

## Procedure 3.002

### **Educational Program Brochure Procedure**

#### **Curriculum**

Educational Program brochures for curriculum areas are developed for each program of study to market individual programs and recruit potential students.

Content included in program of study brochures includes a summary of the program (approved by the state and taken directly from the program description in the college information system), key areas of study (taken from the courses approved by the state in the program of study), and current photographs or images related to the program of study.

Program of study brochures initiate from the office of Admissions and Recruitment. The marketing director designs the brochures based on the content submitted by the director of admissions. Before printing, brochures are sent to the lead instructor and dean of the appropriate curriculum area for editing and approval.

Program of Study brochures include the following:

- Effective date of the current program of study and the length of the program.
- Availability of financial aid statement and contact information for the financial aid office.
- Contact information for director of admissions and, in some cases, other faculty contact information.
- College logo and physical location and phone number of the college.
- College accreditation statement.
- College open door admissions policy.
- Disability services statement.
- Selective admissions statement (when applicable for selective entry programs).
- College mission statement.

Educational Program brochures are updated as necessary.

#### **Continuing Education**

Educational Program brochures for continuing education areas are developed for each program of study to market individual programs and recruit potential students.

Content included in program of study brochures includes a summary of the program, any prerequisite or corequisite requirements, and current photographs or images related to the program of study.

Program of study brochures initiate from the continuing education director/coordinator. The marketing director designs the brochures based on the content submitted by the

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continuing education director/coordinator. Before printing, brochures are sent to the continuing education director/coordinator and vice president of continuing education for approval.

Program of Study brochures include the following:

- Description of the program.
- Prerequisite or corequisite information.
- Total course hours of the program.
- Total cost of the program (registration fee and applicable course fees).
- Funding Assistance and Scholarship Information; to include contact information for NCWorks Career Centers if program is approved for WIOA funding.
- Contact information for continuing education director/coordinator and Continuing Education Registration and Records Office.
- College logo, physical location, phone number, and website address of the college.
- College accreditation statement.
- Disability services statement.
- College mission statement.

Educational Program brochures are updated as necessary.

### References

**Legal References:** *Enter legal references here*

**SACSCOC References:** *Enter SACSCOC references here*

**Cross References:**

### History

**Senior Staff Review/Approval Dates:** *3/27/17, 05/01/17*

**Board of Trustees Review/Approval Dates:** *Enter date(s) here*

**Implementation Dates:** *Enter date(s) here*