



POLICY & PROCEDURE DOCUMENT

NUMBER: 1.3033

DIVISION: Academic Affairs

TITLE: Student Recruitment Materials Review

DATE: March 16, 2004

REVISED: November 1, 2015, October 31, 2016, October 5, 2020

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I. Purpose and Scope

Federal and SACSCOC requirements stipulate that recruitment materials, web site, and presentations accurately represent the institution's practices and policies. Additionally, all members of the WKU campus share a collective responsibility to ensure the standards outlined in Policy 8.104V are followed. It is particularly important that materials designed for prospective students be factual and clear regarding important issues such as admissions policies, curricular offerings, degree requirements, and tuition, fees, and other expenses.

II. Policy

Units who produce marketing materials are responsible for ensuring their materials are accurate, consistent, and current. All student recruitment materials shall be reviewed for accuracy and consistency with university policies before release, including posting to a university web site. This includes information contained in brochures, flyers, compact disks, videos, web pages, or any other print or electronic medium.

III. Procedure

General admissions/recruitment materials such as those developed by the Office of Admissions, Global Learning and International Affairs, and the Financial Aid/Scholarship Office are the responsibility of the Vice President of Enrollment and Student Experience (or designee), and/or the Associate Provost for Research and Graduate Education in consultation with the appropriate college dean as necessary. Materials developed at the program/department level are the responsibility of the appropriate college dean. Materials describing distance/distributed learning shall be reviewed by the Associate VP for Extended Learning and Outreach (or designees). All

materials shall comply with branding standards set forth in WKU Policy 8.104V, and are subject to approval by the Director of Marketing.

Materials developed by external partners on behalf of WKU shall also fall under this policy, and be similarly reviewed prior to release.

A file of approved materials indicating approval date shall be maintained in each dean's office or the office of the Vice President for Enrollment and Student Experience for a period of three years. In keeping with best practices, program/departmental web sites should be periodically reviewed at the departmental level to assure that the most current information is reflected.

IV. Reason for Revision

November, 2015

Non-substantive changes as part of the five year policy review per Policy 0.000V Policy on Policies.

October, 2016

Clarify scope and approval chain of materials falling under this policy, and include reference to related policies.

October, 2020

Non-substantive changes to Section III to reflect recent leadership restructuring.

V. Related Policies

8.104V WKU Logo Usage; Communication, and Branding

SACSCOC Recruitment Materials Policy

Appendix

See SACSCOC Policy Statements at: <https://sacscoc.org/documents/?type=policies>.