

**Section IV: COC Federal Requirements**

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

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**JUDGMENT OF COMPLIANCE**

Compliance       Non-Compliance

**NARRATIVE/JUSTIFICATION FOR JUDGMENT OF COMPLIANCE**

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Northwest adheres to the Commission on College policy: “Advertising, Student Recruitment and Representation of Accredited Status” and accurately represents its institutional practices and policies in recruitment materials and presentations. A variety of reviews and evaluations are conducted to insure accuracy.

The Office of Public Relations is responsible for all college publications. **As defined in the *Policy Manual*, to insure accuracy and professionalism, all recruiting materials disseminated off campus must first be reviewed and approved by the Public Relations Office.** For major publications produced on a semester or annual basis, such as the Northwest *Bulletin*, *Student Guide*, class schedule tabloids, changes are solicited several months in advance. All textual changes must be approved by an appropriate Dean or Director before they are introduced into a publication. Multiple drafts are reviewed by both Public Relations staff members and appropriate educational or departmental personnel to determine that text is accurate. Program or departmental brochures that are produced bi-annually or on request are similarly reviewed by individual faculty or staff members and Deans and Directors. The Web Site is reviewed regularly by both the Web Master and the Public Relations staff.

**Recruitment of new students is carried out by the professional Recruiting Staff of the College.** Recruiting presentations to prospective students or interested members of the public are conducted only by these trained staff members. Financial Aid presentations are made by Recruiting Staff or Financial Aid staff members. Faculty or students that assist at College Fairs are supervised by Recruiting Staff members. Campus tours are given only by trained student staff members. Recruiting phone programs are conducted only by trained student staff members supervised by a Recruiting Staff member. **The accuracy and professionalism of recruiting presentations is evaluated regularly by high school guidance counselors and by students. The Vice President for Student Affairs also observes and evaluates a presentation by each staff member to check accuracy and professionalism.**

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**SUPPORT DOCUMENTATION**

SOURCE	LOCATION/Special Instructions
<i>Policy Manual</i> , pg. 63-64	<a href="#">Supporting_Documents\Policy_Manual_2005.pdf</a>
Guidance Counselor Evaluation Summary	<a href="#">Supporting_Documents\46a1.pdf</a>
<i>Bulletin</i>	<a href="#">Supporting_Documents\Bulletin_0506.pdf</a>
<i>Student Guide</i>	<a href="#">Supporting_Documents\Student_Guide_0506.pdf</a>
Sample of Publications	<a href="#">..\pdfs\PublicationsIndex.pdf</a>