

#### **OFFICIAL POLICY**

12.1.8

Advertising, Student Recruitment, and Representation 08/23/2016 of Accredited Status

# **Policy Statement**

#### Introduction

College of Charleston (hereafter, "College") representatives conducting student recruitment, including both employees and individuals acting as volunteers or international agents, must exhibit integrity and responsibility in their promotion of the College and comply with the standards outlined in this statement. This policy shall apply to both undergraduate and graduate student recruitment.

## Advertising, Publications, and Promotional Literature

The primary purpose of recruitment activities, published recruitment information and advertisements is to provide students and the general public with information about educational programs and services offered at the College.

Statements and representations made by these activities and documents are to be clear, factual and current. The Graduate and Undergraduate Admission offices, and others charged with student recruitment, will work closely with the Division of Marketing and Communications to develop and provide recruitment materials and other forms of communication that are accurate. The Division of Marketing and Communications will obtain official statistical data for publication from the Office of Institutional Research, Planning, and Information Management. Recruitment materials will be reviewed and updated, where appropriate, at least once each year.

Official publications will be made readily available to the public and to interested students in many different print and electronic formats, including the undergraduate and graduate catalogs, appropriate institutional websites, and other recruitment publications.

#### **Student Recruitment for Admissions**

Student recruitment will be conducted by well-qualified and trained admissions officers and staff members as well as appropriately selected and trained volunteers, including students who identify themselves and their College affiliation clearly.

Institutional representatives will accurately provide information about the institution including, but not limited to: admissions requirements, degree requirements including general education requirements, institutional facilities, tuition and fee information and/or program costs, information about student conduct requirements, opportunities and requirements for financial aid, as well as accurate and factual information about employment opportunities and job placement statistics.

All institutional representatives are required to adhere to the following standards:

- Compliance with federal guidelines for student recruitment will be followed. The College will not offer or give compensation for the recruitment of individual students to staff members or volunteers. Under contractual agreements, international agents may be compensated for international student recruitment provided that they adhere to professional and ethical guidelines and oversight by the institution.
- Compliance with Principles of Accreditation and the U.S. Department of Education regulations.
- Institutional representatives will not offer money or inducements other than
  educational services in exchange for student enrollment. Scholarships and financial
  aid awards will be offered through processes that are published and based on
  consistent and equitable guidelines.
- Institutional representatives will not misrepresent job placement or job opportunities.
- Institutional representatives will not offer assurance of employment unless that arrangement can be made and verified.

The Offices of Undergraduate Admission and the Graduate School of the University of Charleston, South Carolina, at the College of Charleston will uphold these standards and others through adoption and adherence to appropriate professional standards, including the National Association for College Admission Counseling (NACAC) Statement of <a href="Principles of Good Practice">Principles of Good Practice</a> (SPGP). This document outlines ethical and professional standards that provide guidelines for advertising and recruitment of certain student populations.

# **Representation of Accredited Status**

The regional accreditation status of the institution is indicated on the College's website and in many College publications, including the undergraduate and graduate catalogs, only if the institution has achieved or reaffirmed accreditation status with the Southern Association of Colleges and Schools Commission on Colleges (hereafter, "SACSCOC").

Statements shall not be made about the possibility of future accreditation status that has not been conferred.

## Policy Manager and Responsible Department or Office

The Assistant Vice President for Undergraduate Admission and Financial Aid shall be the manager for this policy, with the assistance of the following offices:

Office of Undergraduate Admission

Graduate School, University of Charleston, South Carolina, at the College of Charleston School of Professional Studies

English Language Institute

Division of Marketing and Communications

# Purpose/Reason for the Policy

To provide appropriate guidance on integrity and responsibility in the promotion of the College of Charleston.

# Departments/Offices Affected by the Policy

Office of the Registrar

Office of Undergraduate Admission

**Summer Sessions** 

Graduate School, University of Charleston, South Carolina

All Academic Schools

School of Professional Studies

Office of Institutional Research, Planning, and Information Management

Office of the Provost

Division of Marketing and Communications

**Procedures Related to the Policy** 

None.	·		
20100			

# Related Policies, Documents or Forms

Faculty/Administration Manual

College of Charleston Undergraduate Catalog

College of Charleston Graduate Catalog

Policy 9.1.9 Ethics Policy

Policy 12.1.6 Policy for Applicants for Undergraduate Admission

Policy 12.1.7 Policy for Applicants for Graduate Admission

Standards for Professional Behavior (Office of Admissions)

PAWWS Training Manual

Charleston 40 Training Manual

International agent contracts/agreements

NACAC Statement of Principles of Good Practice

SACSCOC Policy on Advertising, Student Recruitment, and Representation of Accredited Status

#### **Review Schedule**

Issue Date: 08/23/2016 Next Review: 10/01/2021

### POLICY APPROVAL

(For use by the Office of the Board of Trustees or the Office of the President)

Policy Number:

President or

Chairman, Board of Trustees Ala 2 Mchall, Ver. Date: 2/23/16