

Federal Requirement 4.6

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

Compliance Non-Compliance

Proof/Explanation:

Recruitment at Tennessee Technological University is a campus-wide effort of administrators, faculty, staff, and students. The Office of Admissions has the primary responsibility to oversee the recruitment plans of the University for undergraduate students and assists academic departments in the development of recruiting plans and materials. The various academic departments that offer graduate programs are responsible for the recruitment of graduate students.

Recruitment materials are prepared and distributed both electronically and in print. Examples of materials are available below (1, 2, 3, 4, 5). The Admissions Office (6) works in conjunction with the Office of Communication and Marketing (7) to design and write materials which are both attractive and accurate. The Admissions Office follows the recommendation of the National Association of College Admission Counseling in developing print materials. Brochures are regularly evaluated for thoroughness and accuracy and are updated whenever necessary.

The TTU website is a comprehensive source of information for prospective students and parents. Through the "Prospective Students" link on the TTU home page (8), students can access information regarding admissions, financial aid, scholarships, housing, and academic majors. Other online publications, such as the Undergraduate Catalog and the schedule of classes, are also available. A virtual campus tour and other media such as photos, tv commercials, and campus web cams are also available (9). Although individual web pages are maintained by various University employees, the entire website is overseen by the University webmaster in the Office of Communication and Marketing. This webmaster works in conjunction with other offices to ensure the accuracy of information on the TTU website.

Supporting Documentation:

1. <http://www.tntech.edu/files/sacscoc/compliance/AdmViewBook2011.pdf>
2. <http://www.tntech.edu/files/sacscoc/compliance/AdmMinority2011.pdf>
3. <http://www.tntech.edu/files/sacscoc/compliance/AdmVisit2011.pdf>
4. <http://www.tntech.edu/files/sacscoc/compliance/AdmWhatNext2011.pdf>
5. <http://www.tntech.edu/files/sacscoc/compliance/FlyZoneCard2011.pdf>
6. <http://www.tntech.edu/admissions/home/>
7. <http://www.tntech.edu/ocm/home/>
8. <http://www.tntech.edu>
9. <http://www.tntech.edu/admissions/media>