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 Marketing Department at Greenville University, in conjunction with the Communications Department, is made up of professionals that are dedicated to promoting and communicating the mission and vision of Greenville University. The responsibilities of these departments include:
-Upholding the brand image of Greenville University
-Engaging with the Greenville community through media channels
-Promoting and Publicizing Greenville University news
-Using marketing print material and graphics effectively
-Maintaining accurate information on the University's website
-Facilitating photo shoots and photography needs for the University
-Monitoring the brand presence and image of Greenville University on the web and social platforms

All advertising, recruiting, and other communications pieces are reviewed by the appropriate Program Director, Department Chair, and Dean to ensure that all information is accurate and timely. The Director of Marketing and the Director of Communications review content before it is released to the public to ensure that it is not only accurate, but that it also is consistent with the mission and vision of the institution.