

# Sales and Student Recruitment Procedure



## 1 Purpose

To support the proactive recruitment of prospective Students in a coordinated and strategic manner, that sufficiently manages both material and reputational Risk.

## 2 Scope

This Procedure applies to all Employees who seek to undertake engagements including secondary school visits, webinars, and communications with Principals or Guidance Officers for the purpose of recruiting Students to the University.

## 3 Procedure Overview

Student recruitment involves identifying and engaging with prospective Students to encourage them to apply and enrol at the University. This includes outreach to secondary schools, Technical and Further Education (TAFE), Registered Training Organisations (RTOs), Career Counsellors, Guidance Officers, and individual Students.

## 4 Procedures

### 4.1 Student Recruitment Process

Student recruitment is conducted through coordinated activities across various engagement and communication channels, including:

- Building relationships with secondary schools, career counsellors, guidance officers, and teachers to facilitate ongoing Student engagement.
- Attending recruitment events, such as school visits, careers expos, and subject selection evenings, to represent the University and engage with prospective Students.
- Communicating with school communities, including parents and guardians, to provide information about the University's programs and opportunities.
- Collaborating with internal stakeholders to ensure all outreach activities, whether led by the Sales and Student Recruitment team or another unit, present a unified approach to external audiences.

Any engagements or communications with secondary schools, TAFEs, or similar organisations should be coordinated through the Sales and Student Recruitment team to maintain consistency.

#### **4.1.1 Recruitment Plan Development**

Employees initiating a recruitment activity must develop a recruitment plan in consultation with the Sales and Student Recruitment team, outlining key objectives, target audiences, proposed activities, and expected outcomes.

The plan should include:

- Specific engagement goals (e.g., number of schools, Students reached)
- Targeted communication methods (e.g., school visits, online campaigns)
- A detailed timeline of activities
- Required resources (e.g., budget source, staffing)
- Metrics for measuring success

Sales and Student Recruitment will assist formulating this plan with the requesting stakeholders.

#### **4.1.2 Recruitment Plan Submission**

Recruitment plans are submitted to the Director of the Sales and Student Recruitment team (or designated senior member within the team) for review and approval. The Director (or nominee) is responsible for ensuring that the plan aligns with the University's overall Student recruitment strategy and meets the following approval criteria:

- Alignment with University's strategic recruitment objectives
- Appropriateness of the target audience and engagement methods
- Feasibility of the proposed timeline and resource allocation
- Compliance with relevant Policy Instruments, including communication guidelines and Student engagement protocols

The Director may request additional Information or clarifications before approval is granted. If the plan is incomplete or requires further refinement, the Director will provide feedback and request modifications before a final Decision is made.

### **4.1.3 Approval**

Once approved, the plan is communicated back to the initiating Employee, who is then responsible for implementing the activities as outlined. The Director of the Sales and Student Recruitment team (or nominee) will assign a member of the Sales and Student Recruitment team (if necessary) to support the implementation, ensuring all logistics, resources, and staff are in place for successful execution.

#### **Plan Implementation:**

- The Employee who developed the plan is primarily responsible for overseeing day-to-day execution of the recruitment activities.
- The Sales and Student Recruitment team member (if assigned) will assist with logistics, coordination of Student Ambassadors, and liaison with school contacts.
- The Sales and Student Recruitment team ensures that all communications and engagements with schools are consistent with the approved plan and the University's broader recruitment goals.

### **4.1.4 Progress Tracking and Reporting**

Employees are required to report back on the progress of the recruitment activities at agreed milestones. If any issues arise during implementation (e.g., resource shortages, unexpected scheduling conflicts), the Employee must notify the Sales and Student Recruitment team member and Associate Director for guidance.

At the conclusion of the recruitment activity, a final report must be submitted to the Sales and Student Recruitment team, outlining the outcomes against the plan's objectives, engagement metrics, and any key learnings or recommendations for future activities.

## **4.2 Engagement Activities**

Engagement activities are crucial for fostering relationships with prospective Students and ensuring effective communication about the University's programs and opportunities. These activities, which are integral to implementing the recruitment strategies outlined in 4.1, focus on outreach to secondary schools, representation at recruitment events, and ongoing interactions with key stakeholders.

### **4.2.1 Coordinate School Outreach**

Outreach to secondary schools is essential for the University's recruitment strategy, enabling the dissemination of information about programs and opportunities to prospective Students. All outreach activities must align with the University's strategic engagement goals.

The Sales and Student Recruitment team is responsible for managing relationships with secondary schools, Career Counsellors, and Guidance Officers. Before initiating any outreach for the purpose of recruiting Students in Years 11 - 12, the Sales and Student Recruitment team must be consulted to assist in managing this contact, and subsequent activities as outlined in section 4.1.

#### **4.2.2 Recruitment Events**

The Sales and Student Recruitment team primarily manages attendance at recruitment events, including school visits and careers expos, to ensure consistent representation of the University. Other Employees may attend these events only with prior approval from the Sales and Student Recruitment team.

Before attending any recruitment event, the Sales and Student Recruitment team will provide a briefing to all Employees representing the University. This briefing will cover essential Information, including key messaging, the University's strategic priorities, and expectations for engagement with prospective Students. Employees must integrate this Information into their interactions during recruitment activities to effectively promote the University's offerings.

#### **4.3 International Student Recruitment**

The International Office is responsible for all engagements related to the recruitment of International Students to the University, both within Australia and offshore. As part of these activities, the International Office collaborates with third-party providers, partners, and Education Agents to facilitate International Student recruitment in line with the Educational Partnerships Policy and subordinate Policy Instruments.

#### **4.4 Student Ambassadors**

Student Ambassadors are current Students trained to assist with recruitment activities. The Sales and Student Recruitment team is responsible for the training, management, and rostering of Student Ambassadors.

All recruitment activities involving Student Ambassadors must be coordinated through the Sales and Student Recruitment team to ensure alignment with the University's strategic goals and consistent messaging.

#### **4.5 Follow-up Engagement**

Following any recruitment event or engagement, the Employee responsible must enable appropriate follow-up communication with prospective Students through the capture of prospective Student details (leads). The Sales and Student Recruitment team, in conjunction with the Marketing campaigns team oversee this process to ensure consistency and effectiveness in communication.

## 4.6 Compliance and Training

Employees and Student Ambassadors involved in recruitment activities must complete all required training, including recruitment messaging and compliance with the [Working with Children \(Risk Management and Screening\) Act 2000](#). The Sales and Student Recruitment team ensures that all participants meet training and certification requirements (e.g., Blue Card certifications).

## 5 References

Nil.

## 6 Schedules

This procedure must be read in conjunction with its subordinate schedules as provided in the table below.

## 7 Procedure Information

<b>Accountable Officer</b>	Pro Vice-Chancellor (Engagement)
<b>Responsible Officer</b>	Director (Marketing and Student Recruitment)
<b>Policy Type</b>	University Procedure
<b>Policy Suite</b>	<a href="#"><u>Marketing and Brand Policy</u></a>
<b>Subordinate Schedules</b>	
<b>Approved Date</b>	30/5/2025
<b>Effective Date</b>	30/5/2025
<b>Review Date</b>	30/5/2030
<b>Relevant Legislation</b>	<a href="#"><u>Working with Children (Risk Management and Screening) Act 2000</u></a>
<b>Policy Exceptions</b>	<a href="#"><u>Policy Exceptions Register</u></a>
<b>Related Policies</b>	<a href="#"><u>Educational Partnerships Policy</u></a>
<b>Related Procedures</b>	
<b>Related forms, publications and websites</b>	
<b>Definitions</b>	<b>Terms defined in the Definitions Dictionary</b>

## Decision

A determination made by an Employee, contractor or other authorised delegate in the course of their duties on behalf of the University.

## Education Agent

A person or organisation engaged by the University via a formal agreement to undertake approved international Student recruitment, marketing and/or promotional activities on behalf of the University.

## Employee

A person employed by the University and whose conditions of employment are covered by the Enterprise Agreement and includes persons employed on a continuing, fixed term or casual basis. Employees also include senior Employees whose conditions of employment are covered by a written agreement or contract with the University.

## Information

Any collection of data that is processed, analysed, interpreted, organised, classified or communicated in order to serve a useful purpose, present facts or represent knowledge in any medium or form. This includes presentation in electronic (digital), print, audio, video, image, graphical, cartographic, physical sample, textual or numerical form.

## International Student

A Student who is not an Australian citizen, a New Zealand citizen, an Australian Permanent Resident or the holder of an Australian permanent humanitarian visa.

## Policy

A high level strategic directive that establishes a principle based approach on a subject. Policy is operationalised through Procedures that give instructions and set out processes to implement a Policy.

## Policy Instrument

A Policy Instrument refers to an instrument that is governed by the Policy framework. These include Policies, Procedures and Schedules.

## Risk

The effect of uncertainty on objectives.

**Student**

A person who is enrolled in a UniSQ Upskill Course or who is admitted to an Award Program or Non-Award Program offered by the University and is: currently enrolled in one or more Courses or study units; or not currently enrolled but is on an approved Leave of Absence or whose admission has not been cancelled.

**Unit**

This is an indicator of the value of a Course. Most Courses are valued at one Unit. Units are used to track progress towards completing a program. (The term used prior to 2002 to describe a Course)

**University**

The term 'University' or 'UniSQ' means the University of Southern Queensland.

**Definitions that relate to this procedure only**

**Keywords**

**Record No** 24/396PL