

Description of Kaskaskia College Students in Recruitment (SiRs) Program 2015 - 2016

The Kaskaskia College SiRs program is designed to utilize the talents and abilities of selected students to represent Kaskaskia College to prospective students, their families, and the public. Through recruitment activities for the college students will also develop leadership skills and learn the value of student organizations.

The SiRs program is based upon the belief that students can be the best representatives for Kaskaskia College. Students will be used to recruit new students for the college all while learning gaining valuable experience.

Requirements

The award:

- ↪ A scholarship waiver for tuition and mandatory technology and student activity fees
- ↪ Limited to eighteen (18) credit hours in the Fall and Spring semesters and six (6) credit hours during the Summer semester (or other wise stated)
- ↪ Waivers will begin in the Fall semester and continue with the academic school year (Fall, Spring, & Summer semesters)
- ↪ Scholarships will be awarded for one academic SEMESTER, with the opportunity for renewal
- ↪ **Students that fail to meet the guidelines or expectations of the program may have the scholarship waiver withdrawn at the end of the semester which the infraction or the lack of participation occurred. If the lack of participation occurs at the end of the student's time at Kaskaskia College – a hold will be placed on the student's account freezing transcripts and any future activity with the College until an agreement is met to meet scholarship requirements.**
- ↪ Students that fail to meet the requirements will have a notification of cancellation added to their admissions folder

To be eligible, students for the SIRs program must:

- ↪ Be admitted to and attend Kaskaskia College for the Fall semester following high school graduation
- ↪ Be an incoming freshman, meet in-district residency requirements as outlined in the college catalog, complete the application requirements, and be selected by the SiRs committee

To maintain the SIRs scholarship the students must:

- ↪ Successfully complete twelve (12) credit hours during the fall and spring semesters, with a grade point average of at least a 2.5 at Kaskaskia College
- ↪ Attend the SIRs one day summer orientation or complete a make up session with the Director of Recruitment
- ↪ Complete ten (10) hours of recruitment activity, which is offered to SiRs Coordinator, each week during the semester in which the tuition waiver is being awarded.
- ↪ Comply with the Student Conduct Code and the Student Ethical Conduct Code, as adopted by Kaskaskia students, and uphold the Mission Statement and Core Values of Kaskaskia College
- ↪ Meet with the SIRs coordinator at the end of the academic **semester** to determine the renewal of the scholarship
- ↪ Complete and submit the FAFSA application annually.

Guidelines for Recruitment Activities

Students will be offered a variety of situations to complete their required hours. SiRs students will also be asked to help plan the activities that are scheduled. Traditional students will be the recruitment focus of the group; however, SiRs will be used to recruit and promote the college in general to the community.

Activities will vary per semester and by the student's home community. The Coordinator of Student Recruitment will provide possible activities in which students may participate. Students shall be responsible for making and keeping appointments with not only the Coordinator of Student Recruitment, but also with high schools, community organizations, and prospective students. The image and actions of the college will be reflected in how the student conducts contacts.

Tuition waivers will be withdrawn if the Student in Recruitment fails to keep 3 appointments or **scheduled office hours** (per academic semester) of activities without prior notification or finding a replacement. **Emails or text messages will be issued by the coordinator regarding missed appointments.**

Student contact will be monitored by a check list in the Recruitment Office.

High School Activities

SIRs students will be invited, based on schedule availability, to accompany the Recruitment Placement Specialist to High School Recruitment visits.

The student responsibility can include:

- ↳ Contacting prospective students regarding upcoming visit(s)
- ↳ Speaking with individual or groups of students regarding student experiences at Kaskaskia
- ↳ Speaking to Dual Credit students
- ↳ Speaking with high school administration to promote Kaskaskia
- ↳ Making follow up contacts with prospective students following the visit
- ↳ Scheduling College visits for high school students

Student will be asked to promote Kaskaskia at High School events. Students will be offered opportunities to visit high school social and sporting events. The student responsibility can include:

- ↳ Contacting high schools regarding event schedules including - homecomings/open houses, or student groups
- ↳ Contacting group representatives to speak to student groups regarding higher education & dual credit opportunities

Example of high school recruitment activity week:

Kaskaskia College will be visiting a given high school in two weeks. SIRs student may send an email, place a phone call, or send a note to contact high school students that have expressed an interest in Kaskaskia. SIRs student may accompany the Coordinator of Student Recruitment to the given high school visit to speak about their experiences as a Kaskaskia student to the given high school group. SIRs student may then be responsible for sending any information that the high school students requested. **SIRs will be required to follow up with students contacted at that visit by completing data entry into the Student Mainframe system.**

Kaskaskia College Events

SiRs students will need to become in the campus community to fully understand, learn, and appreciate what Kaskaskia College offers to its students in the forms of student activities.

Students will be asked to participate for on-campus activities, such as:

- ↳ Act as host/hostesses for Fine Arts programming (concerts, theater productions, musicals, art openings, etc.)
- ↳ Student representatives for committees/student focus group participants
- ↳ Prospective student open house ambassadors
- ↳ Student group activities (e.g. Fall/Spring Picnic, chili cook-off, etc.)
- ↳ Assisting campus groups, faculty, staff, and activities as necessary
- ↳ Assisting visitor(s) with on-campus tours

Example of on-campus recruitment week:

Students may act as host/hostess for Fine Arts activities (musical concerts, plays, other performances). Students will greet arriving guests and visitors by handing out programs and assisting guests to seats. Students may also be asked to participate in committee meetings regarding changes on campus to voice an opinion (e.g. hiring committees, tuition & fee committees, student satisfaction meetings, etc.). Students may also be scheduled to be available to lead tours of the college for high school students and discuss student life with the prospective student.

Documentation of Activity

As soon as the student begins working with the SiRs program, he or she must document hours and activities completed. An activity form is required to be completed every week, similar to a timesheet. The forms will be kept on file in the Recruitment office. In order for the scholarship to be renewed for the next semester (if applicable), students must be able to show that all hours were completed. Meetings with the Coordinator of Student Recruitment will be conducted at the end of each semester to review activities and hours of the entire semester.

Forms will include activity name, hours accomplished, and outcome gained. Students will also be required to describe how working with the SiRs program has contributed to personal growth. After reviewing the forms, the Recruitment Placement Specialist will meet with SiRs students to review activities and experiences.

Tips as a Student in Recruitment

First Impressions

First Impressions are very important, especially as a representative of Kaskaskia College. In this position, you represent the college. Everything you do and say leads prospective students and their families to form an opinion of the college. Even though it may not be fair, but your own personal mannerisms become factors on which to judge the campus. So when preparing for an activity remember to make your appearance neat and 'pulled together.'

Another trait that is crucial in recruitment is enthusiasm. We are presenting a product, educational services, to a consumer, the prospective student, and they are able to make the selection of where to attend school. It is very similar to shopping for a big ticket item, such as a car. Two salespersons may present the exact information resulting in the same price, but some of the most successful sales personnel are those that are outgoing and memorable.

Enthusiasm may be conveyed through your recruitment practices. Your listeners will want to share your experiences if you have a high regard for Kaskaskia and demonstrate that you are loyal to it. You may show your loyalty and respect for Kaskaskia by the way you stress and repeat the name, the way you are able to discuss about the faculty, staff, and students, and how you are able to use anecdotes to relay your messages.

Tour Groups

You are acting as the host/hostess in tour situations. One important task to host/hostess is to make sure their guests feel **comfortable**. Make sure that you are speaking clear and loud so that your entire group may hear you. Introduce yourself at the beginning of the tour. Also, repeat your name in case someone did not hear you. By using your name, people may identify with you.

Get to know your tour group, so ask questions about them. People generally feel comfortable speaking about them, so do not be afraid to ask! We want to invite these prospective students into our Kaskaskia family.

Small talk is a skill. Many tour groups will not engage in conversation unless you, the tour leader, starts. You set the tone of the visit. Small talk may be about the weather, your education, the student's high school, etc, or you can lead it to educational facts. When you are able to relate today's educational system information to your small talk, you become the expert. Current readings and statistics will help build your small talk subject base.

Parents

Many times you will find that parents will begin speaking for the student. Parents will begin asking questions about academics, activities, and social climate. The student may not even say a word during the meeting. This is a difficult situation. Once again it falls under being a good host/hostess. A good way to hold a conversation with a group is to make eye contact with all involved. Direct your body language to show that you want to make sure the student feels involved. However, you can not leave out the parent totally. Students generally turn to parents to help make big decisions, so you must make the parent feel included, but you will also need to try to establish a connection with the student.

Important Information

The SiRs handbook will cover a great deal of information; however, there will be topics that will not be covered. Sometimes the best answer is, "That is a very good question, I do not know the answer, but I will find out." It is important to address each question that a person asks. It is important enough to ask it, therefore it is important enough to give our attention to it. If you do not know the answer to the question, try to find out immediately if time permits, otherwise, find out and contact the person as soon as possible.

Remember...

It is important that you cover the required material and the student's interest area, but just the tour alone will not make a lasting impression. The conversation you lead will be invaluable. During the tour, there generally will be down time or a quiet period. It is your responsibility to fill the time *meaningfully*. Ask the prospective students if they have any questions. If they do not, a good topic to speak on is your own personal experiences. You are a current student; you have the most accurate knowledge of what life is like as a Kaskaskia student. Let the group know why you choose to attend Kaskaskia or what some of your positive experiences have been. Look for unique factors that you believe you may not have found at other schools.

It is good to keep in mind that you were once in that student's position: trying to decide on a college to attend. It is important to keep this in mind. Try to relate to the student on topics that you found important (e.g. small community, close to home, friendliness) this will help the prospective student make a well-informed decision.

People may not remember what you say, but how you make them feel.

Expectations

I personally expect you to meet the scholarship requirements. We have chosen you to represent Kaskaskia College. This is a very demanding position. You will be on display and be associated with Kaskaskia at all times. However, in return, you will not only receive free tuition, but the opportunity for personal growth, the opportunity to become involved, the opportunity to make close friends, the opportunity to change lives. I hope that you will enjoy your time with the program. It will be hard work, but it will be fun. Let's have a great year!

Student Leaders

You will find that the program considers you to be a student first and a student leader second. The main reason to attend Kaskaskia is to earn a degree or certificate. The program will ask that you devote time and energy to recruiting students. However, we do not want it to be at the cost of your education. We will review your activities and grades at the end of each semester to ensure you are successfully completing your course work and the program requirements. The program is designed to enhance your time at Kaskaskia, not hinder it. Please talk to one of the staff members if you feel that you may be having problems before it becomes too late.

SIRs Committee Members

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