4.6 Recruitment Materials

4.6 Recruitment materials and presentations accurately represent the institution’s practices and policies.

Judgment of Compliance

In Compliance

Narrative of Compliance

The University updates all recruitment materials regularly (biennially for catalogs, annually for most other printed materials, and frequently throughout each academic year for online information). The primary recruitment pieces are disseminated to prospective students by the following means: Undergraduate Admissions, Graduate Admissions, the School of Law, and the College of Continuing Studies. Described below are the most frequently used materials for these four areas and the procedures for assuring accuracy.

Undergraduate Admissions employs a wide variety of recruitment materials and presentations in print, online, and in selected other media. A few examples are given below.

The hard copy and online Undergraduate Catalog’s sections on iTour Bama video podcast for students to download to their iPods and have with them any time, including when they visit campus.

There is a Admissions Counselors and Regional Recruiters. Prospective students can browse the map or list of states to find the counselor or recruiter for the area in which they live. Alabama residents browse a detailed Alabama map and county list showing all recruiters and counselors in their specific area of the State.

Three major subgroups of prospective undergraduate students readily can access online information specific to their admissions needs. There are Steps to Admission for Transfer Students, and Graduate Admissions includes the following among its primary materials to assist with Graduate School recruitment:

1. Graduate School Prospectus (print)
2. Graduate School Viewbook (CD)
3. Admission Policies (online A-Z index, Graduate School)
4. Financial Assistance Handbook (online)

The Graduate School mails the Prospectus and Viewbook at no cost to prospective students. Graduate School staff and faculty from individual academic programs participate in a variety of recruitment events nationally and internationally. The printed materials are available to prospective students at these recruitment events. In addition, applications and the information detailed in these publications are easily accessible to prospective graduate students at the Graduate School Recruitment Events is posted at the Graduate School website at the beginning of each semester and is updated regularly.

The Graduate School hosts or co-hosts numerous recruitment events on campus, including the Graduate School Preview Day and Facebook as a way to disseminate information to prospective students. It can be concluded that due in large part to these coordinated recruitment efforts, Graduate School enrollment in Fall 2010 was at an all-time high of 4,546 students.

Quick Facts sheet.
Accuracy of the statistical information in the School of Law’s Viewbook and Quick Facts sheet is assured by using material submitted to the American Bar Association (ABA) as part of the ABA Annual Survey. This survey is conducted as part of the report that goes to the accreditation team making visits to law schools as part of the ABA approval process. The Law School dean signs a cover note assuring the correctness of the data submitted in the ABA Survey. When the accreditation team visits, they examine the documents from which this information is gathered. The School of Law also is required to identify the student files from which the information was gathered. The Law School Admissions Council (LSAC) also publishes much of the information submitted on the ABA Annual Survey in an independent publication. If a school published information different from the data that were submitted in the ABA Annual Survey and, thus, published by LSAC, a school could certainly be sanctioned.

The School of Law assures the accuracy of those making recruitment presentations by (1) limiting who makes those presentations and (2) allowing those making the presentations to use only those statistics that can be defended and only information that is published. Nearly always, only the personnel in the Admissions Office, the Dean, and associate deans make presentations. The Associate Dean for Admissions, other associate deans, and the Dean have been at the Law School for at least 10 years. They are well aware that the only statistics used are those that are part of the ABA Annual Survey of Law Schools, and that the only non-statistical information is the material contained in Viewbook, the Quick Facts sheet, and the admissions and current-student portions of the website. The Admissions Office staff is cautioned to use only the same information. The Admissions Office personnel when hired were required to learn all information contained in the Viewbook, Quick Facts sheet, and admissions and current student portions of the Law School website. If the presenters intend to use information that is outside the ABA Annual Survey or outside published material, the statistics and information are produced well before the presentation and are verified for accuracy through careful documentation. The School of Law assures the accuracy of Facebook and Twitter material in the same fashion.