FLORIDA GATEWAY COLLEGE

POLICY

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TITLE: Advertising and Student Recruitment NUMBER: 6Hx12:3-21

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AUTHORITY: District Board of Trustees PAGE: 1

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RESPONSIBILITY: Vice President for Enrollment Management and Student Affairs

OTHER: Florida Statutes 1001.64; 1001.65; 1012.855 DATE: See History Below

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It is the policy of the Florida Gateway College District Board of Trustees to outline how the College will exhibit integrity in Advertising and Student Recruitment.

History:

Adopted: 6/12/18; Effective: 6/12/18

FLORIDA GATWAY COLLEGE

PROCEDURE

TITLE: Advertising and Student Recruitment PAGE: 1

AUTHORITY: District Board of Trustees DATE: See History Below

RESPONSIBILITY: Vice President for Enrollment Management and Student Affairs

NUMBER OF RELATED BOARD POLICY: 6Hx12:3-21

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The following procedures guide the faculty and staff of Florida Gateway College in exhibiting integrity in advertising, student recruitment and accreditation status.

All departments and units of Florida Gateway College must exhibit integrity and responsibility in advertising, student recruitment, and representation of accreditation status. Each faculty and staff member has the responsibility to provide clear, factually accurate and current statements on educational programs and services, and to consult with the responsible units listed below when generating or updating recruitment materials.

Responsible Units

Office of Enrollment Management and Student Affairs

Public Information Office

Office of Recruitment and Communication

Theses responsible units have shared responsibility in developing recruitment materials and advertisements for the purpose of engaging and informing prospective students, with the goal of facilitating knowledgeable decisions about attending the College.

# Advertisements, materials and presentations are developed in accordance with the information contained in the college’s official Academic Catalog. The Academic Catalog consists of policies, procedures, program requirements, course information and accreditation information. Enrollment related advertisements are created in accordance with the official Academic Calendar. Additional stakeholders may be consulted in the development of ads and recruitment materials, including program

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(Continued)

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# coordinators, faculty, staff, students, and alumni. The accreditation status and

# statement are included on all official printed publications and on the College’s

# website.

The final approval is required for all advertising, recruitment and marketing materials from the Executive Director of PIO and the Vice President for Enrollment Management and Student Affairs.

History:

Adopted: 6/12/18; Effective: 6/12/18