

ACEN Accreditation Manual - Section II Policies

POLICY #29

Advertising and Recruitment of Students

ADVERTISING, PUBLICATIONS, PROMOTIONAL LITERATURE

The governing organization/nursing program ensures in institutional and programmatic publications that:

1. The nursing program and institutional programmatic services offered to facilitate student success are the primary emphasis of all advertisements, publications, promotional literature, and recruitment activities.
2. All statements and representations are clear, factually accurate, and current. Supporting information is kept on file and readily available for review.
3. The publications are freely accessible (e.g., website, physical copy) and accurately depict the current:
 - a. governing organization and nursing program purpose and goals ([Found in the nursing handbook pg. 9](#))
 - b. admission requirements and procedures for all nursing students ([Found in the nursing handbook pg. 25-26](#))
 - c. transfer of credit policy ([Found in the nursing handbook pg. 26](#) also found on the [SKC website.](#))
 - d. [academic calendar](#)
 - e. [tuition](#), fees, and other nursing program costs, including any fees associated with verification of student identity related to distance education
 - f. [refund](#) of costs policy and procedures ([There will be no refund for nursing program course fee or student costs that have already been charged.](#))
 - g. [financial aid](#) opportunities and requirements
 - h. grading system and related policies ([Found in the nursing handbook- pg. 26-27](#))
 - i. [curriculum](#) for the nursing program, including all program options, with required course sequence, normal length of time required to complete the curriculum, and the frequency of which each course is offered
 - J. [general education](#) requirements
 - k. [completion](#) requirements for the nursing program, including all program options
 - l. end-of-program student learning outcomes and [program outcomes](#)
 - m. student conduct rules ([Found in the nursing handbook pg. 32-35](#))
 - n. student grievance policy and procedures ([Found in the nursing handbook pg. 35 & on SKC website](#))
 - o. institutional/programmatic facilities and services readily available for educational use, including alternative methods of delivery ([Found on SKC website](#))
 - p. career opportunities ([Found on the SKC website](#))

- q. national and/or state legal requirements for eligibility for licensure or entry into the nursing profession ([Found on the SKC website](#))
- r. student achievement data that is consistent with ACEN Accreditation Standard 6 Outcomes regarding graduates' success on the licensure and/or certification examination, students' completion of the nursing program, and graduates obtaining a job, as well as additional student achievement data as the governing organization/nursing program considers appropriate to demonstrate the extent to which graduates are adequately prepared

All student achievement data reported/published for any purpose is expected to reflect an accurate and verifiable portrayal of a nursing program's performance, which is subject to review for integrity, accuracy, and completeness. The ACEN reserves the right to request that a governing organization/nursing program provide verification by an external source of a nursing program's student achievement data that the ACEN relies on, in part, in making an accreditation decision. The governing organization/nursing program is responsible for any cost related to verification by an external source of a nursing program's student achievement data.

STUDENT RECRUITMENT FOR ADMISSIONS

1. Student recruitment is conducted by well-qualified admissions officers and trained volunteers whose credentials, purpose, and position or affiliation with the governing organization is clearly specified.
2. Independent contractors or agents used by the governing organization for recruiting purposes are governed by the same principles as employees of the governing organization,
3. Governing organizations follow federal guidelines regarding compensation for student and admission activities.
4. Governing organizations do not engage in the following practices:
 - a. assuring employment unless employment arrangements have been made and can be verified
 - b. misrepresenting job placement and employment opportunities for graduates
 - c. misrepresenting program costs
 - d. disparaging comparisons of secondary or postsecondary institutions
 - e. misrepresenting abilities required to complete intended program
 - f. offering money or inducements other than educational services of the governing organization in exchange for student enrollment (except for awards of privately endowed restricted funds, grants or scholarships are to be offered only on the basis of specific criteria related to merit or financial need)

Policy #29 History

Developed March 2016

Revised October 2016

Edited March 2025