

Policy Name: Recruitment  
Policy Number: ADM 1.06  
Title of Policy Owner: Dean of Student Services  
Approved by: Policy Committee  
Effective Date: 8/1/2020  
Version: 1.0  
Policy Status: Approved

I. Policy

Recruitment

II. Purpose

The purpose of this policy is to define the recruitment practices and guidelines of the Office of Admissions and Marketing Department. Recruitment materials and recruitment practices accurately represent the programs offered at Bon Secours Memorial College of Nursing.

III. Scope

This policy applies to all associates of Bon Secours Memorial College of Nursing.

IV. Definitions

None

V. Policy Details

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. Applicants must comply with policy NUR 1.02 - Essential Technical Standards for Nursing Students. 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 Admission and Progression 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 programs 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 College 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 College 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 ethics and 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 Mercy Health benefit fairs, professional development events and various community health fairs and events. Information sessions are held for the general public, Atlantic Group employees, and nurses in the community.

#### VI. Attachments

None

#### VII. Related Policies

ACA 1.02 Essential Technical Standards for Nursing Students

**VIII. Disclaimers**

- a. Nothing in this policy creates a contractual relationship between Bon Secours Memorial College of Nursing (BSMCON) and any party. BSMCON, in its sole discretions, reserves the right to amend, terminate or discontinue this policy at any time, with or without advance notice.

**IX. Version Control**

Version	Date	Description	Prepared by
1.0	2/10/2020	Revised	Dean of Student Services