

Federal Compliance

Advertising and Recruiting Information



In accordance with the Higher Education Opportunity Act (HEOA)(Public Law 110-315), Federal Requirement 34 CFR §602.16(a)(1)(vii) and 602.23(d), and HLC Policy Number FDCR.A.10.070, An institution's public information including its advertising and recruiting materials shall evidence the same fairness and accuracy the Commission expects in an institution's catalog and other documents for students.

Advertising, Recruitment, and Public Information

The Office of University Communications and Marketing, a division of Institutional Advancement, is comprised of a variety of professionals dedicated to promoting the endeavors of McKendree University. The responsibilities of the office include:

- Upholding a strong strategic plan for the McKendree image and brand
- Connecting the McKendree community to the media
- Publicizing and promoting the news of McKendree University
- Effectively marketing graphics and print materials
- Providing support for the McKendree University website
- Nourishing long-lasting relationships with local communities
- Creating and publishing the McKendree Magazine
- Facilitating photography and photo shoots for the University
- Monitoring the image of McKendree on the Web

All advertising and recruiting information for programs are reviewed by the appropriate program director or chair. The Vice President for Admission and Financial Aid ensures that recruitment information is accurate and timely. Finally, the Office of University Communications and Marketing maintains the branding standards of the institution.