

BURRELL COLLEGE OF OSTEOPATHIC MEDICINE

STANDARD OPERATING PROCEDURES

Advertising and Promotion		SOP #: ADM.001.01
Effective Date	10/9/18	
Last Revision/Review	11/8/2021	

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

Assistant Director of Admissions

4. Definitions/Abbreviations

FERPA – Family Educational Rights and Privacy Act

5. Procedural Steps

1. All recruitment and promotion materials will be reviewed on an annual basis.
 - A. Assistant Director of Admissions, Directors of Admissions and Department Head of Enrollment Services will review all materials utilized by Admissions for recruitment and promotion.
 - B. Recruitment and promotion materials utilized should be reviewed and approved by Compliance.
 - i. Materials created by Marketing should be reviewed and approved prior to delivering to Admissions for use.
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/>

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7. Maintenance

Department Head of Enrollment Services, Director of Admissions and Assistant Director of Admissions will review all advertising and promotional material used for recruitment annually.

8. Signature

Signature on File

11/8/2021

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