

A. POLICY STATEMENT

Stephens College represents itself accurately and consistently to all of its stakeholders. Toward that end, all promotional and advertising messages, including those related to student recruitment, must be reviewed and approved by the Office of Marketing and Communications prior to publication or distribution.

B. PURPOSE

This policy ensures that all Stephens College promotional and advertising messages, including all recruiting materials, are accurate, timely, brand consistent and in compliance with all state and federal laws.

C. SCOPE

Current and prospective Stephens College students

D. PROCESS IN PLACE

Stephens College makes every attempt to present accurate and up-to-date information in all advertising and recruiting materials. Before any advertising or recruiting information is printed or otherwise released for publication, it must be reviewed and approved by both a representative of the Office of Admissions and a representative(s) of any academic program(s) discussed in the material. All materials are reviewed on a rolling basis.

The Office of Marketing and Communications is the only office at the College with access to modify the information on the College website; this ensures all advertising messaging conforms to the Stephens brand and that all information contained within has been confirmed by the appropriate office or vice president. Any material changes to the academic program information on the Stephens website must be submitted by a dean and approved by the Vice President of Academic Affairs. All faculty are also asked to review their academic information at the start of each academic year to further ensure accuracy.