Federal Requirement 4.6

13. Recruitment materials and presentations accurately represent the institution’s practices and policies. (Federal Requirement 4.6)

___ X ___ Compliance ___ Non-Compliance

4.6 – Recruitment Materials

Narrative:

Chipola College accurately represents its policies and practices in recruitment materials and presentations. The college has a specific policy on Mandatory Integrity in College Operations [1], which applies to all employees. In addition, Chipola has an Assurance of Data and Communications Accuracy and Integrity policy [2] which commits college personnel to publishing accurate information. The college also has an Ethics and Compliance Program in place to support and monitor the ethical operations of the college [3].

College-Wide Recruitment: Chipola has three main college-wide sources of information concerning policies and procedures, services available, programs offered, and course offerings. These three publications include the Chipola College Catalog [4], the Chipola College Student Handbook/Planner [5], and the Chipola College Course Schedule [6]. Each of these is published annually and available on the college website.

Before publication of the catalog and the handbook/planner, and the web-release of the class schedule, each document is reviewed numerous times by administrators with expertise in each of the areas represented in the document. This process is designed to ensure that information contained in each publication is accurate and reflects the policies governing the operation of the college as an accredited public institution in the State of Florida.

Program-Specific Recruitment: All other publications, such as brochures, general recruiting publications, and advertisements are produced by the Office of Public Relations and are based upon specific program requirements and policies and information contained in the catalog, handbook/planner, or class schedule.

See the following for a varied sample of advertisements and/or recruitment brochures for specific training programs: [7], [8], [9], [10], [11]. All program-specific advertisements and recruitment materials are developed in collaboration with deans, program directors, and lead faculty in training programs.

Distance Learning: Accurate Recruitment Materials and Presentations

All recruitment materials and presentations accurately represent practices and policies, including those governing courses delivered online. The Publications/Public Relations
Department collaborates with deans, program directors, and lead faculty in preparing brochures, advertisements, press releases, and other recruitment materials.

**Documentation:**

[1] Chipola College Board Policy Number 1.004: Mandatory Integrity in College Operations

[2] Chipola College Board Policy Number 1.005: Assurance of Data and Communications, Accuracy and Integrity

[3] Chipola College Ethics and Compliance Program

[4] Chipola College Catalog

[5] Chipola College Student Handbook/Planner

[6] Chipola College Website - Course Schedule

**Varied Sample of Program-Level Recruitment Materials**

[7] Fine Arts Brochure

[8] Education Brochure

[9] Health Sciences Brochure

[10] Law Enforcement Brochure