

HORRY-GEORGETOWN TECHNICAL COLLEGE

# PROCEDURE

Number: 6.3.1.1  
Related Policy: 6.3.1  
Title: Recruitment Materials and Presentations  
Responsibility: Assistant Vice President for Enrollment Services  
Director of Marketing and Public Relations

Original Approval Date: 06-13-2007  
Last Cabinet Review: 02-08-2017  
Last Revision: 02-08-2017

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President

The Horry-Georgetown Technical College Office of Public Relations and Marketing, in partnership with Enrollment Services, is responsible for producing recruitment materials and presentations, including the College public website, and for ensuring information contained in said publications and presentations accurately represents institutional practices and policies.

All recruitment and presentation materials are reviewed on a regular basis for accuracy and brand standards, at least annually or more frequently as required. The content of printed materials is reviewed annually, coinciding with the annual academic program review process. Following academic program review, all changes, additions, deletions and other modifications to recruitment materials and presentations relating to academic programs are made in both printed and electronic materials, including the College website. Non-academic program information is reviewed on a schedule coinciding with the start of registration for each semester, summer/fall and spring, to ensure accuracy of content, and changes are made as needed.

Further, modifications to policies, procedures and other applicable practices are published electronically, on the College website, and are changed immediately as approval is granted to said items and/or as changes are requested. For purposes of archiving, electronic copies are considered official representations of recruiting and marketing documents. These documents are held on the marketing system server and on the College server as a backup.