

- * 4.6 Recruitment materials and presentations accurately represent the institution's practices and policies. **(Recruitment materials)**

Compliance Partial Compliance Non-Compliance

Narrative:

Chattahoochee Valley Community College (CVCC) recruitment materials and presentation accurately represent the institution's practices and policies. All [billboards](#), [newspaper ads](#), television and [radio spots](#), are drafted by the [Public Relations/Fundraising Assistant](#) and approved by the President. Radio ads are used primarily to alert the community to dates and deadlines such as registration. They also include the web address so prospective students can get more information about the College. Newspaper ads include contact information as well as highlight special information to attract prospective students to seek out more information. Billboards tend to be brief and provide only basic graphics and information. Brochures are developed with the input of the Public Relations/Fund Raising Assistant, College Recruiter, and Dean of Student Services. These include items that are passed out at college and job fairs attended by the recruiter as well as provided to local high school guidance counselors and College personnel staffing the Ft. Benning Admissions Office.

All recruiting materials are reviewed on a regular basis by the Office of Institutional Advancement, the College Recruiter, and the Dean of Student Services, and changes are made as necessary based on internal changes within the College. The final approval for all recruiting materials rests with the President. During the fall of 2012, new billboards, newspaper ads, and radio spots were aired throughout the College service area, including the new college tag line of "Your Community, Your College." In addition, all brochures ([Career Technical](#), [Dual Enrollment](#), [GED Preparation](#), [Health Sciences](#), [Programs Flyer](#), and [Public Safety](#)) were updated not only to include the new tag line, but also to make updates in program offerings.

[Financial Aid](#) officers and the [College Recruiter](#) often visit local high schools to present information to parents, prospective students, and counselors. These presentations are developed by Financial Aid officers or the College Recruiter and are regularly updated to include not only new information specific to CVCC, but also to include new information about federal and state guidelines that relate to financial aid.

The CVCC website was updated in 2012 to not only provide a new look and more user friendly navigation, but also to ensure the accuracy of information provided to prospective students. The Public Relations/Fund Raising Assistant developed a [content list](#) and asked experts from each area of the college to [review information](#) for currency and accuracy. The Public Relations/Fund Raising Assistant and the IT Director are responsible for making all updates to the site. Faculty and staff can contact the Public Relations/Fund Raising Assistant at any time to request a change to the website if needed. A calendar, as well as scrolling information, is updated on a regular basis by the Public Relations/Fundraising Assistant to let the community know of important events and deadlines taking place on campus.

Finally, care is taken to ensure that photographs used in college marketing materials accurately portray the demographics of the institution.

SUPPORT DOCUMENTATION

<u>College Billboard design proof</u>

<u>Newspaper Ad Copy</u>
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<u>Radio Ad Script</u>
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<u>Career Technical Flyer</u>

<u>Dual Enrollment Flyer</u>
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<u>GED Preparation Flyer</u>
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<u>Health Sciences Flyer</u>
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<u>Program Offerings Flyer</u>
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<u>Public Safety Flyer</u>
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<u>Financial Aid Counselors Luncheon Presentation</u>

<u>Recruiting Presentation</u>
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<u>Website Content List</u>

<u>Website Updated Information Sheets</u>
