

Recruiting Human Participants at Georgian College: Available Methods and Guidelines

Recruitment methods

The following is a guide to recruitment methods available to researchers recruiting human participants at Georgian College. Use this as a guide to communicate with the appropriate departments during the planning process and later for the dissemination of your recruitment materials. Recruitment cannot take place until research ethics approval or exemption is obtained from Georgian College Research Ethics Board (GCREB). Your application to GCREB must include a completed [Request for Permission for Access to Resources for Research \(RPARR\)](#) form.

1. Getting Permissions

Please note the following BEFORE you begin the process of creating recruitment material.

Recruitment of any kind CANNOT begin until you have received Research Ethics Approval/Exemption from GCREB. Application and additional information can be found on GCREB [website](#).

- Georgian College branding:
 - If you **are** doing your research on behalf of Georgian College, you must follow the Georgian College [Brand Identity Guidelines](#) and [Style Guides](#).
 - If your research is **not** on behalf of Georgian College, **do not** include any Georgian branding or style guides.
- RPARR Approval:
 - All proposed recruitment documents **MUST** be submitted with RPARR for approval
 - RPARR is reviewed by Institutional Research and the specific Department/Manager(s) that oversee your desired pool of participants
 - Georgian College Research Ethics Board (GCREB) will collect all required signatures/approvals based on information provided in the RPARR
- If your research involves human participants, the completed RPARR, with all required signatures will be forwarded to [GCREB](#) and added to your Application for Research Ethics Approval.
- Your Application for Research Ethics Approval will commence only when GCREB obtains a fully executed RPARR form
- Once the above process has been complete, and you receive approval from GCREB, you are able to use the following methods to recruit human participants at Georgian College.

2. Recruitment Methods

2.1. Marketing, Communications and Recruitment (MCR)

Recruitment of Georgian College employees or faculty

MCR **will not** publish your recruitment documents until research involving human participants is approved by GCREB. Submit your Letter of Approval from GCREB, approved RPARR and recruitment materials to MCR when you are ready to recruit. MCR will then co-ordinate directly with researchers if any revision is required. If revisions are required, final version of recruitment documents to be submitted to GCREB.

The following types of recruitment will be disseminated by MCR

- a) **Staff news (Employee Portal)**
- b) **Bulletin Boards**
- c) **Flyers in public places**

For any of the above recruitment methods, these are the steps to follow.

- Create a short introduction, including the title of research study, that clearly states your research project and the recruitment criteria with relevant inclusions and exclusions.
- Clearly state on the post "Research Ethics Approval has been obtained from GCREB. If you have ethics concerns related to this study, please email REB@GeorgianCollege.ca or call 705.722.5123"
- Include a graphic that will appear with your post.
- If you are conducting research on behalf of Georgian College and wish to use the logo, use a place holder where you want logo to appear. MCR will insert it on your behalf once document is submitted.
- Submit recruitment materials, approved RPARR and letter of approval from GCREB to marketingsupport@georgiancollege.ca with subject line that reads "**Recruitment material for Approval**".

MCR will instruct as necessary if any revisions are required. If so, submit final version of recruitment materials to GCREB as soon as possible.

2.2. Georgian College Student Association (GCSA)

Recruitment of Georgian College student

GCSA **will not** publish your recruitment documents until research involving human participants is approved by GCREB. Submit your letter of approval from GCREB, approved RPARR and recruitment materials to GCSA when you are ready to recruit. GCSA will then co-ordinate directly with researchers if any revision is required. If revisions are required, final version or recruitment documents to be submitted to GCREB.

The following types of recruitment will be disseminated by GCSA

- a) **MyGCLife (Student Portal)**
- b) **Posters on GCSA Bulletin Boards**

For any of the above recruitment methods, these are the steps to follow.

- Create a short introduction, including the title of research study, that clearly states your research project and the recruitment criteria with relevant inclusions and exclusions.
- Clearly state on the post "Research Ethics Approval has been obtained from GREB. If you have ethics concerns related to this study, please email REB@GeorgianCollege.ca or call 705.722.5123"
- Include a graphic that will appear with your post.
- If you are conducting research on behalf of Georgian College and wish to use the logo, use a place holder where you want logo to appear. GCSA will insert it on your behalf once document is submitted.
- Email recruitment material, approved RPARR and letter of approval from GREB to GCSABarrie@GeorgianCollege.ca with cc to Sheona.morrision@georgiancollege.ca with subject line "**Recruitment material for Approval**".

GCSA will instruct as necessary if any revisions are required. If so, submit final version of recruitment materials to GREB as soon as possible.

2.3. Institutional Research

Your recruitment materials **will not be** published until research involving human participants is approved by GREB. Submit your Letter of Approval from GREB, approved RPARR and recruitment materials to the appropriate individual when you are ready to recruit. Institutional Research reserves the right to ask for modification or restrict the following methods of recruitment. If your recruitment plan includes any of the following, please consult with Institutional Research during the planning process by emailing InstitutionalRes@georgiancollege.ca.

2.3.a. BlackBoard (site where students access course specific materials)

- To use BlackBoard, recruitment must be for a significant number of participants and for a specific population of students.
- Permission on RPARR must be obtained from faculty that owns the BlackBoard shell and then Institutional Research.
- **Note:** Please be aware that Institutional Research reserves the right to suggest alternative timelines to avoid conflict with ongoing research.

2.3.b. Georgian College Sharepoint Sites (sites are owned and operated by a department or specific faculty)

- Permission is first obtained from owner of site followed by Institutional Research. This can be a department or Faculty.
- Institutional Research will inform researchers on a case-by-case basis if there are any conflicts with this type of recruitment.
- **Note:** This method of recruitment is only available to internal researchers.

2.3.c. In-person Classroom Recruitment (student participants)

- Permission is first obtained from faculty teaching the specific class and the Associate Dean of the department. RPARR is then forwarded to Institutional Research

- Applicants **cannot** recruit from their own classroom. A third party must do the recruitment to prevent any perceived coercion.
- Recruitment activity cannot take more than **5 minutes** of class time.
- In-person recruitment can only take place for a specific program and must be very relevant to the study
- **Note:** Institutional Research reserves the right to restrict or suggest alternate timeline to avoid conflict with ongoing research.

2.4. Recruitment from multiple departments or campus-wide

2.4.a. Recruitment that requires permission from Academics

When **students** are being recruited from multiple departments (e.g. Nursing, Automotive, etc.), campus wide (e.g. All students of Georgian College) or a participant pool that spans multiple departments (all Spanish speaking students at Georgian College), permission must be granted from VP Academic.

- Email RPARR with recruitment materials attached to, [Jane Manning](#), Executive Assistant to VP Academics
- Once VP Academics has granted permission/signature, forward RPARR with all recruitment materials attached to Institutional Research Angela.Sutton@georgiancollege.ca **with cc:** to InstitutionalRes@georgiancollege.ca, as described on Page 1.
- Once permission has been granted by Institutional Research, refer to the above methods of recruitment.

2.4.b. Recruitment that requires permission from People and Culture (HR)

When **employees or faculty** are being recruited from multiple departments, campus wide or a participant pool that spans multiple departments, permission must be granted from VP of People and Culture.

- Email RPARR with recruitment materials attached to [Sinead Drury](#), Executive Assistant to VP of People and Culture
- Once VP of People and Culture has granted permission/signature, forward RPARR with all recruitment materials attached to Institutional Research Angela.Sutton@georgiancollege.ca **with cc** to InstitutionalRes@georgiancollege.ca, as described on Page 1.
- Once this permission has been granted by Institutional Research, refer to the above methods of recruitment.

3. Once Permission is Approved

3.1. Obtaining mailing list(s) for recruitment emails

- Email request to Manager/Dean of the department for the pool you wish to recruit from **with cc:** to ResearchandInnovation@GeorgianCollege.ca
 - See [Org Chart](#) or contact [REB](#) if you require assistance in identifying managers.
- Email distribution list is than provided to Research and Innovation (**Not the researcher**).

- Director of Research and Innovation grants permission for distribution through R&I general mailbox.
 - You will provide Research and Innovation a generic email template
 - Research and Innovation will send email with contact for PI within the body of email, using Research and Innovation general mailbox
 - **NOTE:** The applicant will not be cc:d/bcc:d on the email or be provided email lists directly

These guidelines are meant to help researchers navigate the recruitment process at Georgian College. Please note, these processes and procedures can change on a case-by-case basis. Please plan ahead and reach out to GCREB for guidance should you have questions after reviewing this document.