

UNIVERSITY OF VENDA

STUDENT RECRUITMENT POLICY

DRAFT POLICY

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Signature:



University Registrar (Secretary to Council)

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1. PURPOSE

The primary purpose of this policy is to regulate and provide clear guidelines based on good practice for the recruitment and selection of prospective students, both nationally and internationally. Successful student recruitment would enable the University to enroll a higher academic profile leading to high retention and throughput rate.

2. AIMS AND OBJECTIVES

The following are aims and objectives:

- To be committed to educate youths to develop a critical understanding of the world of work and education
- To establish and maintain a good relationship with communities, through community organizations, churches, and secondary schools
- To attract better prepared and best performing students as well as students with potential
- To attract funding for full bursaries for the purpose of attracting best performing students and potential students who are underprepared.

3. POLICY STATEMENT/CLARIFICATION OF TERMINOLOGY

RECRUITMENT

An integrated process aimed at creating an awareness, interest, and desire amongst prospective students.



PROGRAMME

A structured set of learning experiences that lead to a qualification.

PROSPECTIVE STUDENTS

Candidates who qualify to study or enroll for any programme offered at the University of Venda.

ADMISSION REQUIREMENTS

Set of rules of admission to a specific programme.

UNIVERSITY

Refers to the University of Venda.

STUDENT SELECTION

The process of identifying students who meet the admission requirements for specific programmes at the University of Venda.



4. APPROVAL

The policy will be approved by the University Council.

5. STUDENT RECRUITMENT AND SELECTION

The process of student recruitment is in accordance with the school's specific admission requirements. Student recruitment involves the dissemination of information and marketing of all the programmes on offer, to prospective students, grade twelve learners, parents, guardians, life orientation educators, sponsors, department of education officials as well as other relevant stakeholders.

During the process of student recruitment, students with special needs and those who are financially needy and academically deserving are made aware of the relevant services and financial support available.



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As stipulated in the University brochure/calendar, the fact that an applicant meets the University admission requirement does not necessarily mean that the applicant is guaranteed admission to any programme on offer.

6. STUDENT RECRUITMENT

The recruitment material should be produced in accordance with the University corporate manual. The School Administrators may from time to time be requested to participate in student recruitment activities, not necessarily for their respective schools, but for the entire University.

a. STUDENT SELECTION

The process of student selection will be based on the following:

- Degree : The minimum admission requirement is a National Senior Certificate (NSC) as certified by Umalusi with an achievement rating of 4 (Adequate Achievement, 50-59%) or better in four subjects chosen from the recognized 20-credit NSC subjects. In addition, applicants must have a minimum point score of 26. A grade 12 Certificate with exemption is required if grade 12 has been achieved.
- Diploma : The minimum admission requirement is a National Senior Certificate (NSC) as certified by Umalusi with an achievement rating of 3 (Moderate Achievement, 40-49%) or better in four recognized NSC 20-credit subjects.
- Certificate : The minimum admission requirement is a National Senior Certificate (NSC) as certified by the Council for General and Further Education and Training (Umalusi)

In order to be considered for admission to specific programmes, applicants are required to have the appropriate combinations of recognised National Senior Certificate subjects as well as certain levels of (NSC) achievement in these subjects.



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Determination of Admission point score (APS)

NB. Achievement of the minimum requirement does not guarantee an applicant admission to any programme.

Rating code	Achievement level	Marks %
7	Outstanding achievement	80-100%
6	Meritorious achievement	70-79%
5	Substantial achievement	60-69%
4	Adequate achievement	50-59%
3	Moderate achievement	40-49%
2	Elementary achievement	30-39%
1	Not achieved	0-29%

Table 1: National Senior Certificate Achievement Levels

CALCULATION OF ADMISSION POINT SCORE (APS)

SUBJECT	MARK OBTAINED
English	4
Afrikaans	4
Mathematics	5
Accounting	5
Physical Sciences	5
Life Sciences	3
TOTAL APS	26

Table 2: Example of Admission Point Score Calculation



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7. STUDENT RECRUITMENT PROCEDURE/ PROCESSES/GUIDELINES

Marketing Material

- Schools shall provide the Schools Liaison Section with accurate and up-to-date admission and selection requirements by 30 October of each year to allow for the compilation of material to be distributed for the following year, for implementation the year thereafter.
- The Department of Communications, Marketing and Institutional Advancement's Schools Liaison Section develops and reviews specific University marketing material in conjunction with the schools.
- The website and printed publications will make available clear information on selection and admissions processes, procedures and criteria for each programme and/or qualification, as well as the closing date.
- Every effort will be made to ensure that information provided by the school, as a school responsibility, is current and accurate at the time of publication.



Recruitment Process

- Annual recruitment plan is developed by the Schools Liaison Section by 30 November of each year and distributed to relevant stakeholders.
- The University is responsible for all persons who are formally involved in the recruitment process as agents of the University, e.g. Schools Liaison Officer, School Administrators, Alumni Officer, etc.

Designated Responsibilities

Schools Liaison

The responsibilities of Schools Liaison Section include activities such as national career exhibitions: school exhibitions and career days: school presentations (grade 9, 11 and 12 learners); campus visits; collection of information of prospective students for database; special projects, e.g. teacher seminars, functions, open day, etc; distribution of University marketing material to prospective students, parents, teachers, schools, etc.



Academic Administration/Admissions

Responsibilities of Academic Administration/admissions are:

- (a) acknowledgement of receipt of application within four (4) working weeks thereof;
- (b) forwarding of applications to the relevant School Administrator within five (5) working days from date of acknowledgement.

Prospective Students

- (a) It is the responsibility of the prospective students to complete the application form in full and to attach all the required documents. In order for the University to process applications, it is the responsibility of prospective students to make the required payments and supply the correct information and applicable documentation.
- (b) Disabilities requiring special support measures must be disclosed at the time of application in order to determine whether the University is able to make special arrangements to accommodate a person with the relevant Professional Boards(where applicable);
- (c) Confidential advice can be obtained from: The coordinator: Students with disabilities.



Student Selection: Schools

Schools have policies and procedures in place to facilitate the selection process.

Selection process

Mechanisms and processes whereby applicants are selected are clearly described and implemented, e.g.

- a) application forms are considered under the direction of the Dean and relevant Head of Department, in accordance with the programme-specific requirements and school rules;

Applicants who are undecided about programmes may be redirected to another appropriate programme or referred to Student Academic Support and Counseling for guidance.

a. INTERNATIONAL STUDENT RECRUITMENT AND SELECTION

The recruitment of international students will be in accordance with the University's policy for non South African Students.



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b. STAFF COMPETENCY

The University employees involved with the process of recruiting students should be trained and it is a requirement that such employees should familiarize themselves with the University programmes as well as support services available.

c. POLICY AUDIT

It is the responsibility of the Department of Communications, Marketing and Institutional Advancement to evaluate and monitor the Student Recruitment Policy annually. The policy should continuously support the vision and mission of the University and it should be updated whenever it is necessary.

d. SCOPE/ IMPLEMENTATION

The policy will be applied by all the schools and all those who will be assigned the responsibility of recruiting students for the University of Venda. It will be applicable for the recruitment of students who intend to enroll for any programme. Whoever participates in Student Recruitment activities should do so with the knowledge of the Schools Liaison section of the Department of Communications, Marketing and Institutional Advancement. To avoid dissemination of different messages, standard presentation produced by the Department of Communications, Marketing and Institutional Advancement should be utilised.



