



*Southern Association of Colleges and Schools  
Commission on Colleges  
1866 Southern Lane  
Decatur, Georgia 30033-4097*

## **ADVERTISING AND STUDENT RECRUITMENT**

### **Policy Statement**

All accredited higher education institutions, or individuals acting on their behalf, must exhibit integrity and responsibility in student advertising and recruitment. Responsible self-regulation requires rigorous attention to principles of good practice.

#### **Advertising, Publications, Promotional Literature**

1. Educational programs and services offered by the institution are the primary emphasis of all advertisements, publications, promotional literature, and recruitment activities.
2. All statements and representations are clear, factually accurate, and current. Supporting information is kept on file and readily available for review. In the case of programs that are awaiting SACSCOC's approval and inclusion in the institution's accreditation, the institution's communication with both external and internal constituencies clearly and consistently represent the program(s) as "pending approval by the Southern Association of Colleges and Schools Commission on Colleges."
3. Official publications are readily available and, where appropriate, accurately depict:
  - institutional purposes and goals
  - admission and enrollment requirements and procedures for all types of students (e.g., first-year, transfer students, dual enrollment, transient, etc.) and basic information on programs and courses, with required sequences and frequency of course offerings explicitly stated
  - general education requirements
  - special programs, including international study, credit by examination or advanced placement
  - institutional facilities readily available for educational use
  - rules and regulations for conduct
  - tuition, fees, and other program costs, including any fees associated with verification of student identity related to distance or correspondence education
  - opportunities and requirements for financial aid
  - policies and procedures for refunding fees and charges to students who withdraw
  - current academic calendars and grading policies

4. In official publications describing career opportunities, clear and accurate information is provided on any unique requirements for career paths, or for employment and advancement opportunities in the profession or occupation described.

### **Student Recruitment for Admissions**

1. Student recruitment is conducted by well-qualified admissions officers and trained volunteers whose credentials, purposes, and position or affiliation with the institution is clearly specified.
2. Independent contractors or agents used by the institution for recruiting purposes are governed by the same principles as institutional employees.
3. Institutions are required to follow federal guidelines regarding compensation for student recruitment and admission activities.
4. Institutions avoid the following recruitment practices in order to comply with the *Principles of Accreditation* and U.S. Department of Education regulations:
  - a. assuring employment unless employment arrangements have been made and can be verified,
  - b. misrepresenting job placement and employment opportunities for graduates,
  - c. misrepresenting program costs,
  - d. disparaging comparisons of secondary or postsecondary institutions,
  - e. misrepresenting abilities required to complete intended program, and
  - f. offering money or inducements other than educational services of the institution in exchange for student enrollment. (Except for awards of privately endowed restricted funds, grants or scholarships are to be offered only on the basis of specific criteria related to merit or financial need.)

#### **Document History**

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