

- CR 9.1 (Program content)
Standard 10.1 (Academic policies)
Standard 10.7 (Policies for awarding credit)
Standard 10.8 (Evaluating and awarding external academic credit)
Standard 10.9 (Cooperative academic arrangements)

10.5 **The institution: (a) publishes admissions policies consistent with its mission; (b) ensures that its recruitment materials and presentations accurately represent the institution’s practices, policies, and accreditation status; and (c) ensures that independent contractors or agents used for recruiting purposes and for admission activities are governed by the same principles and policies as institutional employees.**
(Admissions policies and practices)

Rationale and Notes

Sound admission policies are defined in relation to the institution’s mission and are designed to ensure that students who are admitted to the institution or to a specific program can benefit from the institution’s programs. Implicit in the policy is that the institution consistently applies the policy to all applicants and transfers; exceptions are limited in number and are based on specific criteria for making exceptions to admission requirements.

Sound admission policies for the institution or a specific program conform to widely accepted higher education standards for admissions and define all admissions categories used by the institution, such as transfer, transient, non-degree, dual enrollment, audit, honors, and probation or conditional. Admission policies are published in official documents and communicated accurately and effectively to prospective students and other constituents.

All accredited higher education institutions, or individuals acting on their behalf, must exhibit integrity and responsibility in student advertising and recruitment. Responsible self-regulation requires rigorous attention to principles of good practice.

NOTE

The SACSCOC policy on [Advertising and Student Recruitment](#) contains the following statement regarding recruitment materials:

All statements and representations are clear, factually accurate, and current. Supporting information is kept on file and readily available for review. In the case of programs that are awaiting SACSCOC’s approval and inclusion in the institution’s accreditation, the institution’s communication with both external and internal constituencies clearly and consistently represent the program(s) as “pending approval by the Southern Association of Colleges and Schools Commission on Colleges.” That policy contains several other statements that explain

what is meant by accurate representations and should be referenced by each institution. If the institution does not use independent contractors or outside agents, it should make that clear in the narrative.

Questions to Consider

- What are the basic admissions requirements that apply to all students?
- What are the admission policies for specific programs and how are these policies based on widely accepted standards for undergraduate and graduate applicants?
- Are admissions policies consistent with the mission of the institution?
- Are policies clear and consistently implemented?
- How are exceptions to admissions policies controlled and documented?
- How does the institution disseminate admissions policies and are they uniform in all publications?
- If admission policies differ for various delivery methods or across various campus sites, what are the programs and why are they different (e.g., dual enrollment, branch campuses, online programs)?
- Do recruitment materials and presentations accurately represent the institution's practices, policies, and academic programs?
- What is the approval process for recruitment materials and presentations, and is it followed?
- How are recruitment personnel (staff, volunteers, contractors) trained?
- What are the guidelines for using independent contractors or agents in recruiting students?
 - Do these guidelines assure that independent contractors and agents are governed by the same principles and policies regarding admissions activities as are institutional employees?
 - Are these guidelines enforced?
- How does the institution oversee recruiting activities at branch campuses and at international sites?

Sample Documentation

- Admission policies of the institution and of specific programs.
- Undergraduate and graduate catalogs that include admission policies, standards, and procedures.
- Institutional and specific program brochures and other recruitment materials or electronic resources stating admission policies and procedures.
- Documents describing how the institution evaluates applications and makes admission decisions to the institution and to programs.
- Minutes or other documents showing evidence that the institution follows its admissions policies and that these policies and practices are appropriate.
- Documentation that exceptions are handled appropriately.

- System policy or legislation regarding admission policies and procedures, if applicable.
- Boilerplate expectations for admissions presentations.
- Details on the training of those involved in recruitment.
- Contracts, MOUs, or other documents relating to practices of independent contractors or agents used in recruitment activities.

Reference to SACSCOC Documents, If Applicable

SACSCOC policies: [Advertising and Student Recruitment](#)
[Distance and Correspondence Education](#)

This standard requires a policy or procedure; see Appendix A of this document for implications. See also:

SACSCOC Good Practices: [Developing Policy and Procedures Documents](#)

Cross-References to Other Related Standards/Requirements, If Applicable

Standard 14.5 (*Policy compliance*)

10.6 An institution that offers distance or correspondence education

- ensures that the student who registers in a distance or correspondence education course or program is the same student who participates in and completes the course or program and receives the credit.**
- has a written procedure for protecting the privacy of students enrolled in distance and correspondence education courses or programs.**
- ensures that students are notified in writing at the time of registration or enrollment of any projected additional student charges associated with verification of student identity.**

(Distance and correspondence education)

Rationale and Notes

To protect the integrity of educational credentials awarded to students enrolled in distance, online, or correspondence education courses or programs, an institution takes measures to ensure that a student awarded credit in distance or correspondence education courses is the same student who successfully completes the course and is tested for the achievement of intended student learning outcomes. To this end, an institution is required to verify the identity of a student enrolled in