

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 9.1.8.9
Related Policy: 9.1.8
Title: Student Recruitment Practices
Responsibility: Assistant Vice President for Recruitment and Engagement

Original Approval Date: 05-13-2019
Last Cabinet Review: 08-21-2024
Last Revision: 08-21-2024

Horry-Georgetown Technical College (HGTC) recruitment and marketing offices and staff adhere to the following standards as to be in compliance with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) “Advertising and Student Recruitment Guidelines”, Department of Education, 34 C.F.R. 668 and National Association for College Admission Counseling (NACAC) code of ethics and best practices.

- Maintain high professional standards, providing impartial advice and guidance to prospective students;
- Develop promotional materials which accurately portray HGTC, its programs and services;
- The College will not provide any commission, bonus or other incentive payment based in any part, directly or indirectly, upon success in securing enrollments or the award of financial aid;
- Abide by the regulations in the Family Educational Rights and Privacy Act (FERPA);
- Refrain from high-pressure recruitment tactics to prospective students, such as multiple unsolicited contacts by phone, email or in-person or same-day recruitment and registration practices;
- Not engage in any deceptive, fraudulent or illegal practices regarding recruitment.
- Review recruitment materials on a regular basis for accuracy and brand standards, at least annually or more frequently as required.