

POLICY #29

ADVERTISING AND RECRUITMENT OF STUDENTS

ADVERTISING, PUBLICATIONS, PROMOTIONAL LITERATURE

The governing organization/nursing program ensures in institutional and programmatic publications that:

1. The nursing program and institutional/programmatic services offered to facilitate student success 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.
3. The publications are freely accessible (e.g., website, hardcopy) and accurately depict the current:
 - a. institutional and nursing program purpose and goals
 - b. admission requirements and procedures for all nursing students
 - c. transfer of credit policy
 - d. academic calendar
 - e. tuition, fees, and other nursing program costs, including any fees associated with verification of student identity related to distance education
 - f. refund of costs policy and procedures
 - g. financial aid opportunities and requirements
 - h. grading system and related policies
 - i. curriculum for the nursing program, including all program options, with required course sequence, normal length of time required to complete the curriculum, and the frequency of which each course is offered
 - j. general education requirements
 - k. completion requirements for the nursing program, including all program options
 - l. student learning outcomes and program outcomes
 - m. student conduct rules
 - n. student grievance policy and procedures
 - o. institutional/programmatic facilities and services readily available for educational use, including alternative methods of delivery
 - p. career opportunities
 - q. national and/or state legal requirements for eligibility for licensure or entry into the nursing profession
 - r. student achievement data regarding graduates' success on the licensure and/or certification examination, students' completion of the nursing program, and graduates obtaining a job, as well as additional student achievement data as the governing organization/nursing program considers appropriate to demonstrate the extent to which graduates are adequately prepared

STUDENT RECRUITMENT FOR ADMISSIONS

1. Student recruitment is conducted by well-qualified admissions officers and trained volunteers whose credentials, purpose, and position or affiliation with the governing organization is clearly specified.

2. Independent contractors or agents used by the governing organization for recruiting purposes are governed by the same principles as institutional employees.
3. Institutions follow federal guidelines regarding compensation for student recruitment and admission activities.
4. Institutions do not engage in the following practices:
 - 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
 - f. offering money or inducements other than educational services of the governing organization 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)

Policy #29 History
Developed March 2016