

**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 Welcome Center
Maintenance Unit: Enrollment Management

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 or invitations to recruitment/outreach 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 relay the request/invitation to the Welcome Center via email or telephone call.

- A. PAC employees who receive a recruitment or community-based activity request/invitation will forward the request to the Welcome Center via email at pac-recruitment@alamo.edu or by telephone at (210) 486 - 3100.
- B. At least two weeks' prior notification is required for the PAC Welcome Center staff to review a request/invitation to a recruitment or community outreach event. Any request/invitation of less than two weeks will be reviewed on a case-by-case basis to determine if a PAC representative can participate in the event.
- C. Welcome Center staff will contact the person or organization submitting the request/invitation to inform them, whether or not, PAC will be able to participate in the event.
- D. Once a request/invitation is accepted, the Welcome Center staff will document the planned recruitment/outreach visit or community-based activity on the electronic PAC Recruitment Calendar in Outlook with all contact and detail information and determine who will attend the event and who will be assigned to attend the event.
- E. Welcome Center staff will determine what recruitment materials are needed and what, if any promotional items, will be provided by Palo Alto College. This does not include providing promotional items for events that are not determined to be categorized as recruitment/outreach events.

- F. The communication methods to be used by the PAC Welcome Center for recruitment and outreach activities will include: email, telephone calls and direct mail out.

Issued: February 14, 2011
Date

Approved: Ana M. Guzman
President

Revised: May 20, 2019
Date

Approved: (signed: Dr. Robert Garza)
President