

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

Compliance Status: Compliance

To ensure that student recruitment materials meet College of Coastal Georgia requirements for publications the Advancement Office's marketing department reviews all content. [Published visual identity standards](#) are located on the College's Intranet website.

Student recruitment materials are updated regularly and reviewed by the Office of Institutional Effectiveness to ensure that all facts, figures, statistics, policies, requirements, degree programs, and deadlines are current and correct. Degree information presented in recruitment materials parallels what is published in the [2010-2011 College of Coastal Georgia Catalog](#), as well as the annual [Fact Book](#).

The College recruits students to its degree programs primarily from a five-county area that is contiguous to the campus. Beginning with academic year 2009-2010, however, the institution has significantly expanded its recruiting territory to include an additional seven counties (Appling, Charlton, Liberty, Long, Pierce, Tattnall, and Ware) that are adjacent to those in the traditional catchment area and is also recruiting in Atlanta and Jacksonville, two large metro areas. Expanding the College's recruiting territory is designed to raise awareness of the College and should pay dividends in enhanced enrollment when the institution opens its first on-campus housing in Fall Semester 2011.

Specific admissions criteria for the College and limited access programs is in the *Catalog* (sample—[Business](#)) and in program-specific recruitment materials (sample—[Business](#)).

The Office of Admissions and Orientation disseminates a [College of Coastal Georgia Viewbook](#) for prospective students, as well as a new marketing [search piece](#). Additionally, the [College of Coastal Georgia Magazine](#) was launched in Spring Semester 2011 to promote key happenings and events on campus.

Program sheets with specific information are available for distribution to prospective students (sample—[Nursing](#)). The College also engages the support of professional marketing firms to assist in the development of additional collateral to promote degree programs, as well as academic and student support services.

To bring more visibility to the College and its curricular and co-curricular programs, the institution embarked on a marketing campaign entitled, "Dreams in Action," created as a call to action, inviting both traditional and non-traditional college-bound students to pause and realize that their educational dreams can become a reality by applying and enrolling at the College.

The College provides information about its degree programs to both prospective students and secondary school personnel who work with students on making decisions about college admission.

[Campus Visit Day programs](#) are held regularly for prospective students and their families interested in the College. The events are publicized through email, website, direct mailings and public service announcements via print and radio spots. The Visit programs are designed to provide prospective students with the opportunity to learn about the programs from the faculty who head those programs; prospective students also had the opportunity to speak with admissions and financial aid representatives.

Each Semester, Academic Affairs and Student Affairs host [luncheons for guidance counselors](#) from the secondary schools located in the College's primary catchment area. This provides a forum for the College to share information with the counselors about admissions procedures, financial aid, scholarships, new and/or revised academic programs, campus life, etc. The College believes these activities provide a forum for area school systems to keep abreast of the institution's change in mission, growth of degree offerings and opportunity to foster good will and open communications.

With the arrival of the new Director of Admissions and Orientation, the college applied for membership with the National Association of College Admission Counseling (NACAC), and as such, it abides by the [NACAC Principles of Good Practice](#). All admissions recruiters are trained in accordance with the Principles which place strong emphasis on professionalism, collaboration, trust, education, fairness and equity, and social responsibility.

Support Documentation

[*College of Coastal Georgia Visual Identity Standards*](#)

[*2010-2011 College of Coastal Georgia Catalog*](#)

[*2009-2010 College of Coastal Georgia Fact Book*](#)

[Business Recruitment OneSheet](#)

[*2010 College of Coastal Georgia Viewbook*](#)

[2011 College of Coastal Georgia search piece](#)

[*College of Coastal Georgia Magazine*](#)

[Nursing Recruitment OneSheet](#)

[Sample Campus Visit Day agenda](#)

[Sample High School Counselor Luncheon agenda](#)

[NACAC Professional Practices and Ethical Standards](#)