

BOSSIER PARISH COMMUNITY COLLEGE

Policy & Procedures

Title: Office of Recruiting
Effective Date: July 2006
Cancellation: n/a
Division: Student Services Division / Office of Recruiting

Policy Statement

The Recruiting Department at Bossier Parish Community College currently consists of the Director of Recruiting, 1-3 full time recruiters, and the Cavalier Express Recruiting Team, which is made up of student recruiters selected by an interview process. The Department has developed and adheres to the following missions:

- The Office of Recruiting seeks to recruit and locate prospective students by providing community outreach throughout the area and distribute information regarding educational opportunities.
- The Cavalier Express Student Recruiting Team assists in locating and serving prospective students, providing outreach and information to area high schools and the community.

BPCC recruits from over fifty schools in the area. All schools receive information packets about the College throughout the year. Our goal is to recruit prospective students area wide through high school visits, career and college fairs, campus tours, and involvement within the community. Contact with prospective students is maintained throughout the year through written correspondence, social media, email, and personal phone calls.

Procedures and Specific Information

1. Purpose

Recruiting efforts at BPCCC include, but are not limited to the following:

- Working with the Public Relations Department in a collaborative effort to advertise, create publications, and distribute information that markets the College. The Cavalier Express Student Recruiters serve as “models” for yearly publications and television commercial spots.
- Distributing publications to prospective students, high school counselors, and community partners.
- Sending out information on a daily basis to prospective students who have inquired about BPCCC through web, career fair, phone, social media, etc.
- Participating in numerous high school fairs, college and career fairs, and trade fairs.
- Conducting tours (individual and group) and making presentations for prospective students on campus.
- Presenting information to high school counselors at LACRAO (Louisiana Association of Collegiate Registrars and Admissions Officers) Articulation Workshops.
- Mailing correspondence to prospective students about upcoming events registration opportunities on campus.
- Sending “Happy Birthday” postcards to prospective and currently enrolled students weekly (if budget permits).
- Sending acceptance letters to students who have applied to the College.
- Hosting fall and spring College Transfer Days for four-year institutions to visit with BPCCC students.
- Co-hosting Spring Fling Preview Day event for prospective students with the Public Relations Department and Student Life Department.
- Host Cavalier Preview Nights throughout each semester for prospective students and families.
- Visiting local elementary schools and reading to the kindergarten and first grade classes.

2. Scope and Applicability

Our goal is to recruit prospective students area wide through high school visits, career and college fairs, campus tours, and involvement within the community.