



Title: Recruitment

Policy
 No.: ADM 1.14

Date: 9/5/08
 Rev.: 8/1/13; 8/1/15

Areas Affected: All BSMCON Faculty

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POLICY

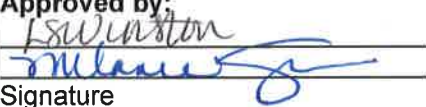
Bon Secours Memorial College of Nursing seeks to recruit and admit qualified applicants without regard to race, color, religion, age, marital status, national origin, gender, sexual orientation, military veteran status or disability, as long as the condition(s) do not limit the applicant's ability to perform the essential functions of the program for which the student is seeking admission. Admission into the College of Nursing is competitive. An applicant who meets all admission requirements is not guaranteed admission to the program. All recruitment and marketing functions are coordinated by the Office of Admissions and the Dean of Student Services in conjunction with the A/P committee. This policy and all admissions criteria are in accordance with the Americans with Disabilities Act. Bon Secours Memorial College of Nursing is an equal opportunity education institution.

Marketing and recruitment materials accurately reflect the academic program tracks offered by Bon Secours Memorial College of Nursing. The Marketing department reviews all recruitment publications to ensure academic programs follow institutional accrediting agency guidelines as outlined in the student handbook/catalog. These standards/guidelines inform all advertising, promotional literature, publications and recruitment activities.

College recruitment efforts are performed by qualified personnel. The following list provides detail regarding recruiting procedures:

- Recruitment materials are reviewed annually to ensure program information is accurate and consistent based on the student handbook/catalog, website and other publications.
- All advertising and student recruitment activities and publications follow accreditation standards and guidelines.
- Admission representatives follow the National Association for College Admission Counseling (NACAC) and American Association of Collegiate Registrars and Admissions Officers (AACRAO) guidelines in relationship to recruiting practices.
- Admission representatives participate in a variety of recruiting events throughout the year. These events include high school college fairs, career fairs, Bon Secours Health System benefit fairs, professional development events and various community health fairs and events. Information sessions are held for the general public, Bon Secours Virginia employees, and nurses in the community.

Reference Policy # _____

Approved by:

 Signature

Dean Student Services
 Provost/VP
 Title

8/1/15
8.1.15
 Date

Approval History:
 Committees and Dates:
 Director of Admissions – 9/08
 Dean of Student Services- 11/6/12, 11/01/14
 Policy Committee – 11/19/12, 11/17/14