

## 2.3.2.1. Procedure: Oconee Fall Line Technical College Publications/Content for Public Distribution

The Office of Marketing and Public Relations manages the development, printing, and distribution of College publications (catalog, brochures, flyers, etc.) and public web content found at the College's Internet site, [www.OFTC.edu](http://www.OFTC.edu), that provide information on College programs, services, activities, and/or events. These publications and online content must exhibit integrity, responsibility, and consistency in representing the College and follow established guidelines consistent with those of the Technical College System of Georgia. The Office of Marketing and Public Relations reviews and verifies College publications and online web content adhere to these guidelines and serves as a clearinghouse for all publications for external distribution.

Materials used to promote the College must include a statement of equal opportunity following guidelines set forth by the Technical College System of Georgia.

In addition, Oconee Fall Line Technical College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) and adheres to SACSCOC's policy for Advertising and Student Recruitment. The Office of Marketing and Public Relations partners with the Admissions Office:

To verify that admissions policies are clearly stated and published uniformly.

To assure that all recruiting/admissions activities and materials are ethical and accurate.

To contribute to the College enrollment management plan, developed and updated on an annual basis.

While all official recruiting activities and events are coordinated through the Admissions Office, all recruiting and marketing materials are developed and approved by the Marketing Office to ensure consistency and accuracy.

Adopted: August 23, 2012

Reviewed: February 28, 2013, February 24, 2014, March 17, 2016, March 23, 2017; March 21, 2018; February 25, 2019

Revised: March 19, 2015, December 4, 2017