

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

Sthil

HCO POLICY LETTER OF JANUARY 25, 1964

HCO (STHIL) LTD.

DEPARTMENT OF ENROLLMENT

The purpose of the Department of Enrollment is to contact routinely, regularly and intelligently all possible candidates for the Saint Hill Briefing Course.

The steps are these?

- (1) Using whatever is to hand begin contacting.
- (2) Expand what address files are to hand and contact those.
- (3) Eventually have a complete and sound system of filing, addressing and contacting candidates for the course.

The purpose is to get people to take the course. To do this one must have very good files and means of address keeping use and change. To use these one must achieve and maintain a high level of ARC in all letters and releases.

We already have a silk screen address file of HCAs/HPAs. We should have address screens of all former students. These should be utilized.

Immediate steps should be taken to increase these files of addresses and keep them up to date.

We already have many letter files from franchise and others such as Standing Order No. Using these files a nucleus Central File system should be constructed and expanded.

Using various means addresses should be collected until every trained Scientologist in the world is to be found in our central files and in our address plates with addresses up to date.

Using this data a letter registrar can maintain consistent communication with high R with all possible applicants and regular mailings of attractive mailing pieces can be made. Book data and other materials can be carried in such mailings.

Promotion Programme No. 1. is designed to collect all addresses and data for our CF.

An offer of a certificate as a Founding Scientologist is made in all Continental Magazines and the PAB for all Scientologists who were one before 1963. They are offered a special classification and the certificate if they will fill out the questionnaire or a copy of it and send it straight to Saint Hill. An assembly line response is set up to send them their certificate, consisting of letter press signed blanks and name typed on a large Cap typewriter, all in a flat special envelope, certificate to be 5" x 7".

If this application carries vital statistics, our CF is greatly enriched. Each application received is marked as answered with a certificate and is filed in our CF under the person's name. Each is given a coded system giving all data. In this way a CF is created.

When needful a large metal plate addressing machine will be procured which gives the full code on each plate showing what the person is, has done, etc. These are filed by name and area in their address plate boxes for use on the machine.

It is up to the Enrollment Department to construct its files, etc., while actually engaging in procurement.

There were 12 less course enrollments in 1963 than in 1962.
Therefore the matter is a cause for crash programming.

It is my full intention to convert Saint Hill into 90% effort expanded on reach and income and 10% effort devoted to internal affairs and disbursement. The Enrollment Department is just one step in this direction.

As a regulation of the Enrollment Department, all mailing pieces and forms to be mailed must be passed on by the Executive Director and frequent samples of letters answered must be submitted. Quality and reality must be maintained.

I wish to see a flood and flurry in this department resulting in 100 students every 20 weeks.

LRH:jw:ht
Copyright (c) 1964
by L. Ron Hubbard
ALL RIGHTS RESERVED

L. RON HUBBARD