University Council for Recruitment & Admissions Charter

Background

The establishment of the University Council for Recruitment & Admissions (UCRA, "Council") of the Medical University of South Carolina (MUSC) addresses the need for university-wide governance with the adoption of a modern customer relationships management (CRM) and admissions system, Anthology REACH. This system facilitates consistent and efficient communication with prospective students and manages all functions needed to admit students to MUSC's academic programs.

Anthology REACH will be the sole system through which a prospective student is officially designated as a student, making it a mandatory system of record for all colleges. Previously, MUSC did not utilize a modern CRM/admissions system, resulting in highly variable recruitment and admissions processes across colleges. The implementation of REACH presents an opportunity to enhance the University's recruitment effectiveness and admissions efficiency.

To achieve these goals, input from subject matter experts and stakeholders is essential. This Council is chartered to facilitate collaborative decision-making and management of a shared resource.

Classification/Terms of Review

This is a university-level standing council. This charter shall be reviewed at least every five years by the Associate Provost for Educational Planning & Effectiveness for determination of continued need, and if continued, necessary revisions or updates will be made in accordance with this charter.

Definitions

1. **Admissions**: The process of evaluation applications and selecting qualified candidates for acceptance into academic programs.
2. **Customer relationship management (CRM)**: A system used to manage and analyze interactions with prospective students, with the goal of improving communication, engagement, and enrollment outcomes across the recruitment and admissions lifecycle.
3. **Recruitment**: The process of identifying, attracting, and engaging prospective students to inquire about and enroll in academic programs.

Formal Charges

Consistent with current university policies and procedures, the Council will assume the following functions:

1. **REACH governance, management, and optimization recommendations**: Discuss and approve needed updates and/or requests for changes to the system that impact either recruitment or application functions. Requests to customize processes in REACH to serve a specific college which may impact other colleges must be reviewed and approved by the Council. In cases determined by the Chair to need additional review, the recommendation may be advanced to the executive steering committee for the SIS/CRM and/or Provost's Council.
2. **Compare best practices**: Provides a forum for colleges to share their approaches to recruitment and admissions practices and provides opportunities to standardize where appropriate. College

representatives are encouraged to cascade this information in their college and bring issues from their college to the Council.

3. **Centralize recruiting activities, where applicable**: Provides a forum for colleges to be made aware in advance of opportunities where cooperation across the university is needed so that MUSC's presence at community/college fairs is unified and optimized.
4. **Compliance**: Ensuring that any required communications needed for prospective applicants and applicants is implemented (e.g., informing applicants about licensing requirements to practice in their state before they accept an offer of admission)
5. **Reporting**: The Council will review and endorse university-wide standing reports provided to Provost's Council regarding recruitment and admissions.

Reporting Channels/Procedures

The Council reports directly to Executive Vice President for Academic Affairs and Provost ("Provost").

Membership

The following individuals shall serve as voting members:

- Application Analyst, Research & Academic Information Systems
- Associate Director, University Admissions
- Assistant Provost for Strategic Initiatives & Communications
- Associate Provost for Educational Planning & Effectiveness
- Director, University Admissions
- Executive Director, Enrollment Management
- University Registrar
- College of Dental Medicine
  - o Student Services Manager
  - o Admissions Representative (if hired)
- College of Graduate Studies
  - o Director, Recruitment, Outreach & Career Development
  - o Senior Graduate Program Manager
- College of Health Professions
  - o Director, Marketing & Student Recruitment
  - o Director, Student Services
- College of Medicine
  - o Associate Vice Chair for Public Health Education
  - o Student Services Manager
- College of Nursing
  - o Graduate Programs Coordinator
  - o Student Services Program Coordinator
- College of Pharmacy
  - o Student Services Manager
  - o Marketing & Student Recruitment Specialist

The following individuals shall serve as ex-officio, non-voting members:

- University Admissions Coordinator

Membership Appointment

Membership of the Council shall be determined by the Associate Provost for Educational Planning & Effectiveness, who shall periodically review the membership and make adjustments as necessary in writing. Each college is invited, but not required, to have up to two representatives who serve as voting members, ideally with one having recruiting expertise and the other admissions expertise.

Membership Terms

Terms of membership for voting members are concurrent with terms of office. The dean of each college may change their designated representatives at their discretion. All ex-officio members are appointed at the discretion of the Chair.

Officers

The Executive Director of Enrollment Management shall serve as Chair. The Chair may appoint a temporary Chair if necessary for the Council to meet in the Chair's absence. Subcommittee chairs are responsible for chairing their respective subcommittees when needed and will have a standing item (a report/discussion topic) on the agenda of each Council meeting.

Subcommittees

Three standing subcommittees will exist within the Council, with activities conducted as needed:

- Admissions: chaired by the Director of University Admissions
- Recruitment: chaired by the Application Analyst of Research & Academic Information Systems
- Unified Web Presence: chaired by the Assistant Provost for Strategic Initiatives & Communications

Additional ad hoc, task-oriented subcommittees may be formed as needed.

Meeting Frequency

The Council shall meet monthly and may meet more often as needed.

Notice of Meetings

Meetings shall be scheduled at least three weeks in advance and subsequently confirmed via e-mail. Notice of any last-minute cancellations shall be communicated as soon as possible prior to the scheduled meeting.

Meeting Agenda & Support Materials

An agenda and pertinent supportive materials will accompany the meeting notice. Members will be called upon to assist in developing each agenda.

Meeting Quorum

A simple majority of the voting members will constitute a quorum for conducting official business.

Decision-Making & Voting Procedures

Decisions shall be made through a formal vote of the voting members. Each voting member shall have one vote. A quorum must be present for any vote to be considered valid. Unless otherwise specified, decisions shall be adopted by a majority vote of those present. In the event of a tie, the Chair shall cast the deciding vote.

Most decisions made by the Council, excepting issues of improved efficiency and necessary process improvements, will be advisory to the Provost's Council. For example, recommended changes to policy; recommended changes to admissions practices; practices that have potential financial consequences to the colleges or the University; and other actions that the Chair determines should receive the approval of the Provost's Council before enacting, the Council's approval is advanced as a recommendation to the Provost's Council

Meeting Minutes

Minutes shall be prepared for each meeting and disseminated in a timely manner to all members.

Annual Report

An annual summary of the work conducted by the Council will be submitted in May to the Provost.

Staff Support

A staff support person shall be provided by the Chair.

Amendments to this Charter

This charter may be amended by a two-thirds vote of its voting members. Should any amendment to this charter be required between scheduled reviews, the Chair will confer with the Council to formulate such amendments and present them to the Provost for consideration. If approved, the amended charter shall be completed, signed, and issued with all possible haste.

Effective Date

This charter is effective as of December 16, 2024. Amended August 7, 2025. This charter should be reviewed again on September 1, 2029.