

FR 4.6 - Recruitment Materials

Recruitment materials and presentations accurately represent the institution's practices and policies.

Compliance Findings: In Compliance

Narrative:

The University of South Carolina Beaufort's (USC Beaufort) recruitment materials for prospective students accurately represent the institution's practice and policies. The USC Beaufort has a set of recruitment pieces that are disseminated to prospective students upon request. To ensure that recruiting materials accurately represent the institution's policies and practices, each of the recruiting pieces is reviewed jointly during development and annually thereafter by the Office of Admissions and the Office of Advancement. Statements regarding academic programs made in the recruiting materials are reviewed by the Department Chairs as well as the Executive Vice Chancellor for Academic Affairs. These reviews are comprehensive and verify that the piece still fits USC Beaufort's needs, meets the needs of its audience and clearly conveys the services that students, parents, faculty, staff, and the larger community can expect from USC Beaufort. A sample of these documents include, Take a Deeper Look [\[i\]](#), At A Glance [\[ii\]](#), and the USC Beaufort Undergraduate Introductory Brochure [\[iii\]](#).

In addition, to ensure that all publications and presentations accurately represent the institution's practices and policies, these materials will be reviewed annually by the USC Beaufort Marketing Communications Advisory Committee, which includes representatives of the offices of admissions and advancement and members of the faculty. That committee's most recent review began on January 11, 2008 [\[iv\]](#). Two students will join the board before its April, 2008 meeting.

In the fall of 2007, a review of all academic brochures was conducted by the Vice Chancellor for Advancement and the Academic Department chairs. This led to a two stage revision project. The first phase was completed January 14, 2008 and is summarized in a short report [\[v\]](#) written by the Director of General Education and the Vice Chancellor for Advancement. A new series of brochures is being produced during the calendar year 2008; an example is provided [\[vi\]](#).

Information available online is reviewed on an even more frequent basis and changes are made on an "as-needed" basis. The USC Beaufort Web Manager is responsible for key content and has delegated responsibility for academic content to specific departments.

The Office of Undergraduate Admissions website [\[vii\]](#) offers extensive information on several topics, including admissions, residence living, financial aid, and student life. Detailed topics include freshmen and transfer admissions requirements, request to visit campus, academic policies, course listings, fees and deadlines, scholarship information, campus climate, diversity resources, disability services, and Savannah/Hilton Head/Beaufort area resources.

All student recruitment presentations are made by well-qualified admissions officers, staff members of Student Development, and qualified volunteers. An annual retreat is held to ensure that all representatives are up-to-date.

Supporting Documentation

- [i Take a Deeper Look](#)
- [ii At A Glance](#)
- [iii USC Beaufort Undergraduate Introductory Brochure](#)
- [iv USC Beaufort Marketing Communications Advisory Committee meeting minutes](#)
- [v Academic Brochure Revision Project](#)
- [vi Business Degree Brochure](#)
- [vii Office of Undergraduate Admissions website](#)