

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex.

Central Orgs  
Franchise  
Field

HCO POLICY LETTER OF FEBRUARY 21, 1964

DEPARTMENT OF ENROLMENT

For the sake of simplification and to facilitate a concentration on the training route up through the Levels of Scientology, the Department of Promotion and Registration in all central organizations will now be termed the Department of Enrolment. The Director of P & R is now the Director of Enrolment.

DIRECTOR OF ENROLMENT

The Director of Enrolment has the full responsibility of filling up the Academy and keeping it full. His first actions should be to increase largely the enrolment on HAS and Class I Courses in the Field as well as in the Org.

The Director of Enrolment is to organize the Administration and Promotion necessary to accomplish the desired results.

Using the Enrolment and Traffic Charts as a guide, a full comprehensive and carefully cross-checked system of contacting and handling applicants must be carried forward.

Effective Procurement activities must be designed, executed and carried out on a continuing basis.

The Letter Reg. Department, including Central Files & Addresso, Body Reg. and Reception are the responsibility of the Enrolment Director and are part of the Enrolment Department.

It must become apparent that the Enrolment Department responsibility does not end with letters to prospects if any guarantee of future enrolment is to exist.

Unless enrolment prospects are developed with an advanced view, the department will always have a scramble.

Therefore, the obvious course of action is to push along the general dissemination of Scientology throughout the Org's sphere of influence. This also applies to Continental Headquarters as well.

PUBLICATIONS

The Enrolment Department has a vested interest in the quality and existence of materials for issue to the general public.

The simple books that already exist and new ones, as they are released by Scientology Library & Research at Saint Hill, should be hard pushed by the Enrolment Dept. into public hands by their being advertised by Central Orgs in magazines other than Scientology Magazines. Advertising of these in Continental Scientology Magazines should be looked to frequently.

The Continental Magazine must work in very close co-operation with the Enrolment Department. Its basic target is the general public and moving them into HAS Courses in the Field as well as the Org. Its content should mainly consist of Level 0 & I material.

FIELD AUDITOR CONSULTANT

If Field Auditors graduate HAS's and Class I's, a certain number will enrol in the HQS course, returning to the Field and send more students to the Academy. After getting results in the Field, they will then return to the Academy for the HPA/ECA Course. Thus quality of training is also of interest to the Enrolment Department.

The post of Field Auditor Consultant is created and may be filled by the old Group Secretary where this post had been filled.

The Field Auditor Consultant will assist all HQS, or above, certificate holders in establishing and maintaining HAS and Class I Courses - this includes helping them with promotion and the handling of their courses, assisting in arranging for HGC assists and ARC Break Assessments when they or their Groups get in trouble, filling their orders for HAS Certificates and Level I classifications, and getting them in to take their examinations for classification.

Where the Letter Reg. pulls in students on Courses, the Field Auditor Consultant is responsible to see they come in for their examinations.

Contd./

The Field Auditor Consultant is the terminal in his area for HAS and Class I Courses. His effectiveness is measured by the number of HAS Certificates and Class I's issued and the number of Classified Auditors in his area.

To recapitulate, if dissemination is very broad and good to the general public there will be good HAS Course enrolments. If HAS Course results are good and students are informed, there will be Academy enrolments. If the Enrolment Department is not responsible for this route, then enrolment in the Academy will decline regardless of the amount of effort put out by the Enrolment Department.

You must see that the Org is almost wholly dependent on a large and successful field operation. Concentrate first on building up your existing Field Auditors and providing them service.

Your HGC will be kept full of Assists and ARC Break Assessments from the Field, and they will be lining up at the doors of the Academy.

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