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STANDARD OPERATING PROCEDURE (SOP)FOR OUTREACH AND ADMISSION COUNSELLING FOR WOMEN

W.e.f.: 04th March 2025

This SOP defines how MSU plans, delivers and reviews outreach and admission counselling for women and girls under the Policy on Women's Access and Participation in Higher Education. It supports informed applications, particularly from rural, economically disadvantaged and underserved communities and to programmes with low women's representation.

Objectives

The objectives of this SOP are to:

1. Provide accurate and accessible programme, admission and financial-support information.
2. Assign responsibility for outreach planning, delivery and follow-up.
3. Reach women and girls in underserved communities.
4. Record activity reach and reliably linked application outcomes.

Scope

This SOP applies to all campuses, the Admissions Office, Schools, Centre for Career Development and Placement (CCDP), EOC and staff or partners conducting University outreach. It covers school and community sessions, online or in-person counselling and relevant awareness activities.

Procedure

Identify Priorities and Prepare the Plan

Before each admission cycle, the Admissions Office shall prepare a plan identifying target communities and programmes, partner institutions, activity dates, staff, communication materials, resource requirements, expected reach and intended outcomes. The EOC shall review the plan and the Competent Authority shall approve it. Schools and CCDP shall nominate staff and provide accurate academic and career information. Changes and reasons for rescheduling shall be recorded.

Verify Information and Brief Staff

Outreach shall explain programmes, eligibility, admission procedures, fees, scholarships, fee waivers, OJL, hostel arrangements and student support. Information shall distinguish guaranteed provisions from competitive or conditional benefits. Staff shall not promise admission, scholarships, employment or stipends beyond the relevant scheme or agreement. Sessions shall allow questions and use accessible formats and locally appropriate language where needed.

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School and Community Engagement

Before each admission cycle, the Admissions Office shall plan sessions with government and private schools and community organisations. Activities shall reach girls directly and provide opportunities to discuss costs, eligibility, careers and support with trained staff. Parent or guardian sessions shall address concerns without replacing the applicant's own decision-making.

Admission Counselling

Women applicants and their parents shall receive counselling in person or online on admission requirements, financial assistance and available residential support. Staff shall record enquiries and agreed follow-up without collecting unnecessary sensitive information.

Targeted Programme Outreach

The EOC and Admissions Office shall review programme-level applications and enrolment by gender annually, identify programmes with persistently low women's representation, being programmes in which women form less than 50% of applicants or of enrolment, or a share lower than women's share across the University and document the basis for prioritisation. Activities shall include suitable campus or laboratory visits, interaction with women professionals and students, and information on OJL and careers. University-wide women's enrolment shall not substitute for programme-level analysis.

Partners and Awareness Activities

Outreach may be undertaken with SWWA, NSTI (Women), schools, other universities, government agencies, non-governmental organisations and community groups under the relevant institutional arrangements. Each annual plan shall identify confirmed partners and their responsibilities. Awareness workshops on digital safety, skills and related barriers shall explain relevant learning or admission pathways. A partnership or awareness event alone shall not be reported as completed training or admission support.

Participant Welfare and Consent

Activities shall be conducted in a respectful, non-discriminatory and safe manner. Outreach involving school pupils shall follow the host institution's safeguarding and consent arrangements. Photographs, testimonials and identifiable participant information shall be collected and used only with the appropriate consent or other applicable authorisation. Refusal to be photographed or contacted for promotion shall not affect access to counselling or admission.

Responsibilities

Admissions Office: Shall prepare and deliver the plan; maintain reports, attendance, enquiries and attributable application records.

EOC: Shall review programme-level gaps, plan and results; recommend corrective action.



Schools / CCDP: Shall provide academic, skills, OJL and career guidance; verify activity information.

Review

This SOP shall be reviewed at least once every three years, or earlier if required due to changes in applicable legislation, University requirements, operational practices or identified needs for improvement.

