directly or indirectly on the success of securing enrollments or financial aid for any student. Staff members will also refrain from providing any enticement (monetary, travel, meals, loans, etc.) to individuals or entities for securing enrollments or financial aid for any student. Luther Rice does not endorse such payments and will not compensate in such a way.

Independent Contractors

Luther Rice does not use any independent contractors or agents for recruiting purposes or admissions activities. All recruiting and admissions activities are conducted by Luther Rice personnel, students, or alumni. All recruiting and admissions activities are governed by the *Admissions Policies and Procedures Manual* and the *Staff Handbook*, which speak to recruiting ethics for Luther Rice personnel.

If Luther Rice were to utilize independent contractors or agents for recruiting purposes or admission activities, the independent contractors would be governed by the same principles and policies as institutional employees, which would be stipulated in their contracts.

Luther Rice College and Seminary utilizes a third-party advertisement agency to produce its print and digital advertisements. All advertisements and messaging are approved by the institution before they are distributed to the public to ensure adherence to institutional practices, policies, and mission.

Marketing and Recruiting Oversight

The Marketing and Recruiting Manager coordinates all marketing and recruiting efforts for the institution. The Executive Vice President has direct oversight of the Marketing and Recruiting Manager and the marketing and recruiting efforts of the institution. Having one office directly manage all of the marketing and recruiting allows for consistency of message and assures that the accurate marketing information is getting to the proper audience of prospective students.

Military Service Member Recruiting

Approval from Military Service Prior to Enrollment

To ensure compliance with DoD MOU requirements and Department of Education regulation 34.C.F.R.668, Luther Rice personnel will direct eligible Military Service members to speak with an Education Service Officer or counselor within their respective Military Service prior to enrolling. The policy aims to ensure that the Service member is in compliance with the requirements set forth by their Education Service Officer or counselor, and/or receives approval from installation commanders within in their Military Service, prior to enrolling at Luther Rice.

Restriction on Fraudulent and Aggressive Recruitment

Luther Rice College and Seminary does not condone or tolerate any fraudulent and/or aggressive recruitment of students. This policy extends to prospective Military Service members as well. To ensure compliance with DoD MOU requirements and Department of Education regulation 34.C.F.R.668, Luther Rice personnel will not coordinate or participate in any fraudulent and/or aggressive recruitment of any prospective student (including Military Service members). Fraudulent and aggressive recruitment includes, but is not limited to, providing compensation to individuals for securing any student (including Military Service members) or engaging in high-pressure recruitment tactics of any student (including Military Service members).

Prospect Communication Plan

Each prospect is entered into a comprehensive communication plan that is designed to follow-up with prospective students. The plan includes two mailings, multiple automatic email messages, and a personal phone call. This plan is tracked and accomplished through CRM software SharpSpring.

Recruiter Training

All personnel, students, or alumni who participate in recruiting or admissions activities must be informed of the institution's policies and procedures by the Marketing and Recruiting Manager prior to engaging in such activities. The Marketing and Recruiting Manager will provide an overview of Luther Rice admissions requirements, marketing and recruiting literature, and marketing and recruiting ethics (as detailed in the *Staff Handbook*).

Review of Results

The Marketing and Recruiting Manager and the Executive Vice President periodically review enrollment management results and the marketing and recruiting budget to ensure proper allocation of marketing and recruiting resources as necessitated by current goals, objectives, and circumstances. Monthly meetings with third party digital marketing vendors are conducted to review prior month results, provide updates on current projects, and plan for future months.

Website and Social Media

Luther Rice College and Seminary's web presence consists of the institutional website, social media accounts, digital marketing, and Project FOCUS. The institution's social media accounts include Facebook, Twitter, LinkedIn, Instagram, and Google+. The use of social media also serves as an advertisement platform. While a third party (Third Wave Digital) provides content and posts for Facebook, all electronic information is managed and approved by the Marketing and Recruiting Manager and adheres to institutional practices and policies. The Marketing and Recruiting Manager is responsible for updating all content on the Luther Rice website.

Luther Rice College & Seminary provides Social Media forums to encourage and foster engaging interaction among alumni, constituents, family, and friends world-wide. Luther Rice College & Seminary encourages interaction among its users. However, the institution is not responsible for the content of others published on any official site including, but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube or the institution's blog and website.

Social Media sites are public forums. Therefore, individuals are responsible for the content that they share. Publicly shared content may not reflect the school's beliefs. Luther Rice College & Seminary may remove any posts or comments deemed abusive, obscene, profane, racist, sexist, violent, off topic, spam/sales related or content deemed offensive to the faculty, staff, administration or students. Luther Rice reserves the right to determine if any post or comment meets the violations above and to remove any subsequent posts or comments. Luther Rice reserves the right to change or amend this policy at any time. Social Media has changed the way the world communicates and Luther Rice appreciates individual contributions and

