

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 [Principles of Good Practice](#) (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.

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

Alan E. McManally, Pres.

Date: 8/23/16