Advertising and Marketing Policy

POLICY: Advertising and Marketing			
POLICY NUMBER:	410.01.01	**CUSTODIAN:**	Special Projects Director
APV'D DATE:	4/20/2021		
EFFECTIVE DATE:	4/20/2021	**REVIEW DATE:**	3/2021
REFERENCES: Use of Logo Policy, Higher Learning Commission, Title IV and Title IX of the Higher Education Act (HEA), U.S. Department of Education			

Part 1. Policy Background and Purpose.
To ensure advertising on behalf of White Earth Tribal and Community College (WETCC) is timely, consistent and accurate.

Part 2. Definitions.
Advertising includes any type of media announcing an event and/or recruiting students on behalf of WETCC including but not limited to: press releases, catalogs, brochures, newspaper ads, radio ads, television ads, posters, website postings and/or social media posts where WETCC is referenced.

General Advertising includes notifications to the public as well as recruitment of prospective students about programs, locations, benefits, and policies.

HLC is the Higher Learning Commission, an accrediting body of higher education institutions.

Part 3. Responsibility.
The Special Projects Director has overall responsibility for the implementation and review of compliance relating to this policy.

It is the responsibility of any faculty, student or staff member who wishes to advertise an event on behalf of WETCC to coordinate with the Special Projects Director.

Part 4. Policy.
Subpart A. Special Events
Faculty, Staff, and Students must notify the Special Projects Director of any special event planned for WETCC. The notification must be planned in advance to allow for proper advertising, this includes design and placement of ads. Depending upon the event, timing, and target audience, timing will vary but a minimum of two weeks in advance is required.

Events without adequate notification may not have time for advertising, as determined by the Special Projects Director.

Subpart B. General Advertising.
Once the regular academic calendar has been made available, the Special Projects Director will commence advertising and recruiting of new students. Marketing and advertising may include multi-faceted media approaches and/or promotional items.

Staff, Students and Faculty are responsible to notify the Special Projects Director If specific advertising or materials are requested.

Subpart C. Advertising Integrity
Under no circumstances will WETCC knowingly submit advertising or marketing materials that are not truthful and accurate.

Subpart E. Disclosures.
Any use of reference to Higher Learning Commission (HLC) in WETCC advertising must be accurate and reflect the current standing of WETCC with HLC. The use of HLC's logo is allowed when including the words: "Accredited by the Higher Learning Commission"; assuming WETCC has accreditation with HLC. If WETCC status of accreditation changes, the exact wording will change accordingly. HLC website address (www.hlcommission.org) and telephone number (1-800-621-7440) should also be included on the advertising materials. Phrases such as "accreditation has been continued for a 10-year period" is not allowed.

As a recipient of federal funds, WETCC is required to comply with non-discrimination statements that are to be included on the website, publications, and advertising; the statement can be abbreviated, and shall include the following whether worded in full or abbreviated:

This institution does not discriminate in employment or academic programs and activities. In accordance with Federal civil rights law the institution prohibits discrimination based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity.

The following person has been designated to handle inquiries regarding the non-discrimination policies:

Jen McDougall, Title IX Coordinator
P.O. Box 478
Mahnomen, MN 56557
(218) 935-0417, ext. 332
Email: jen.mcdougall@wetcc.edu