STU 60

STUDENT RECRUITMENT (UNDERGRADUATE)

RECORDS CLASSIFICATION PLAN AND RETENTION SCHEDULE

URIMC Approved:
September 23, 2013
URIMC Revised:
May 12, 2016
RIM Edits (consistency, typographical, updates, etc.):
October 1, 2015, November 15, 2016 and March 2, 2017

Contact the Records and Information Management Program (Archives and Special Collections, University Library) for more information: https://www.uregina.ca/library/rim/
STU 60 STUDENT RECRUITMENT (UNDERGRADUATE)

FUNCTIONAL GROUPING DESCRIPTION

This function includes planning and activities related to recruiting and transitioning new students to the University of Regina.

STU 60 FUNCTIONS LIST

100   Prospect Engagement
200   Prospect Information
STU 60 STUDENT RECRUITMENT

FUNCTION 100 – PROSPECT ENGAGEMENT

FUNCTION DESCRIPTION

Student Recruitment records document the planning and execution of strategies designed to encourage potential students to enroll at the University of Regina. This includes records relating to promotional activities such as open houses, tours, information fairs and sessions and liaison with counselors as well as promotional materials and personal contact.

<table>
<thead>
<tr>
<th>Series Number</th>
<th>Series Name</th>
<th>OPR</th>
<th>Official Record Location</th>
<th>Official Record Retention*</th>
<th>Other Copies Retention</th>
<th>Specialized Electronic System</th>
<th>Disposition Guidelines and Related Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>STU60-100-10</td>
<td>Planning</td>
<td>Enrolment Services</td>
<td>Enrolment Services</td>
<td>5 years</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STU60-100-20</td>
<td>Promotional Materials, Marketing and Events</td>
<td>Enrolment Services</td>
<td>Enrolment Services</td>
<td>5 years</td>
<td>1 year</td>
<td>EZ Recruit</td>
<td></td>
</tr>
</tbody>
</table>

Includes presentations to students, parents and guidance councillors, viewbooks, brochures, swag, events, tours and school visits.

See STU60-100-40 for prospect contacts.

SO – Superseded (updated or replaced by the appropriate position or body) or Obsolete (declared no longer relevant by the appropriate position or body). Definition of SO for each series is maintained by your area’s Designated Records Officer.

OPR – Office of Primary Responsibility. Contact your area’s Designated Records Officer for details on OPRs listed as “Various.”

*End of the year is April 30 unless otherwise specified. Retention timeframes will commence in the year following completion/date of last action that activates the retention period. All records are subject to archival appraisal once their stated retention period has been met. Contact your area’s Designated Records Officer before initiating disposition.

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<th>Disposition Guidelines and Related Series</th>
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</thead>
<tbody>
<tr>
<td>STU60-100-30</td>
<td><strong>Standing Promotional Material</strong></td>
<td>Enrolment Services</td>
<td>Enrolment Services</td>
<td>SO + 2 years</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Includes photos, visual identify, branding and logos.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STU60-100-40</td>
<td><strong>Prospect Contact</strong></td>
<td>Enrolment Services</td>
<td>Enrolment Services</td>
<td>Potential start date + 1 year</td>
<td>N/A</td>
<td>EZ Recruit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Includes records relating to mass and directed calling campaigns, follow-ups and individual pre-admittance counselling.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STU60-100-50</td>
<td><strong>Guidance Counsellor Information and Contact</strong></td>
<td>Enrolment Services</td>
<td>Enrolment Services</td>
<td>SO</td>
<td>N/A</td>
<td>Access database</td>
<td>Update annually.</td>
</tr>
<tr>
<td></td>
<td>Records identifying current high school guidance counsellors and communications with them.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>EZ Recruit</td>
<td></td>
</tr>
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</table>

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### STU 60 STUDENT RECRUITMENT

#### FUNCTION 200 – PROSPECT INFORMATION

**FUNCTION DESCRIPTION**

Student Recruitment acquires information from prospects at events and through contact initiated by the prospective student.

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<th>Specialized Electronic System</th>
<th>Disposition Guidelines and Related Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>STU60-200-10</td>
<td>Prospect Records</td>
<td>Enrolment Services</td>
<td>Enrolment Services</td>
<td>Potential start date + 2 years</td>
<td>N/A</td>
<td>EZ Recruit</td>
<td></td>
</tr>
</tbody>
</table>

Includes inquiry cards filled out at recruiting events as well as e-inquiry cards (UR App) and student created accounts that are filled out on-line.

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B – Banner

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