KUMI UNIVERSITY

STUDENT RECRUITMENT POLICY

(2024-2028)

Official Approval

Confirmed on this day ……6th……..of ……February…… 20……25……..

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His Lordship Justice Ajiji Alex Mackay
Chairperson
Kumi University Council

Signed on this day……7th……of ……February…… 20……25……

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Prof. Jong-In Hong
Vice Chancellor,
Kumi University

A Word from Chairman of University Council

Kumi University was established to address the socioeconomic challenges that were posed by war, cattle rustling and insurgency in the Teso sub region. I am happy that the University has surpassed numerous challenges including the COVID 19 pandemic and is in a position to acquire a Charter status.

The University Council is fully committed to provision of good quality, credible education and services as a world class higher education institution in Uganda and the region. We fully support the Government of Uganda's international commitments such as the United Nations (UN) Agenda 2030 on Sustainable Development Goals (SDGs), especially goal # 4 to *"ensure inclusive and equitable quality education and promote lifelong learning opportunities for all"*. Uganda is also a signatory to the African Union's declaration for provision of quality education as a requisite for achievement of the Africa Vision 2063.

Uganda's vision 2040 commits government to provide education as a human right. The privatization and liberalization policies have widened access to quality education by enlisting the participation of private actors like Kumi University. Good quality, accessible and affordable education has also been consistently underscored by the National Development Plans (NDPs, I - IV). The University remains compliant with the regulatory functions of the NCHE as well as the 2008 Education Act for the delivery of a high level quality and affordable education service, and; guidelines for professional and ethical conduct of our personnel.

As a Christian founded, private Higher Education Institution, Kumi University seeks to contribute to these national aspirations and yet remain relevant to the needs of local communities in the Teso sub region. These policies are a welcome step for ensuring that admissions, teaching and learning processes, assessments, research, and stakeholder engagements are well aligned with the NCHE regulations, standards and guidelines. The University Council remains committed to providing all the support required to facilitate professional best practices in the University.

For God and my Country

His Lordship Ajiji Alex Mackay
Chairman, Kumi University Council

Forward by the Vice Chancellor

Kumi University is a Christian faith-based, private higher education institution licensed by the Ministry of Education and Sports since 2004. As a private institution, Kumi University relies on students' enrolments for its financial viability and requires a policy like this to spell out the marketing and outreach guidelines for recruitment and growing of students' enrolments within a competitive environment of many actors. The policy is not only cognizant of the rural location of KUMU but also explains the rationale used for rewarding the field agents and recruitment coordinators in various sub regions. This policy streamlines the marketing modalities for KUMU programmes as an outreach to potential applicants whereas the admission policy spells out the minimum entry requirements and guidelines for formalized admission and registration of students.

The policy highlights student recruitment is one of the necessary but grey areas of concern that have been highlighted by the National Council for Higher Education (NCHE) as being problematic in many institutions because often times, the marketing officers tend to focus on the numbers recruited without doing due diligence on the quality of students being admitted. This policy will provide further guidance on the modalities and the kinds of information given to the applicants to avoid umbiguities and reprimands for errant conduct by the recruiters. It is a requirement that all applicants will only be asked to pay a clearly stipulated application fee which shall be duly approved by the University.

Prof. Jong-In Hong
Vice Chancellor

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1.0 Preamble

Kumi University is committed to providing holistic, good quality, and community-tailored higher education and research, fostering an inclusive environment for students' intellectual, spiritual, and personal growth. Our mission is to respond to the needs of individuals and communities in Uganda and the Great Teso region, aiming for academic excellence, innovation, and service. Guided by these principles, our recruitment policy seeks to attract a diverse and talented student body dedicated to holistic education, community engagement, and societal betterment.

1.1 Vision

This policy contributes to KUMU vision of becoming a world class centre for holistic, quality, affordable and community tailored higher education and research.

1.2 Mission

The policy mission is to facilitate the recruitment, selection and placement of good quality students for quality University outcomes at transforming individuals and communities.

1.3. Motto

Goodliness & Excellence for Servanthood

1.4 Rationale for the Recruitment Policy

This policy streamlines the marketing modalities for KUMU programmes and outreach to potential applicants whereas the admission policy spells out the minimum entry requirements and guidelines for admission and registration of students. As a private institution, Kumi University relies on students' enrolments for its financial viability and requires a policy like this to spell out the marketing and outreach guidelines for recruitment and growing of students' enrolments within a competitive environment of many actors. The policy is not only cognizant of the rural location of KUMU but also explains the rationale used for rewarding the field agents and recruitment coordinators in various sub regions. However, recruitment is one of the grey areas that have been highlighted by the National Council for Higher Education (NCHE) as being problematic in many institutions because often times, the marketing officers tend to focus on the numbers recruited without doing due diligence on the quality of students being admitted. This policy aims to provide further guidance

on the modalities and the kinds of information given to the applicants. It is expected that all applicants will pay a clearly stipulated application fees as duly approved by the University.

2.0 Policy Objectives

1. To increase enrollment and maintain sustainable growth in student numbers across various programs.
2. To attract a diverse and talented pool of students who demonstrate academic potential and align with the university's ethos.
3. To enhance the university's reputation and standing by recruiting students who contribute positively to the academic and social fabric of the institution.
4. To ensure transparency, fairness, and equity in the recruitment process, adhering to Admission Policy.

3.0 Composition of the Recruitment Committee

The recruitment committee, overseen by the Senate, comprises:

1. Chairperson: Academic Registrar
2. Secretary: Recruitment Officer
3. Members: Public Relations Officer, Faculty Representatives (5), Representative of Accounts Department

3.1 Roles and responsibilities of the Recruitment Committee

1. Develop, refine, and ensure adherence to recruitment policy and procedures that align closely with the university's strategic goals and mission.
2. Formulate detailed work plans ,budgets and participate in the recruitment process.
3. Identify and evaluate target markets and segments for student recruitment, considering diverse regional, national, and international factors.
4. Create and execute innovative recruitment strategies using a mix of digital marketing, outreach events, and strategic partnerships with educational institutions to attract prospective students.
5. Continuously monitor and evaluate recruitment efforts for improvement.
6. Generate comprehensive recruitment reports for each intake cycle
7. Provide advertisement materials, guidance, and robust support to recruitment coordinators and stakeholders involved in the recruitment process.

3.2 Meetings and Reporting

The University Recruitment committee will meet regularly to discuss ongoing activities, review progress, and prepare periodic reports on recruitment metrics.

3.3 Amendments

These Roles and responsibilities may be amended with the approval of appropriate university authorities.

4.0 Recruitment strategies

The recruitment committee shall implement the following strategies for recruiting students

1. Use of Coordinators.
2. Radio Advertisement Campaign.
3. Outreach Programs (educational institutions, religious institutions, cultural institutions, local governments, hospitals and community gatherings)
4. Online Mobilization Strategy (Social media, mass media and web ads).
5. Staff involvement strategy.
6. Student Involvement Strategy.
7. And any other strategy that the committee may deem fit for recruitment.

4.1 Renumeration and Facilitation

1. The coordinators shall be entitled to a commission of 60% of the Application fee per student successfully admitted and has made payment of commitment fee, apart from online coordinators.
2. Kumi University staff shall be entitled to a commission of 40% of the Application fee per student successfully admitted and has made payment of commitment fee
3. Kumi University students shall be entitled to a commission of 60% of the Application fee per student successfully admitted and has made payment of commitment fee.

   Note: The payments shall be made at the end of the recruitment cycle.

4. Airtime, data fees, transport expenses and appreciation shall be given to coordinators who recruit a minimum of ten (10) students. This shall be reviewed and adjusted based on the coordinator's performance.

4.1 The coordinator may benefit from airtime of thirty five thousand Uganda shillings only (35,000) per month and transport of fifty thousand Uganda shillings only (50,000) per month on meeting the threshold of minimum of ten (10) students.

4.2 Data fees of fifty thousand Uganda shillings only (50,000) per month shall be for online coordinators.

4.3 The online coordinators shall be entitled to one hundred thousand Uganda shillings (100,000) at the end of the recruitment cycle.

Note: A recruitment cycle means a period of three (3) months however, coordinators facilitation shall be made for only two (2) months.

5.0 Conclusion

This policy outlines Kumi University's commitment to strategic student recruitment, emphasizing transparency, fairness, and excellence in all recruitment endeavors. By implementing effective recruitment strategies and fostering a culture of collaboration and innovation, the university aims to attract and retain talented individuals who contribute to its vibrant academic community and uphold its mission of excellence in education and research.

6.0 Policy Review

This policy shall undergo a review every five years or sooner if necessary, to ensure its relevance and effectiveness. Specific circumstances that may trigger a review include:

1. **Conflict with other policies:** Ensuring alignment and consistency within the University's regulatory framework.
2. **Need for amendments:** Addressing changes that enhance service delivery or adapt to evolving institutional needs.
3. **Other identified reasons:** As determined by the University Administration or the Public Relations and Communications Committee to better serve the institution's goals.
4. Regular reviews will ensure the policy remains robust, responsive, and reflective of KUMU's mission and aspirations.