6.3.d Policies for Candidate Recruitment and Admission

Williams Baptist College recruitment staff and the Williams Teacher Education Program aggressively secure teacher candidates by providing information about Williams’ Education Unit through publications, oral presentations to high school/college fairs, functions at Williams, and online communications.

Williams Baptist College Admissions Counselors/Recruiters make oral presentations, give tours, and hold special events on campus to secure prospective students. The Admissions Counselors are assigned to specific recruiting areas where they travel to high schools and college fairs to reach candidates. The recruiting staff and the WBC Education Unit ensure all publications and advertising are accurate, current, and approved by the Vice President for Enrollment Management and Student Affairs. Various printed materials are mailed to high school seniors across Arkansas and other recruiting areas, and posters advertising the Unit are given to high school counselors in the state. Special mail-outs are given to candidates who visit and show an interest in Williams. In addition, Williams Baptist College hosts special preview days to entice prospective students.

WOW Preview Day is an opportunity for prospective students visit with a recruiter, tour the campus, and meet education faculty. The prospective students are offered a $200 scholarship for attending WOW Preview Day.

Honors Preview Day is set aside specifically for high school honors students. It is an opportunity for the teacher candidate to meet with recruiters, tour the campus, meet education staff, and sit in on a mock education class. Students attending this special preview day are offered a $300 scholarship.

Transfer Day is advertised through various avenues as a day for students desiring to transfer to Williams Baptist College from other higher learning institutions to have the opportunity to meet with the WBC Transfer Counselor. During this time, the prospective students are able to meet with a representative of the Williams Teacher Education Program. Transfer students are given specific days to meet with an advisor to pre-register for the upcoming semester.

A Day with Williams Singers is used to recruit and audition prospective Williams Singers. These students are invited to a special luncheon, given a tour of the campus, and are also given the opportunity to meet with specific academic departments.

Junior Jitters is a function at Williams to recruit high school juniors. An oral presentation is given by recruiters with information about specific degree plans at Williams, and students are accompanied on a tour of the campus.

Williams Baptist College belongs to ArkACRAO, Arkansas Association of Collegiate Registrars and Admission Officers, which allows recruiters to attend college fairs across the state to talk to prospective students. Also, the WBC recruitment team distributes over 6,000 mail-outs annually to prospective students and teacher candidates.

The Arkansas Department of Education, Teacher Recruitment and Retention Office annually offers to reimburse up to $1,000 for any recruiting purposes. The Williams Teacher Education Program has utilized these funds by purchasing recruitment posters, brochures, cups, lanyards, and flash drives for distribution to prospective students.

Information about the admission process is readily available to prospective teacher candidates and the education community online at the Williams Baptist College home page, www.williamsbaptistcollege.com. For a guide through the Education program, visit the WBC Education Department site.