

Responsible Official: Vice President for Enrollment

Responsible Office: Office of Enrollment

Next Review Date: July 2025

Website Address:

<https://mymoc.moc.edu/services/ir/policies/Public%20Policies/MarketingRecruitment.pdf>

MARKETING AND RECRUITMENT POLICY

POLICY STATEMENT

Advertising, Publications and Promotional Literature, including Electronic Representations

It is the policy of the University of Mount Olive to present information about its educational programs and services in clear and factually accurate statements on all advertisements, publications, promotional literature and recruitment activities. Career and employment opportunities related to educational programs offered at the University of Mount Olive are also described in various promotional pieces. In addition, the University website at www.umo.edu, and appropriate embedded links, provide this information.

Recruitment Policy

It is the policy of the University of Mount Olive to hire and train admissions officers whose credentials, purposes and activities adhere to the code of conduct known as the **Statement of Principles of Good Practice (SPGP)** approved by the National Association for College Admissions Counseling (NACAC), of which the institution is a member. The University also complies with **Presidential Executive Order 13607: Principles of Excellence for Educational Institutions Serving Service Members and their Families**, The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) "**Advertising and Student Recruitment Guidelines**," and Federal Regulations, Title 34, Part 668.71 (b) prohibiting substantial misrepresentation made by an institution regarding the nature of its educational program. The **SPGP** appropriately covers all of these regulatory requirements. They require that marketing and admissions representatives and financial aid professionals to

- accurately represent their institutions, their programs and services;
- be compensated in the form of a fixed salary rather than commissions or bonuses based on the number of students recruited;
- abide by the regulations in the Family Educational Rights and Privacy Act (FERPA);and
- not engage in any deceptive, fraudulent or illegal practices regarding recruitment.

In addition, the **SPGP** requires that institutions exercise similar and appropriate oversight for all individuals who assist in the recruitment of prospective students such as alumni, coaches, current students, faculty and other institutional representatives, including contracted individuals.

REASON FOR POLICY/PURPOSE

The reason for the policy on **Advertising, Publications, Promotional Literature and Recruitment** is to demonstrate compliance with

1. *Presidential Executive Order 13607: Principles of Excellence for Educational Institutions Serving Service Members and their Families,*
2. The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) *“Advertising and Student Recruitment Guidelines,”* and
3. *Federal Regulations, Title 34, Part 668.71 (b)* prohibiting substantial misrepresentation made by an institution regarding the nature of its educational program.

Since the institution is also a member of the National Association for College Admissions Counseling (NACAC), this policy demonstrates compliance with NACAC’s code of conduct known as the ***Statement of Principles of Good Practice (SPGP)***.

OPERATIONAL DEFINITIONS

Advertising, publications, promotional literature, including electronic representations are modes of communication used by the institution to present information about its educational programs and services.

Code of Conduct: A ***Statement of Principles of Good Practice (SPGP)*** approved by the National Association for College Admissions Counseling (NACAC) to

- guide marketing, admissions and financial aid employees as well as other volunteer or paid employees or contracted employees in the conduct of recruitment and marketing activities on behalf of the institution;
- to assure that no individuals representing the institution engage in deceptive, fraudulent or illegal recruitment practices; and to
- ensure that individuals engaged in recruitment and marketing activities are compensated for their work based on a fixed salary or contract rather than commissions or bonuses based on the number of students recruited.

POLICY/PROCEDURES

1. The institution uses consistent hiring practices to employ credentialed admissions, financial aid and marketing representatives so that they can accurately represent the institution.
2. The institution does not pay employees bonuses or commissions based on their recruitment of students. These individuals are paid in the form of fixed salaries.
3. New employee training and ongoing professional development occurs periodically in order to update these employees about new and changing regulations. The SPGP Code of Conduct, Presidential Executive Order/s, federal regulations and the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) guidelines are a part of the new hire and continuing employee training.
4. Contracted individuals are also educated in the above code of conduct and related regulations.

CONTACTS

Vice President for Enrollment

APPROVED BY

University of Mount Olive Executive Council

APPENDICES (INCLUDING ANY FORMS/INSTRUCTIONS)

None

HISTORY/REVISION DATES

Original adoption date(s): March 7, 2014

Last Amended date: July 1, 2020; editorial only

End Date for Policy (if applicable): July 1, 2025

RELATED COMPLIANCE STANDARDS/EXTERNAL POLICY DOCUMENTS:

Code of Conduct: National Association for College Admission Counseling:

http://www.nacacnet.org/about/Governance/Policies/Documents/SPGP_9_2013.pdf

Southern Association of Colleges and Schools Commission on Colleges (SACSCOC): Advertising, Student Recruitment, and Representation for Accredited Status Guidelines:

<http://www.sacscoc.org/pdf/081705/advertising.pdf>

Presidential Executive Order 13607: Principles of Excellence for Educational Institutions Serving Service Members and their Families: <http://www.whitehouse.gov/the-press-office/2012/04/27/executive-order-establishing-principles-excellence-educational-instituti>

Federal Regulations Title 34: Education part 668.71 subpart F(b)—Misrepresentation: <http://www.ecfr.gov/cgi-bin/text-idx?rgn=div6&node=34:3.1.3.1.34.6>

SACS Standard 10.5 (Admissions policies and practices)