



## **NWU STUDENT RECRUITMENT POLICY**

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<b>Accountable executive manager</b>	Executive Director: Corporate Relations and Marketing
<b>Policy Owner</b>	Executive Director: Corporate Relations and Marketing
<b>Responsible division</b>	Corporate Relations and Marketing
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## NWU RECRUITMENT POLICY

### Preamble

Against the background of the dream to be an internationally recognised university in Africa, distinguished for engaged scholarship, social responsiveness and an ethic of care, the Council of the North-West University (NWU) has adopted this Policy on Student Recruitment on 16 March 2023.

### 1 Interpretation and application

This policy must be interpreted and applied in a manner consistent with the –

- 1.1 Constitution of the Republic of South Africa, 1996;
- 1.2 Higher Education Act, 101 of 1997;
- 1.3 National Qualification Framework Act, 67 of 2008;
- 1.4 Protection of Personal Information Act, 4 of 2013 (POPIA);
- 1.5 Consumer Protection Act, 68 of 2008;
- 1.6 National policy for an integrated career development system for South Africa nr 373 published in Government Gazette 40795 20 April 2017;
- 1.7 Statute of the North-West University;
- 1.8 General Academic Rules of the NWU;
- 1.9 all related policies and rules of the NWU, in particular the Admissions Policy, Brand Policy & Communication Policy, Institutional Rules on Student Governance, and
- 1.10 government policies and directions regarding student recruitment and career guidance.

### 2 Definitions

In this policy –

**“activation”** refers to an activity or event that is hosted to market the university and its offerings;

**“brochure”** refers to a booklet containing pictures and information about the university’s offerings.

**“career guidance”** refers to the guidance given to individuals to help them acquire the knowledge, information, skills, and experience necessary to identify career options or possible programmes, and narrow them down to make one career decision;

**“CRM”** refers to **the** Corporate Relations and Marketing division;

**“DHET”** refers to the Department of Higher Education and Training;

**“enrol”** refers to the process whereby a person formally registers at the NWU for a specific programme;

**“FTEN”** refers to first-time entrant students;

“**leads**” refers to potential students;

“**MSR**” refers to the Marketing and Student Recruitment Department;

“**open day**” refers to a day when members of the public may visit the NWU for the purpose of marketing the institution and its facilities to prospective students;

“**PQM**” refers to the programme and qualification mix that is being offered at the NWU;

“**programmes or programme**” refer to the qualifications, courses and offerings of the NWU;

“**prospect**” refers to a person regarded as likely to be accepted as a potential student;

“**retention**” refers to the ability to retain prospects and students over time;

“**SAQA**” refers to the South African Qualifications Authority;

“**SCC**” refers to a Student Campus Council;

“**SRC**” refers to the Student Representative Council;

“**student life**” refers to the co-curricular programmes provided for by the functional areas of student life, including the residence life environment, and student leadership structures established in the Institutional Rules on Student Governance;

“**student recruitment**” refers to the marketing process or activities of finding and recruiting the best qualified prospective students, from within or outside of the institution, in a timely and cost-effective manner, and

“**UMC**” refers to the University Management Committee.

### **3 Policy statement**

3.1 All student recruitment activities must be managed and coordinated in order to ensure the effective execution of these activities, to build brand equity, to ensure that correct information is provided, to grow enrolment in line with the NWU Strategy & DHET approved enrolment plan, to ensure higher conversion rates from leads to registration and to ensure better retention.

3.2 The following activities must comply with this policy:

- the marketing and promotion of the NWU’s programmes and its offerings;
- the offering of career guidance and programme information;
- coordination of any activities with the intention to enrol students at the NWU;
- prospect communication and retention activities;
- the creation of marketing material; and
- the management of prospect and lead databases.

### **4 Roles, Responsibilities and Accountability**

4.1 This policy applies to the management structures, permanent and temporary employees, suppliers and students of the NWU.

4.2 All official student recruitment activities on behalf of the NWU must be coordinated and executed with the involvement of the MSR.

4.3 All marketing material and brochures must be approved in terms of the NWU’s Brand Policy.

4.4 This policy applies to all student recruitment and career guidance activities, including all forms of media, direct marketing, digital marketing, activations, sponsorships, career days, school visits and open days that are conducted by and for the NWU.

- 4.5 UMC has a shared responsibility to ensure that NWU student recruitment is implemented and managed effectively and responsibly in accordance with this policy.
- 4.6 The executive director of CRM through MSR is responsible for the implementation of this policy.
- 4.7 Where faculties and departments of the NWU wish to initiate their own student recruitment activities, such activities must be coordinated and approved by the Director: MSR or by a person to whom such responsibility has been duly delegated by the director.

## **5 Student Recruitment Marketing Material**

- 5.1 All student recruitment-related activities and marketing materials must be developed taking the provisions of the Consumer Protection Act into consideration, and information contained in such materials must be verified by the MSR.
- 5.2 All student recruitment-related web pages, brochures, advertisements, posters, prospectuses, videos, merchandising, infographics, flyers and other material must be verified and approved by the Director: MSR.
- 5.3 Any marketing and promotion of NWU programmes and offerings must be aligned with the overall NWU Brand Strategy and such marketing information must be verified against the PQM, yearbooks and SAQA registration numbers.
- 5.4 The marketing of any programme must be approved by the Director: MSR or by a person to whom such responsibility has been duly delegated by the director.

## **6 Involvement of the SRC, SCCs and other subordinate student structures in recruitment**

- 6.1 All planned student recruitment, career guidance and retention activities coordinated by the SRC,
- 6.2 SCCs and their subordinate student leadership structures must first be approved by the relevant Campus Director: Student Life and the Director: MSR.
- 6.3 In the event of off-site student recruitment visits and events, the execution thereof remains subject to the availability of a representative from the MSR Department to accompany the student(s).
- 6.4 Career guidance is a specialist activity and may not be undertaken by students.
- 6.5 Student life, including the SRC, SCCs and subordinate student leadership structures, will where reasonably possible provide assistance and information related to student life and the co-curricular programme to prospective students and schools as part of the student recruitment visits and events.
- 6.6 Student structures involved in recruitment must receive training to assist in the execution of duties related thereto.

## **7 Involvement of faculties in recruitment**

- 7.1 All planned student recruitment, career guidance and retention activities must be approved by the relevant Executive Dean, Deputy Dean or their delegate and the Director: MSR and must further be coordinated within the NWU's overall student recruitment activities.

- 7.2 Employees of the university attending or participating in any student recruitment activity on behalf of the NWU must ensure that they are well acquainted with the programmes, facilities and services offered by the NWU.
- 7.3 All faculties must where reasonably possible provide assistance and information related to faculty and academic programmes to prospective students and schools as part of the student recruitment visits and events.

## **8 Communication and Retention**

All communication that is disseminated to prospective students and leads must be communicated through or in collaboration with the MSR in order to –

- 8.1 Handle all prospective student enquiries and ensure that the information is up to date and relevant together with the relevant departments, and to
- 8.2 Ensure effective retention communication to prospective students all communication from acceptance to registration of FTEN students.

## **9 Database Management**

- 9.1 The MSR is responsible to manage and coordinate all leads in a database for all prospective students and leads.
- 9.2 The Director: MSR must ensure that the personal information of student recruitment leads is processed in a manner that is compliant with the POPIA.

## **10 Activations and Sponsorships**

- 10.1 The organisation of open days with the intent to market the NWU or recruit students must be arranged and coordinated in collaboration with the MSR.
- 10.2 Any individual and school campus tour arranged with the intent to market the NWU or recruit students must be arranged and coordinated in collaboration with the MSR.
- 10.3 All sponsorships solicited with the intention to market or recruit students to the NWU must adhere to the relevant policies of the NWU and be approved by the Director: MSR.

## **11 Career Guidance**

- 11.1 The NWU and any of its representatives must take the necessary care to offer career guidance responsibly to individuals to help them acquire the knowledge, relevant information, skills, and experience necessary to identify possible career options or programmes and narrow them down to make one career decision.
- 11.2 The MSR collaborates with Student Counselling and Development when any specialised psychometric testing or other information needs to be offered when a prospective student is unsure of their possible programme choices.
- 11.3 No employee or representative of the university may offer career guidance without the necessary information and qualifications, in the absence of which prospective students must be referred to the MSR or the Student Counselling and Development office on campus.

## **12 Ethics**

All employees, students and other representatives of the NWU must act ethically when recruiting, marketing or communicating with prospective students and other interested parties, observing the requirements of integrity, objectivity, professionalism, due care, transparency, confidentiality and accountability.

## **13 Non-compliance with this policy**

Any student recruitment activities that are not in line with this policy must be reported to the Director: MSR for investigation in accordance with the relevant disciplinary and legislative processes and actions.