

## **AARAO Best Practices Guidelines**

### **Statement of Purpose**

AARAO recruitment activities are designed to provide students, parents, teachers, guidance counselors, and others with accurate, concise information relating to post-secondary opportunities in Atlantic Canada.

Although we understand that a level of competition is inherent in our jobs, we believe that through our cooperation we provide the best service to our clients.

The recruitment activities on the AARAO coordinated schedule play an important role in a prospective student's choice of post-secondary education and, as such, participating institutions carry a professional responsibility. Members should attend the events on the coordinated schedule as much as possible. All other activities should be such that they do not duplicate or undermine the effectiveness of this cooperative effort.

AARAO will schedule recruitment events according to geographic blocks with consideration for member institutions' budget and for staff health and safety.

AARAO member institutions are responsible for the dissemination of and adherence to the enclosed Best Practices Guidelines. This document has been approved by AARAO.

## **Guidelines for Best Recruitment Practices**

### **AARAO Executive generally agrees to:**

- produce a list of block weeks by May 1<sup>st</sup> of each year and to produce the full coordinated schedule to members by July 1st of each year.
- review and respond to concerns regarding the Best Practices Guidelines.

### **AARAO Member institutions generally agree to:**

- provide assistance with and support for the AARAO coordinated schedule.
- not release the AARAO coordinated schedule to any non-AARAO person, organization or institution.
- comply with terms of AARAO 2000 scholarship agreement.

### **Specific Guidelines:**

#### **Dissemination of information:**

- The Best Practices Guidelines are to be communicated to and accepted by all AARAO representatives of any AARAO organized recruiting event. Representative includes recruiters, faculty, alumni, students and any other institutional staff or volunteer.
- All representatives shall agree to impart information relating to their institution and its programs only. Representatives should encourage students to visit other booths if their institution is unable to offer programs relating to the student's area of interest.
- Institution representatives will not use overt or implied negative comparisons of secondary or post-secondary institutions.

- Each participating institution shall provide clear, concise, up-to-date and accurate information pertaining to their programs, services, facilities, financial aid and costs.
- Representatives may distribute brochures, catalogs, and other appropriate items which provide a factual description of their institution and its programs, and only from the booth.
- Plastic bags, bumper stickers, buttons, candy or other advertising or promotional material or gimmicks may not be distributed from the booth.
- Audio visual media must be used with consideration for others. Videos, music, etc. may be used but must be within the boundaries of the booth. All audio visual equipment must be used at low volume, and noise levels kept to a minimum.
- All participating institutions are expected to confirm their participation directly with the host school. This should be done at least two weeks prior to the visit.

### **Display Size and Booth Parameters**

- One display board per AARAO member.
- Although display space will vary with space constraints, displays should be contained within the normal booth space provided by the host school, which is generally 8 ft. long.
- To avoid intruding on others' recruitment related activities, conversing with students, parents, etc. should be conducted within the immediate vicinity of your booth.
- Any participating institution shall have no more than 4 representatives at any AARAO coordinated recruitment event.
- Member institutions requesting booth space at an AARAO event shall agree to have a representative at the booth during the scheduled hours of the event and have the representative to the event on time.
- There is to be no selling or raffling of products by representatives.
- Demonstrations such as hair cutting, cooking, or other similar activities are not permitted by AARAO members at any recruitment activity.

### **Expectations for Host Schools**

- host AARAO members on a mutually agreeable time and date according to the geographic block assigned for that week.
- provide adequate and equal space for each participating member institution.
- assign tables to participating AARAO members.
- clearly define the start time of visit (meaning when the students are scheduled to meet the representatives) and to communicate the start and end time to the 2<sup>nd</sup> VP and/or to the participating institutions.
- not make overt or implied negative comparisons of post-secondary institutions.
- not release AARAO coordinated schedule to any non-AARAO person, institution or organization.
- Address any concerns regarding the AARAO Best Practices Guidelines to a member of the Standing Committee.

### **Addressing Issues and Concerns**

AARAO recognizes that these guidelines may require review. If you wish to comment on the guidelines and/or request AARAO review the guidelines, please contact a member of the AARAO Standing Committee on Best Practices (see attached list of members).

If the request is not resolved to your satisfaction, please address your comments in writing to the AARAO Executive.

**AARAO Standing Committee on Best Practices**

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