

## ADDITIONAL GUIDELINES FOR STANDARDS OF PRACTICE AND BEHAVIOR

### INTRODUCTION

Association members should focus on mutual support and their actions should be guided by a concern for the wellbeing of all community colleges in North Carolina. This section includes specific guidelines to assist Association members in following acceptable standards of practice and behavior. Guidelines shall be added by the Association as needed.

#### Section 3.1 Guidelines for Advertising

These guidelines are provided to assist Association members in ethical behavior in the recruitment of students. This specifically addresses advertising college programs, courses, and services in print/radio and TV media and does not cover issues related to advertising on the Internet.

3.1a Ideally, advertising for college programs, courses, and services should be restricted to the college's official service area. However, this is not always possible. The following guidelines are to be used when advertising is done outside the college's service area:

- (3) The most important practice is to discuss the situation with the President or Presidents in surrounding colleges. Good communications can help maintain good relationships with neighboring colleges.
- (4) Programs that are not offered by a neighboring college can be advertised outside the service area: however, informing the neighboring President of the proposed action can eliminate confusion and clarify intent.
- (5) In large metropolitan areas, newspaper advertisement should be restricted to special district routing areas. Most metropolitan newspapers have circulation districts that target specific areas. Advertisements can be restricted to the target area within a college's service area.
- (6) Cooperation is encouraged in advertising, especially television, radio and newspaper. Cooperative advertising eliminates competition and shows unity.

3.1b It is important that programs, courses, and services be presented in a truthful manner, taking care not to mislead the public.

3.1c Association members within the same geographic area are encouraged to work together to resolve potential conflicts of interest.

3.1d Association members, who are concerned about advertising practices, should discuss concerns with the President(s) involved. If resolution cannot be reached, a request for involvement by the Quality Assurance Committee may be made of the NCACCP President. The Quality Assurance Committee shall attempt to assist in maintaining good relations between and among Association members.