COLLEGE POLICY

Policy No. & Title:	**C-425 Campus Outreach & Morale**
Policy Sponsor:	Vice President, Operations
Reference Cmtee:	Policy & Procedure Committee
Effective:	2023-07-01
Next Review:	2027-04-30

Purpose

To establish the guidelines and expectations related to Campus Outreach activities and to establish the performance expectations related to such activities.

Scope

This policy applies to all College students, employees, delivery partners, affiliates, volunteers, and contractors.

This policy does not apply to College students or employees on the Online Campuses

Definitions

Business Development: Outreach activities that foster positive relationships with employers and referral agencies and help bring new students into our campuses. Outreach may occur on, or off, campus.

Campus Morale: Activities that provide students with a positive, inclusive, and fun college experience. Refers to activities for staff and students, usually onsite, which contribute to the overall experience of being a student or member of the staff at the College.

POLICY

General

1) Business Development is mandatory for all Education Consultants, Employment Specialists and Campus Director/Remote Education Directors at the College.
2) The College will establish specific Outreach activity goals to be met each quarter.
3) Outreach activities must be recorded in XCAS in a timely manner (within the next business day of the activity).
4) The Campus Director/Remote Education Director and Regional Director of Operations must approve reported Outreach activities monthly.

Categories of Business Development Outreach and Campus Morale Activities

5) Business Development Outreach and Campus Morale activities include, but are not limited to:
   - Campus Morale Activities:
     a) Staff Morale Activity (Note that the entire staff must be invited and at least 60% must attend).
     b) Student Body Morale Activity.
     c) Classroom Event.
     d) Guest Speaker – Class.
     e) Guest Speaker – Student Body.
     f) Lunch & Learn for Students.
     g) Charity Fundraiser – Class.
     h) Charity Fundraiser – Student Body.
     i) Field Trip.
     j) Student Assembly.
   - Business Development Outreach Activities:
     k) Meeting.
     l) Presentation.
     m) Tradeshow/Career Fair.
     n) Networking Event.
     o) 'Other' (for events not listed above).

Related Policies

C-407 Guest Speakers

C-417 Fundraising Events

Supporting Documents/Forms

C-425p Campus Outreach & Morale – Procedure