# Summary of Proposed Changes to WAC 131-32-040

## Work group members

* Marisa Pierce, Edmonds College, PIC president
* Philip Denman, Green River College
* Meridith Hatch, Clover Park Technical College
* Kati Sagawa, South Puget Sound Community College
* State Board support: Laura McDowell, communications director, and Katie Rose, communications and marketing associate

## Overview

The work group updated WAC 131-32-040 to reflect current and emerging advertising, outreach, and information sharing practices, technologies, and methods. Using Plain Talk principles, work group members also simplified the WAC’s diction and syntax.

## Section-specific changes

The following section headings refer to the draft WAC.

### Section 1

* Removed extraneous information to focus the section on definitions of “recruitment” and “information”.

### Section 2

* Simplified language.

### Section 3

* New section. Added to reflect information removed from Sections 1 and 3 to better group on-the-ground practices.

### Section 4

* Formerly Section 3.
* Removed procedural language on how to reach prospective students.
* Added RCW language to emphasize the community and technical college system’s purpose to serve all students, regardless of background or ability.

### Section 5

* New section. Added to reflect college efforts to advertise and recruit students internationally.

### Section 6

* Formerly Section 4.
* Updated to reflect changes in media market and advertising practices.

### Section 7

* Formerly Section 6.
* Removed procedural language and outdated practices.
* Updated to reflect changes in media market and advertising practices.

### Section 8

* New section. Added to reflect information from Section 7 as well as current student recruitment practices (i.e., customer relationship management systems).

### Removed sections

* Sections 5, 7, 8, 9, and 10 (numbered from currently enacted version) removed. Sections are either no longer applicable to current student recruitment practices, moved to other sections, or not used.