

**SECTION 4, FEDERAL REQUIREMENT 4.6**

Recruitment materials and presentations accurately represent the institution's practices and policies.

**ORIGINAL NARRATIVE**  
**JUDGMENT OF COMPLIANCE**

Compliant

Partially Compliant

Noncompliant

**RATIONALE FOR JUDGMENT OF COMPLIANCE**

North Georgia College & State University disseminates information to prospective students through a variety of resources and these resources accurately convey the institution's policies and practices.

A primary source of information about the institution is the "Future Students" section of the NGCSU web site [1]. The "Future Students" home page contains links to information about admissions, financial aid, academics, housing and dining, ROTC, and the institution in general. Departments linked from that page confirm that they regularly update the information on their web pages.

The Office of Undergraduate Admissions mails a personalized letter with a search piece with tear-off card to prospective students and inquiries up to eighteen months in advance of the term the student is expected to enroll. This search piece [2] "kicks-off" the recruitment season.

When a prospective student requests additional information about the institution, an admission packet is mailed to the student. The packet includes a personalized letter, viewbook, apply on-line card, and any additional current promotional material. The material varies depending on the time of year the packet is requested (open house invitations are added, etc).

The Undergraduate Admissions Office has developed a comprehensive communications plan [3] for recruiting prospective students. The integrated plan includes telecounseling, email, mail, and face-to-face communication with students throughout the admissions process -- from prospective student

to enrolled student. The plan includes 30-45 contacts with students and 5-10 contacts with centers of influence (alumni, parents, and counselors).

NGCSU's recruiting staff undergo training in a structured program and periodic review by a supervisor in the Undergraduate Admissions Office, as a check on accuracy of presentation. Admissions officers are conversant with the current *NGCSU Undergraduate Bulletin* [4] and with the Academic Regulations for the University System of Georgia [5]. On high school visits or "college nights," recruiters provide a view book [6] and contact card [7]. Recruiters also make available departmental brochures produced by the various academic departments on campus [8].

When prospective students come to campus for a visit, they are escorted by "Ambassadors," students who have been trained to serve the Undergraduate Admissions Office and campus as student leaders. Ambassadors are trained in history of the institution, degree programs available, costs, athletics, and the admissions process, so that they may accurately answer questions the prospective students or their parents may pose. During campus tours, visitors are typically provided with the tour folder, which includes a view book and department brochures, and an *NGCSU Undergraduate Bulletin* upon request.

All recruitment publications are reviewed for accuracy on a "shelf-life" basis by the Director and Associate Director of Undergraduate Admissions. For most hard-copy documents, this review takes place annually and addresses issues of tuition and fees, for instance, as well as issues raised by admissions officers and by other constituencies outside Admissions.

Because of the ROTC presence on campus, the institution also has a Cadet Recruitment Center, under the guidance of the Director of Cadet Admissions. The first avenue of contact for cadet recruitment is the ROTC section of the university website [9], which is reviewed for accuracy and updated regularly. A number of recruitment letters [10, p. 4] have been developed for early contact with various prospective student populations.

When prospective cadets and their parents visit the Cadet Recruitment Center, they are invited to view the same multimedia recruitment CD that is distributed by Admissions. During the campus visit, they are given a tour of campus and a folder of pamphlets [11], including information about ROTC, costs of attending the institution and participating in ROTC, scholarship and other funding opportunities, and leadership opportunities. Cost and benefit information is also detailed in a PowerPoint presentation [12] which details costs and program participation benefits for each of the four years.

Cadet Recruitment is committed to securing only students who are a good fit for the ROTC program. Recruiters are alert to indications that a prospective cadet might not have the interests, skills, or commitment needed to remain in the corps and succeed, and they are willing to “counsel out” the prospect that might not be well served by membership in the corps of cadets.

Though many cadet recruiters are familiar with the institution when they join the staff, they nevertheless undergo training to ensure that their presentations maintain accuracy. Cadet Recruitment’s plan of action for the following year undergoes annual internal review by the Director of Admissions, the Associate Vice President of Academic Affairs for Enrollment Management, the Professor of Military Science, and senior members of the Cadet Recruitment staff.

#### Document Reference:

Number	DB Num	Document Title	Resource
1		NGCSU “Future Students” web site	<a href="http://www.ngcsu.edu/future/index.shtml">http://www.ngcsu.edu/future/index.shtml</a>
2, 7		Undergraduate Admissions recruitment contact card	<a href="http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_Contact_Card.pdf">http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_Contact_Card.pdf</a>
3		Undergraduate Admissions Recruitment and Communications Plan	<a href="http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_Communications_Plan.pdf">http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_Communications_Plan.pdf</a>
4		NGCSU Undergraduate Bulletin, 2004-2006	<a href="http://www.ngcsu.edu/academic/Catalog/2004_2006/index.shtml">http://www.ngcsu.edu/academic/Catalog/2004_2006/index.shtml</a> (web site)  <a href="http://www.collegesource.org/displayinfo/cataloglink.asp?pid={B7D26C41-3189-4993-A182-5B5C65B87E21}&amp;oig={1FD70D8E-2B26-4AEB-B696-5991983E2CD1}&amp;vt=5">http://www.collegesource.org/displayinfo/cataloglink.asp?pid={B7D26C41-3189-4993-A182-5B5C65B87E21}&amp;oig={1FD70D8E-2B26-4AEB-B696-5991983E2CD1}&amp;vt=5</a> (PDF)
5		Board of Regents of the University System of Georgia, Academic Affairs Handbook	<a href="http://www.usg.edu/academics/handbook/">http://www.usg.edu/academics/handbook/</a>
6		Recruitment View Book	<a href="http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_View_Book.pdf">http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_View_Book.pdf</a>
8		NGCSU Departmental Brochures (various departments)	Available in SACS Library
9		NGCSU Army ROTC Program Web Site	<a href="http://www.ngcsu.edu/Military/index.htm">http://www.ngcsu.edu/Military/index.htm</a>

Number	DB Num	Document Title	Resource
10		Recruitment letters	<a href="http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_Communications_Plan.pdf">http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Recruit_Communications_Plan.pdf</a>
11		Recruitment folder of pamphlets	<a href="http://www.ngcsu.edu/sacs/Reference_Room/documents/ngcsu_docs_5.htm#recruit">http://www.ngcsu.edu/sacs/Reference_Room/documents/ngcsu_docs_5.htm#recruit</a>
12		NGCSU Costs and Benefits	<a href="http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Cost_to_Attend.pdf">http://www.ngcsu.edu/sacs/Reference_Room/documents/NGCSU_documents/Cost_to_Attend.pdf</a>

## **COMMENTS FROM OFF-SITE REVIEW COMMITTEE**

### **Non-Compliance**

A review of the Prospective Student Web resources and print material that are part of a comprehensive communication plan adequately represent the institution's policies and practices in recruitment materials/presentations. A system of review is in place to maintain accurate and updated information in recruitment material. A structured program is delivered by trained staff with periodic review by supervisors to ensure accuracy.

The Cadet Recruitment Center operates under the supervision of the Director of Cadet Admission. Review of material related to cadet recruitment finds that the policies and expectations of cadet life are adequately and accurately presented. A cadet recruitment visit includes presentation of general material and visit of the institution's Admissions office as well as specific information pertinent to Cadet Recruitment.

However, the new Graduate Bulletin states on page 86 that "As a member of the Medical College of Georgia DPT Consortium, North Georgia College & State University offers a fully accredited entry-level program leading to the Doctorate of Physical Therapy degree following completion of a nine-semester professional curriculum." This statement implies that it is North Georgia offering the degree, while it actually hosts the degree through the auspices of the consortium; the degree is granted by the Medical College of Georgia. The committee finds this statement to be misleading and inaccurate.

## **NGCSU RESPONSE**

The words “from the Medical College of Georgia” have been added to the statement on page 86 of the Graduate Bulletin [13] so that it now reads:

As a member of the Medical College of Georgia DPT Consortium, North Georgia College & State University offers a fully accredited entry-level program leading to the Doctorate of Physical Therapy degree *from the Medical College of Georgia* following completion of a nine-semester professional curriculum

The Memorandum of Understanding for the DPT [14] and transitional DPT [15], brokered by and approved by the Board of Regents of the University System of Georgia, included assertion that each of the three programs in the Consortium would seek to maintain their own independent accreditation status with the Commission on Accreditation for Physical Therapy Education (CAPTE). This position was clearly stated in the Application for Approval of Substantive Change (AASC) to CAPTE, and accepted by CAPTE as evidenced by their summary of action response to the AASC.

Also, on the Graduate Studies web page [16] is a description of the DPT Program that identifies the DPT Consortium, its partners and the following:

- *Each institutional partner offers all the courses for the degree*
- *Medical College of Georgia acts as the degree granting authority*
- *Applicants to the consortium apply to the institutional member of their choice*
- *Each institutional partner maintains its own CAPTE accreditation*

### Document Reference:

Number	DB Num	Document Title	Resource
13		Graduate Bulletin	<a href="http://www.ngcsu.edu/enrollment/Graduate/gradBulletin/gradBulletin%202006-2008/C_PT.html">http://www.ngcsu.edu/enrollment/Graduate/gradBulletin/gradBulletin%202006-2008/C_PT.html</a>
14		Memorandum of Understanding for DPT Consortium	<a href="http://www.ngcsu.edu/sacs/Reference_Room/documents/Focused_Rpt_docs/MOU_DPT.pdf">http://www.ngcsu.edu/sacs/Reference_Room/documents/Focused_Rpt_docs/MOU_DPT.pdf</a>
15		Memorandum of Understanding for transitional DPT Consortium	<a href="http://www.ngcsu.edu/sacs/Reference_Room/documents/Focused_Rpt_docs/MOU_transDPT.pdf">http://www.ngcsu.edu/sacs/Reference_Room/documents/Focused_Rpt_docs/MOU_transDPT.pdf</a>

Number	DB Num	Document Title	Resource
16		Graduate Studies web page	<a href="http://www.ngcsu.edu/enrollment/Graduate/programs/pt.shtml">http://www.ngcsu.edu/enrollment/Graduate/programs/pt.shtml</a>