SON OP 60.075 - Academic Programs Recruitment Policy

PURPOSE
The purpose of the School of Nursing Academic Programs Recruitment Policy is to provide a framework for the recruitment process, including guidelines for advertising, publications, promotional literature, student recruitment for admissions, as well as representation of regional accreditation status of the institution and professional accreditation status of the School of Nursing programs.

REVIEW
The OP shall be reviewed by the Associate Dean for Admissions, Enrollment Management and Student Affairs by October 1st of each even numbered year (ENY), with recommendation for revision forwarded to the Dean of the School of Nursing. Final approval of the OP is provided by the Dean.

POLICY/PROCEDURE
1. **General Definition.** The School of Nursing defines academic programs as organized, professional education offerings. Such programs include curricula completion culminating in awarding a graduate or undergraduate degree and/or a certificate of program completion.

2. **Policy.** Recruitment materials and exhibiting activities accurately represent School of Nursing academic programs. Additionally, all School of Nursing academic programs follow Southern Association of Colleges and Schools (SACS) Commission on Colleges Advertising, Student Recruitment, and Representation of Accredited Status Guidelines, as well as Commission on Collegiate Nursing Education (CCNE) guidelines. The guidelines direct all School of Nursing advertising, publications, promotional literature, student recruitment activities for admission, and representation of institutional regional (SACS) and professional program (CCNE) accreditation status.

3. **Procedure.** All School of Nursing recruiting efforts are performed by qualified personnel as selected by the Associate Dean Admissions, Enrollment Management and Student Affairs, in collaboration with the Department Chairs. The following bulleted list provides detail regarding recruiting procedures:

   - The Associate Dean Admissions, Enrollment Management and Student Affairs, in collaboration with the Department Chairs and the Managing Director, Customer Support Services, develop and revise recruiting publications and exhibiting activities.
   - Individuals involved with advertising, publications, promotional literature, and exhibiting activities follow CCNE and SACS Guidelines, and ensure advertising and promotional publications are reviewed/revised at least annually (see School of Nursing Policy and Publications Oversight OP 10.045 located in the School of Nursing Administrative Handbook for completing and reporting outcomes of the review/revision process).
   - All School of Nursing recruitment materials and exhibiting activities are reviewed annually for accurate reflection of content contained on the School of Nursing on-line catalog, website, and other handbooks, and for consistency of all publications and exhibiting activities.
   - All advertising and student recruitment publications/exhibiting activities follow SACS and CCNE guidelines regarding representation of regional accreditation status of the institution and professional accreditation status of the of the School of Nursing educational programs.
• Review and revision of recruitment activities, advertising, publications, and promotional literature are approved by the Associate Dean for Admissions, Enrollment Management and Student Affairs, the TTUHSC Director of Communications and Marketing, and Department Chairs with final approval by the Dean.

• The recruitment processes for all School of Nursing Academic Programs involve participation in a variety of recruiting events and use of a variety of recruitment methods throughout the academic year. For example, during recruiting/exhibiting activities, potential students may receive brochures regarding the various academic programs, visit with qualified School of Nursing personnel regarding the programs, and/or view Power Point presentations about the nursing profession and the academic programs at the School of Nursing.

• Recruiting efforts include but are not limited to methods for recruiting quality applicants from rural areas, and of diverse populations.