

Procedure 3.094

Educational Program Literature Procedure

Curriculum

Educational Program Literature for curriculum areas is developed for programs of study to market programs and recruit potential students.

Content included in Program Literature includes a summary of the program of study (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 employment opportunities.

In collaboration with the Admissions Office and Academic Affairs, the Director of Marketing designs program literature based on the content received from Admissions and other divisions on campus. Before printing, program literature is sent to lead instructors, the Deans, and the Director of Admissions and Records for editing and approval.

Program Literature includes the following:

- Description of the program
- Prerequisite or corequisite information
- Total course hours of the program
- Length of the program
- Availability of financial aid statement and contact information for the financial aid office
- Contact information for the Admissions Office
- College logo, 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 Literature is 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.

Procedure

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

- 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*

Cross References: *Enter cross references here*

History

Leadership Council Review/Approval Dates: *11/3/2023, 12/8/2023*

Senior Staff Review/Approval Dates: *3/27/2017, 05/01/2017, 8/15/2023*

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

Implementation Dates: *Enter date(s) here*