

BURRELL COLLEGE OF OSTEOPATHIC MEDICINE

STANDARD OPERATING PROCEDURES

Advertising and Promotion		SOP #: ADM.001.03
Effective Date	10/9/18	
Last Revision/Review	5/21/2024	

1. Purpose

To ensure all advertising and promotions used for recruitment are appropriate, accurate, and fair.

2. Related Policy/Authority

3. Faculty/Staff Responsibilities

Department Head of Enrollment Services
Director of Admissions
Associate Director of Admissions
Director of Marketing and Communications

4. Definitions/Abbreviations

FERPA – Family Educational Rights and Privacy Act

5. Procedural Steps

1. All recruitment and promotion materials utilized by Admissions will be reviewed by the Director of Admissions, Associate Director of Admissions, and Department Head of Enrollment Services prior to distribution. Director of Marketing and Communications will be consulted as needed.
2. All recruitment advertising and promotions will be appropriate, accurate and fair.
 - A. All students in materials will be reviewed to ensure we have permission to use their image.
 - B. Alcohol and tobacco will not be included in any way.
 - C. All data and statistics will be up to date and accurate.
3. All FERPA guidelines will be followed.
 - A. Only allowable statistics will be shared in all advertising and promotional materials.

6. Reports/Charts/Forms/Attachments/Cross References

Burrell College Compliance Office Institutional Outcomes: <https://burrell.edu/about-bcom/institutional-outcomes/>

Admissions Webpage: <https://burrell.edu/admissions/>

Admissions Requirements: <https://burrell.edu/admissions/prospective-students/admission-requirements/>

Choose DO Explorer: <https://www.aacom.org/detail-pages/com/burrell-college-of-osteopathic-medicine>

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7. Maintenance

Department Head of Enrollment Services, Director of Admissions, and Associate Director of Admissions will review all advertising and promotional material used for recruitment annually. Director of Marketing and Communications will be consulted as needed.

8. Signature

Approved by	5/21/2024
Director of Admissions	Date

9. Distribution List

Internal/External

10. Revision History

Revision Date	Subsection #	Summary of Changes	New/Cancellation/Replacement Procedure? (if applicable)	Approval Date
5	5.1	Added information about recruitment materials. Updated titles and web addresses.		11/8/2021
5/12/2023	All	Updated faculty/staff responsibilities throughout		5/17/2023
5/12/2023	5	Updated review process to occur prior to any distribution, rather than just annually		5/17/2023
5/12/2023	6	Added link to Burrell College Choose DO Explorer Page		5/17/2023
8/10/2023	All	Updated titles		8/10/2023