

**MISSISSIPPI VALLEY STATE UNIVERSITY**  
**Recruitment Materials Policy and Checklist**  
**Academic Degree Programs**

**Recruitment Materials Policy:** MVSU ensures recruitment materials and presentations accurately represent the institution’s practices and policies. Prior to publication and presentation, all recruitment materials are vetted through the appropriate departments to ensure consistency and accuracy with institutional practices and policies.

For academic degree programs, it is the responsibility of the Department Chair and off-campus site directors/coordinators to ensure the accuracy of related recruitment materials and presentations. This includes all departmental and degree program brochures, commercials, radio ads, hand-outs, and verbal presentations used for the purpose of recruiting students.

**Academic degree program recruitment materials found to contain inaccurate representations will be discarded and discontinued immediately. Department Chairs and off-campus site directors/coordinators must then take appropriate corrective action.**

The following checklist should be used to ensure the accuracy of academic degree program recruitment materials.

**Recruitment Materials Checklist**

- \_\_\_ University admissions procedures contained in recruitment materials are verified through the Office of Admissions and Recruitment.
  
- \_\_\_ Financial Aid availability and application procedures are verified through the Office of Financial Aid. A distinction is made between the types of financial aid available to undergraduate and graduate students.
  
- \_\_\_ Degree program names are up-to-date and accurately presented in printed materials, presentations, and other media formats.
  
- \_\_\_ Modes of delivery for “courses” and “programs” are accurately reflected in printed materials, presentations, and other media formats. It is clear whether “courses” and/or “programs” are offered as off-campus courses, off-campus programs, online courses, or online degree programs.
  
- \_\_\_ If program-level accreditation information is included, it is accurate and up-to-date.
  
- \_\_\_ There are no statements indicating “program” accreditation by SACSCOC. However, statements indicating “institutional” accreditation by SACSCOC are allowed.
  
- \_\_\_ If included, information regarding clubs, organizations, and other student opportunities is up-to-date and accurate.
  
- \_\_\_ Matching, accurate information is reflected on degree program websites.