

## **STANDARD 10.5 ADMISSIONS POLICIES AND PRACTICES**

The institution publishes admissions policies consistent with its mission. Recruitment materials and presentations accurately represent the practices, policies, and accreditation status of the institution. The institution also ensures that independent contractors or agents used for recruiting purposes and for admission activities are governed by the same principles and policies as institutional employees.

### **Institutional Response**

As indicated in the narrative response to Standard 10.5 - Admissions policies and practices in the Compliance Certification, recruitment of the BSN completion and MBA programs is provided through a contract with Academic Partners. Academic Partners serves as a virtual digital and creative agency, creating direct response marketing documents. Examples of Academic Partners' recruitment material includes an [MBA Poster](#),<sup>[S1]</sup> [MBA Marketing brochure](#),<sup>[S2]</sup> an [RN to BSN Nursing ad](#),<sup>[S3]</sup> and an [RN to BSN Bulletin](#).<sup>[S4]</sup> Because these two programs are fully online, recruitment is primarily via a [promotional website](#).<sup>[S5]</sup>

### **Additional Supporting Documentation**

- S1. [MBA Poster](#)
- S2. [MBA Marketing brochure](#)
- S3. [RN to BSN Nursing ad](#)
- S4. [RN to BSN Bulletin](#)
- S5. [USC Aiken Online Programs Website](#)