

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 6.3.1.1
Related Policy: 6.3.1
Title: Recruitment Materials and Presentations
Responsibility: Assistant Vice President for Recruitment and Engagement
Director of Strategic Recruitment and Outreach
Director of Marketing

Original Approval Date: 06-13-2007
Last Cabinet Review: 6-12-24
Last Revision: 6-12-24

President

The Horry-Georgetown Technical College Recruitment and Engagement Department within the Student Affairs Division, will work in partnership with the Director of Strategic Recruitment and Outreach, and the Marketing Department produce recruitment materials and presentations, that accurately represent the College. All recruitment materials and presentations are reviewed on a regular basis for accuracy and brand standards, at least annually or more frequently as required.

The Recruitment and Engagement Department in collaboration with the Director of Strategic Recruitment and Outreach, is responsible for producing and reviewing communication and marketing initiatives that include print materials, email communications, and presentations that are used to target specific student audiences and academic programs. A comprehensive communication plan and recruitment calendar is used to document the recruitment material distribution and correspondence to prospective students. All recruitment materials and presentations are reviewed by the Assistant Vice President of Recruitment and Engagement on an annual basis for accuracy or more frequently, as required.

The Marketing Department is responsible for producing and reviewing general communication and marketing initiatives that include college-wide branding, television commercials, billboards, general college mailers, logos, graphic design, the college website, digital marketing, social media, and general college presentations. All general recruitment materials and presentations are reviewed by the Director of Marketing on an annual basis for accuracy or more frequently, as required.

For the purposes of archiving, electronic copies are considered official representations of recruiting and marketing documents. Electronic copies of printed recruitment materials are maintained in the collateral library of the College's Print Shop and in the Marketing department's shared drive folders. The communication plan, email archives, constituent relationship

management system prospect database, and prospective student presentations are maintained by the Director of Strategic Recruitment and Outreach. The recruitment calendar, call, and text campaign schedule, admitted student correspondence, and community presentations are maintained by the Department of Recruitment and Engagement. College graphics, logos, photos, digital content, social, and college presentations are maintained by the Department of Marketing.