

**PALO ALTO COLLEGE  
COLLEGE PROCEDURE**

Procedure Number: S 6.0  
Procedure Title: Recruitment Process—Coordination & Documentation of  
Community-based Activities  
Relevant Board Policy:  
Originating Unit: The Recruitment Center  
Maintenance Unit: Vice President of Student Affairs

- I. Purpose: Palo Alto College staff are involved in a number of recruitment activities. To coordinate and document these recruitment activities, the following procedures delineate the steps to be followed when initiating a recruitment visit or responding to a request for a recruitment visit or community-based activity.

II. Procedural Statement:

Requests for recruitment visits or community-based activities may be received through any department of the college. However, if the department that has received the request feels that their area is not the best source for assistance, they must contact the Recruitment Center via email or phone.

- A. PAC employees who receives a recruitment or community-based activity request will forward the request to the Recruitment Center via email or phone. They may contact the Community Outreach Coordinator and/or the Coordinator of Recruitment.
- B. At least two weeks prior notification is required for PAC coverage of any recruitment or community outreach event.
- C. The Recruitment Center will document the planned recruitment visit or community-based activity on a Recruitment Master Calendar with all contact and detail information.
- D. The Recruitment Center will notify the PAC employee who submitted the request (and/or the person or organization requesting coverage) whether they will be able to attend. Employees from other departments who would like to assist or attend are welcome to do so.
- E. The Recruitment Center or one of its Recruiter/Advisors will provide recruitment materials and promotional items for any recruitment event being covered by Palo Alto College. This does not include providing promotional items for events that are not determined to be categorized as recruitment events. All events must be tracked in the “Calendar of Events.”

- F. The PAC Recruiter/Advisor or employee covering the event will have prospective students complete a “PAC Enrollment Interest Card.”
- G. All interest cards will be entered into a “Contact” database and will be followed up by the Recruitment Center with an email and/or phone call.

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Approved: Ana M. Guzman  
President