

## **7. Recruiting**

*Recruiting Standard 1: The program or institution follows ethical standards for recruiting students and promoting its programs. Its policies and procedures are made clear to prospective students and/or student sponsors. In any recruitment transaction, the students' interests and well-being are paramount.*

Section A Description of current operations to show how the standard is met.

The IEP program at the AUK follows ethical standards for recruiting students and promoting our programs. Our marketing materials are carefully checked to ensure that they conform to the parameters of the program—a brochure represents a written contract with the students (Appendix B). Once the brochure is approved, the recruitment plan is implemented.

### **The IEP Brochure and Application Package**

The IEP Arabic/English brochure and application package are distributed to prospective students. The IEP brochure and application package includes the following items:

1. Admissions criteria and application
2. A brief description of the IEP
3. Program description
4. Program structure outline of the courses offered
5. Language placement testing
6. Tuition and fees

In addition to the program brochures, the IEP program is described in the University catalog, the AUK website, and the on-line application page.

### **Student Recruitment**

The recruitment plan implemented by AUK trained admissions counselors, under the guidance of the Director of Admissions, recruits on a sustained basis to ensure a successful program that meets its minimum enrollment target. Moreover, Admissions Department personnel describe the IEP program to prospective students in positive, but accurate, terms.

Training is provided for all recruiting personnel including admission counselors, academic advisors, and the IEP administration and staff by the Director of the IEP. Each member is provided training to accurately describe all aspects of the programs offered by the IEP and the AUK to the prospective student, family, and/or sponsor.

The admissions team advertises and markets the IEP at education fairs, government organizations, private and government schools, libraries, embassies, and educational agencies such as Amideast (R-1-1).

In addition to our publications and outreach efforts, the AUK informs the community of application and scholarship deadlines in local Kuwaiti and Arabic newspapers and magazines.

In all our promotional materials we follow (although we are not a member of) the American Association of Intensive English Program Marketing and Recruiting Standard:

1. The IEP follows ethical standards for the recruitment of students and in the promotion of its programs.
2. In any recruitment transaction, student interests and well-being are paramount
3. The recruiting staff, admission personnel, and academic advisors clearly and accurately describe all aspects of the IEP in their recruitment and admission of students.

4. All promotional literature describing the IEP contains clear, complete, current and correct information about the program's goals and purposes, admission requirements and procedures, hours of instruction, program length, calendar, prices, and related services such as counseling, assistance with locating appropriate housing, help with application for university admission, and other services.
5. Photographs and other visuals in promotional materials realistically depict the program, its location and the facilities used by IEP students.
6. Promotional materials, presentations, and recruitment personnel make only justifiable claims about instructional programs and other services available.
7. Promotional materials state clearly whether admission to the IEP is also admission to another concurrent or subsequent educational program.
8. In marketing and recruiting activities, IEP does not misrepresent its competitors.

Finally, the IEP broad policy on professional development is also an indirect form of promotion. Our faculty and staff are always well-represented at TESOL Arabia/Egypt/ Oman and NAFA, and other conferences during which our program and relevant information is passed onto prospective students and ESL professionals.

Section B 1) documents in the report

IEP English/Arabic brochure	Appendix B
List of events to promote IEP	R-1-1
AUK Website	www.auk.edu.kw

2) documents on site

Workshop IEP-Admissions	M:Drive/ Accuplacer Testing/Presentation
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Section C Performance self-appraisal

Generally, we are pleased with our promotional efforts. Changes are updated on our publications annually by the Director of IEP, in conjunction with the Director of Marketing.

The diligence of PR and Marketing resulted in the American University of Kuwait being voted as one of the Superbrands in Kuwait for 2008. Superbrand is an organization based in the United Kingdom that promotes the discipline of branding and pays tribute to exceptional brands in over 40 countries. AUK was awarded based on its strong and consistent branding identity, its name recognition within the local market, its distinct quality of service, promotional and media coverage, as well as the Selection Committee's own perceptions of AUK.

Section D Recommendations, plan of action, timeline, and persons responsible

No other changes are proposed.

*Recruiting Standard 2: All promotional literature describing the program or institution is accurate and complete.*

Section A Description of current operations to show how the standard is met.

The promotional materials described in Recruitment Standard 1 are reviewed annually by the Director of IEP in conjunction with the Director of Admissions and the Director of Marketing and Public Relations. The promotional materials, both printed and electronic, are clear, complete, current, and correct in their representation of the IEP. The promotional materials clearly state that admission to the IEP does not guarantee admission to the AUK unless IEP students meet all admission criteria of the undergraduate programs, complete an *Application for Admission into the Undergraduate Level From IEP* (SS-4-2), and successfully complete Level 3 with a grade of ‘C’ or better.

The academic calendar on the Website is accurate and complete with all dates pertaining to the current semester for which the student may enroll (R-2-1). The IEP website/brochure/flyers are clear and accurate in their descriptions of the program goals, purposes, length, structure and tuition and fees (Appendix B). The Admissions website/brochure/flyers clearly and concisely outline the admission requirements and procedures.

Updates, including tuition and fees, admission requirements, and any other program changes are continuously amended accordingly. The materials are intended to provide accurate general information about the IEP to prospective students in Arabic and English.

As stated in Recruitment Standard 1, the IEP adheres to the guidelines for marketing and recruiting outlined in AAIEP.

All AUK publications for promotion of the IEP programs areas endorsed and authorized by PR and Marketing after checking logo and adherence to policies laid out in the University catalog (R-2-2).

Section B 1) documents in the report

Application for Admission into the Undergraduate Level from IEP	SS-4-2
Academic calendar (www.auk.edu.kw)	R-2-1
IEP English/Arabic brochure	Appendix B
Catalog 2008-2009 Pre-University Program Description pp. 263-269	R-2-2

2) documents on site

IEP archive of promotional materials	Office of the Assistant to the Director
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Section C Performance self-appraisal

We are satisfied with the accuracy of our promotional materials. During the self-study, we determined that language placement test benchmarks and how the benchmarks relate to student placement needed to be included in all IEP publications. In addition, the development of a clear process for IEP students to matriculate into the undergraduate program needs to be included in the catalog as well as in all of our promotional materials. The above has been completed for the 2008/09 academic year.

Section D Recommendations, plan of action, timeline, persons responsible

No changes are proposed at this time.

*Recruiting Standard 3: Students are informed of the benefits they receive for tuition and fees, including complete and accurate information about the academic program and calendar, student life, and facilities.*

Section A Description of current operations to show how the standard is met.

Students who apply to the program receive the IEP brochure, application for admission, University catalog, and student fees and charges brochure (available on Website). The IEP brochure (Appendix B), the student fee and tuition brochure (Appendix F), and academic catalog provide complete and accurate information on tuition and other fees associated with attending classes at the AUK.

The catalog includes a breakdown of all fees (R-3-1):

- Undergraduate degree program (per credit hour)
- Intensive English program (per Semester)
- Application fee
- Special course activity fee (as determined)
- Library fee (per semester)
- Technology fee (per semester)
- Student activity fee (per semester)
- Graduation fee (per graduate)
- Diploma reissuance fee (per diploma)
- Deferred payment service charge (per payment)
- Late fee (Per Payment)

In addition, in the catalog (R-3-2) the program benefits are highlighted that the IEP helps prepare students with intensive English training for entrance to the University. Students in the program are integrated into the academic, social, and cultural life of the University to give them a fully enriched experience.

The Fee and Tuition brochure guides students in understanding the tuition and fees policies. The brochure outlines the payment options available, the scholarships offered, steps to apply for refund of tuition, and how to withdraw from the University.

Admitted students upon receipt of their acceptance letter are provided the following information:

- Their admissions status (based on LPT) for effective semester/term
- Solicitation of registration deposit in order to reserve seat for class
- Orientation Date (separate flyer)
- Verification of completion of file with official documentation

At the Student Orientation, students receive an orientation packet containing the following:

- Guidelines for Registration including how to access AUK Self-Service.
- Academic calendar and Final Exam schedule.
- Facilities available to student such as the IEP labs, the Library, the open lab, The Diner, Starbucks, etc.
- Student Life flyers informing students of extracurricular activities including sporting events.
- Student Success flyers informing student of the advising, counseling, tutorial, and writing services offered.

- Guidelines for logging into the AUK system, email, computers, MyAUK, student drives, etc.
- Finance options and payment methods are provided.

In addition to the information provided within the registration package, students receive a detailed presentation by the respective department during a student group setting. During this presentation, students receive additional information from various directors that addresses the following key topics:

- IEP Overview explaining the purpose of the program
- University services available for students such as library tutorial, tutors, counseling, advising, etc.
- Student Life/Activities
- Q&A session

Although not a member and as previously stated in Recruiting Standard 1, the IEP adheres to the standards of the American Association of Intensive English Programs in Marketing and Recruiting

Section B 1) documents in the report

IEP Website	<a href="http://www.auk.edu.kw/Academics/SpecialPrograms/IntensiveEnglishProgram">www.auk.edu.kw/Academics/Special Programs/Intensive English Program</a>
Catalog 2008-2009 Student Tuition Fees and Charges pp. 51-52	R-3-1
Catalog 2008-2009 Program Benefits pp. 266-267	R-3-2
Student Fees and Tuition Brochure	Appendix F
Admission brochure	Appendix E

2) documents on site

MyAUK Portal	<a href="https://MyAUK.auk.edu.kw">https://MyAUK.auk.edu.kw</a>
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Section C Performance self-appraisal

Students are informed about the program and the benefits of tuition and fees through a variety of resources and presentations. The IEP uses an orientation survey to measure student satisfaction. The feedback enables the IEP to enhance future orientations.

Section D Recommendations, plan of action, timeline, persons responsible

No changes are proposed in this area.

*Recruiting Standard 4: If there are agreements with a recruiting agent, the program or institution ensures that it has complete information about the agent and assumes the responsibility for monitoring the agent and terminating the agreement if necessary.*

Section A Description of current operations to show how the standard is met.

Currently, the IEP does not have agreements with any recruiting agencies.

Section B 1) documents in the report – not applicable

2) documents on site– not applicable

Section C Performance self-appraisal

The IEP currently does not have recruitment issues and is able to maintain current enrollment targets. Thus the IEP does not require assistance from an outside agency to attract additional students.

Section D Recommendations, plan of action, timeline, and persons responsible

No changes are proposed in this area.