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<tr>
<th>School of Public Health and Information Sciences</th>
<th>Policy/Procedure</th>
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<tr>
<td>Subject: Policy on Student Recruitment and Admissions</td>
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<td>Procedure on Student Recruitment</td>
<td>Effective Date: 08/01/07 Revision: 0</td>
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**Purpose:**
To optimize enrollment and student outcomes through strategic enrollment planning and effective student recruitment and admissions.

**Policy:**
The School of Public Health and Information Sciences shall recruit and admit academically talented and diverse students who are motivated to enroll and graduate, in order to achieve a student population that encompasses a wide range of characteristics, including social and economic backgrounds, races and ethnicities, special talents and personal achievements, and geographical origins and whose members learn from one another about cultures, races, and ethnicities.

**Coverage:**
All programs offered by the School.

**Terminology:**
Terminology conventions used in the following procedure

Status of a prospective student during recruitment and admissions:
- Lead – a person who might be interested in attending the School but with whom the School has had no direct communication (in either direction). An example is person on a list of seniors.
  - Quality lead – a lead who has a characteristic that is believed to make the lead more likely than the average lead to be interested in attending the School. An example is a person on a list of seniors who are in a health-related major or have taken the GRE.
  - High-quality lead – a lead who has one or more characteristics that are believed to make the lead more likely than the average quality lead to be interested in attending the School. An example is a list of seniors at a college who are in a health-related major and have taken the GRE, or have expressed an interest in public health to their career counselor.
- Prospect – a person who has shown some evidence of interest in attending the School. An example is a person who has inquired about the School or its academic programs and for whom the School has contact information. Not all prospects come from leads.
- Applicant – a person who has applied the one of the School’s academic programs. Not all applicants come from prospects.
- Admittee – an applicant who has been accepted into one of the School’s academic programs.
- Acceptee – an admittee who has committed to attending one of the School’s academic programs, including payment of a non-refundable deposit if required by the program.
- Enrollee – an acceptee who has matriculated in one of the School’s academic programs.

Other terminology:
- Academic program – one of:
  - A degree program with no concentrations or with concentrations having a formal, common core curriculum, or
  - A concentration in a doctoral degree program having no formal, common core curriculum with other concentrations in the degree program.
- Degree program – a program in which a student can earn a certificate, a master degree, or a doctoral degree.

**Procedure:**

**Class size plan**
By April 1 of each year, the Associate Dean for Student Affairs, working with the directors of the School’s academic program, submits to the Dean a (revised) plan for the projected number of students entering each academic program each fall for the next five years. By May 1, the Dean approves the plan with modifications as appropriate.

**Recruiting plan**
By July 1 of each year, the Associate Dean for Student Affairs generates a recruitment plan for the School’s academic programs for the following twelve months. The plan is based on the latest
targets for class size and growth by program (see class size plan, above). The plan contains but is not limited to the following components:

- **Prospects by the end of March.**
  - Target number by program
  - Plan for achieving the targets, including for example:
    - Marketing materials that incorporate generational and racial/ethnic differences in communication style and information gathering.
    - Presentation materials about the School’s programs that faculty and students can use at conferences and when visiting other universities.
    - Posters including tear-off postcards and directions to web site.
    - Public relations activities, such as press releases, press conferences, open houses, and placements in University publications.
    - Direct mail activities, such as acquiring list of quality leads for mailings and mailings to seniors at UofL and other Kentucky universities and colleges.
    - Use of School’s web site for recruiting.
    - Call activities, such as to high-quality leads.
    - Advertising activities, such as spots on TV and radio, print ads, and sponsorships.
    - Recruiting visit activities, such as fairs, forums, career days, and other events in targeted geographic areas.
    - Recruiting activities that target women, minorities, under-represented populations, and under-trained public health workers.

- **Applicants by the end of March.**
  - Target number by program
  - Plan for achieving the targets, including for example:
    - Postal mail, email, and informational materials to prospects.
    - Person-to-person contacts with selected prospects.
    - Personal contacts with groups of prospects, such as invitations to selected School events like lectures, grand rounds, and others.
    - Link selected prospects to faculty and graduate students in their areas of interest.

- **Admittees by the end of April.**
  - Target number by program

- **Acceptees by the end of July.**
  - Target number by program
  - Plan for achieving the targets, including for example
    - Person-to-person contact with admittees, including from deans, chairs, faculty, current students, and alumni.
    - Direct admittees to sources of funding.
    - Interviews with selected admittees that do not accept the School to determine where they went and why.

Examples: Not applicable

Discussion: Not applicable

See also: SPHIS Procedure on Admission to Academic Programs
          SPHIS Degree and Academic Programs
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<td>Richard D. Clover, MD</td>
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