

OWG 31 Recruitment Approved Recommendations

- 1. Recommends that DSC and ASU maintain a singular recruitment and program presence during the Fall of 2016.**
- 2. Recommends that DSC and ASU fully implement and adopt the Ellucian Recruiter CRM.**
- 3. Recommends that DSC and ASU establish an integrated marketing and recruitment approach as the new Albany State University. Where appropriate, distinct collateral will be established to support the Darton name, e.g., Darton College of Health Professions as well as other distinct colleges within the university.**
- 4. Recommends that DSC and ASU fully implement and adopt a consolidated student marketing and recruitment campaign and that during the first consolidated cycle, this campaign should be developed and executed with the assistance of a third party vendor.**
- 5. Recommends that DSC and ASU develop shared campus visit and event program planning on both campuses.**