**ST18 – Student Recruitment Activities**

These records relate to activities organized for the purpose of recruiting new students to the University's undergraduate and graduate programs.

**Content & Scope**

Student recruitment activities include campus tours, open houses, participation in information fairs, high school liaison, international recruitment initiatives, etc.

The records include databases for campus tours, open houses, and high school liaison, event planning materials, presentations, schedules, registration and attendance lists, and related correspondence.

**Related Records**

For records related to potential applicants, see ST15: Prospective Students

**Responsible Unit**

Marketing & Undergraduate Recruitment; other units which participate in or host recruitment activities

**Information Steward**

- Registrar, for undergraduate recruitment.
- Associate Vice-President, Graduate Studies and Postdoctoral Affairs, for graduate recruitment

**Privacy Classification**

- **Public**: Presentations, promotional publications and other materials intended for public release.
- **Restricted**: Registration and attendance lists, and other records containing the personal information of prospective students.
- **Confidential**: all other records.

**Retention**

- Operational records (e.g., school contact information, presentations, etc.): Until superseded by new information or obsolete
- Records related to individual prospective students (e.g., event registration lists, etc.): 1 year

**Disposition**

Secure Destruction

**Retention Rationale**

The retention period is based on operational use.

**Approval Date(s)**

July 26, 2010