

## POLICY STATEMENT

Policy Name	<b>Student Recruitment Policy</b>		
Policy #	<b>G.22</b>	Category	<b>Administration and Management</b>
Approving Jurisdiction	<b>Board of Governors</b>	Replaces	<b>New</b>
Administrative Responsibility	<b>Vice President, Student Affairs</b>	Version	<b>2023-02-14</b>
		Next Review Date	<b>To Be Determined</b>

See the related **PROCEDURES** (Link to be added when posted.)

### PURPOSE

This policy guides the College in achieving its goal to increase enrolment and ensure a diverse and inclusive student population through an ethical, consistent, strategic, and integral approach to student recruitment.

### POLICY STATEMENT

Aurora College will use a variety of recruitment and marketing strategies that align with the College's strategic direction and academic goals and priorities.

### Guiding Principles

1. Aurora College strives to provide an environment where all members of its community are treated ethically, respectfully and professionally in all interactions, prior to, during, and after their academic careers.
2. The intent of the recruitment process is to attract and retain students from a wide and diverse territorial, national and international community who benefit from the experience and are valued for their contribution and individuality.
3. Recruitment and marketing strategies should use a variety of media.
4. Recruitment activities should prioritize people of the Northwest Territories.
5. Internationalization of the College should prioritize people of the North.

6. Recruitment and retention activities should be evaluated on a regular cycle to ensure that the metrics inform and support the recruitment and marketing process.
7. Aurora College strives to protect the institution's reputation as a provider of high-quality education and services.

## **DEFINITIONS**

**Aurora College Community:** Includes any person who is an Aurora College student or an Aurora College official, including instructional and non-instructional staff, volunteers, contractors, and members of the public who hold positions on Aurora College councils and committees such as the Board of Governors, Indigenous Knowledge Holders Council, Research Advisory Council, and Curriculum Review Committees.

Note: For the purposes of this policy, Aurora College Community includes any person who has applied to be a student at Aurora College.

**Ethical recruitment** is the process of engaging an individual transparently by providing accurate and current information to prospective students about programs, transferability, admission requirements, and life on campus. Recruiters do not apply pressure to individuals to apply for studies at Aurora College.

**Recruitment** refers to any activity, initiative, or interaction that has the direct or indirect possibility of encouraging a prospective student to apply or enrol at Aurora College.

**Student recruitment and marketing activities** include, but are not limited to written, verbal, or digital communications; on and off-campus events; application submission and review processes; and partnerships with others outside of Aurora College.

## **RELATED POLICIES/PROCEDURES/DOCUMENTS**

C.08 Non-Resident Students

J.04 Student Financial Credit

Aurora College Academic Plan

Aurora College Marketing Plan

Aurora College Strategic Plan

Strategic Enrolment Management Plan

## **APPLICABLE LEGISLATION**

*Aurora College Act* RSNWT 1988, c A-7.

**DOCUMENT HISTORY**

Date	Update
2023-02-14	New policy. Approved by Administrator, Aurora College Ref. #Admin-02-2023. Implemented: February 14, 2023.