



BEULAH HEIGHTS

UNIVERSITY

Marketing and
Recruitment
Policy Manual

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Marketing Policy

Effective Date: 08/10

Purpose: To Establish guidelines for marketing, advertisement, external interactions and use of University name and Logo for marketing purposes

Policy

The Office of Marketing will help departments provide to constituents/potential students the adequate information about Beulah Heights University to make an informed decision. This policy covers the production of all publications, websites and promotional materials by the Office of Marketing and Communications on behalf of the University. With the support of senior management of the University, the Office is charged with ensuring that these marketing communications meet stated objectives with respect to consistency of message, accuracy of information, quality of presentation, image projected, tone, style and timeliness.

- i. It is university policy that all publications and collateral marketing materials, including printed, constructed or audio/visual materials at The University of Beulah Heights be designed and edited by the Offices of Marketing and Public Relations unless otherwise specified by the Office of University Communications or the president.
- ii. Core University Marketing Communications are defined as all official promotional materials such as brochures, newsletters, magazines, catalogues, booklets, flyers, programs, invitations, posters and official websites, as determined by senior management of the University and either funded in the Marketing Communications establishment budget or produced by individual departments.
- iii. Additional University marketing communications are promotional materials such as newsletters, websites, magazines, catalogues, booklets, flyers, programs, invitations and posters, as well as promotional/marketing websites, that are commissioned and paid for by individual Schools/Faculties or Divisions/Sections of the University.
- iv. The Office of Marketing and Communications makes all bookings for advertising media. Advertising undertaken on behalf of the University will faithfully reflect the corporate identity of the University set out in the University's policy guidelines.
- v. Use of the University logo in advertisements not paid for by Beulah Heights University must be approved by the Offices of Marketing and Public Relations or a member of the Senior Executive Team.
- vi. The University appoints external advertising agencies to provide professional advice and creative services for university branding campaigns and other key projects. All agency briefs are managed through the Offices of Marketing and Public relations. No other area of the university may engage any advertising agency without the prior written approval of the Offices of Marketing and Public Relations.

All Marketing policies are approved by the President's cabinet, and the Office of Marketing reports directly to the President.

Marketing Functions and Responsibilities

The production of marketing and communications can be divided into two discreet functions: Core University Marketing Communications and Additional University Marketing Communications. Priority, in terms of scheduling and production, will be given to Core University Marketing Communications.

- i. Core University Marketing Communications are defined as all official promotional materials such as brochures, newsletters, magazines, catalogues, booklets, flyers, programs, invitations, posters and official websites, as determined by senior management of the University and either funded in the Marketing Communications establishment budget or produced by individual departments.
- ii. Additional University marketing communications are promotional materials such as newsletters, websites, magazines, catalogues, booklets, flyers, programs, invitations and posters, as well as Schools/Faculties or Divisions/Sections of the University.

Generally these publications/websites support the mission of the University but are aimed at specific markets and limited in distribution. The purpose of offering these functions is to help members of the University community achieve quality, consistency and effectiveness in their publications and marketing materials.

Advertising

- i. The Office of Marketing and Communications makes all bookings for advertising media. Advertising undertaken on behalf of the University will faithfully reflect the corporate identity of the University set out in the University's policy guidelines.
- ii. Human Resources services books and coordinates all staff recruitment advertising using templates approved by the Directors of Marketing and Public Relations.
- iii. Use the University logo in advertisements not paid for by Beulah Heights University must be approved by the Director, Marketing and Public Relations or a member of the Senior Executive Team.

Advertising with Outside Sources

- i. The University appoints external advertising agencies to provide professional advice and creative services for university branding campaigns and other key projects.
- ii. All agency briefs are managed through Marketing and Public Relations. No other area of the University may engage any advertising agency without the prior written approval of the Director, Marketing and Public Relations.

Beulah Heights University Publication Material

- i. BHU marketing, publications and promotional materials must faithfully reflect the University's religious identity set by the school vision and mission.
- ii. University marketing, publications and promotional materials must reflect approved templates and style sheets developed by Marketing and Public Relations.
- iii. The Director, Marketing and Public Relations shall provide the final approval of the brand elements on promotional materials signed off by the Office of the President.
- iv. The University appoints external design agencies to provide creative services for University marketing and promotion.
- v. The design of official University online course brochures and their template are developed or in consultation with the Office of Marketing and Communications.
- vi. Marketing and Communications will advise on any additional documents or changes to scheduling as required. University marketing, publications and promotional materials must reflect approved templates and style sheets developed by Marketing and Public Relations.
- vii. The University appoints external design agencies to provide creative services for University marketing and promotion. All design agency briefs are managed by Marketing and Public Relations. No other member or unit of the University may engage a design agency without prior approval of the Offices of Marketing and Public Relations.

Final approval of advertising

Under the Office of the President, all publications and other marketing communications required must be either produced by the Office of Marketing Communications or approved by the Director of Marketing. The Director of Marketing will work with deans, directors, managers and administrators to determine design approve content, and advice on distribution of all official University publications.

Development of Publications Developing a design

The Office of Marketing and Communications then works to ensure the designs of all communications are consistent with this direction. Individual clients and/or budget constraints will dictate the extent of the design.

- i. The design of official University online course brochures and their template are developed or in consultation with the Office of Marketing and Communications.
- ii. Core publications generally follow a similar set of procedures governing sourcing and signing-off information, production, printing, etc.

- iii. Development of Core publications Core University Marketing Communications are usually produced annually, Marketing and Communications will advise on any additional documents or changes to scheduling as required.

Publicity Information

In order to promote an event or class function taking place and for consistency with advertising all information following must be on all printed materials. Name of event, time of event, location of event, contact person, contact information, cost of event, sponsors of event, all production of any event on campus or with Beulah Heights Universities name on it must be approved by the Offices of Marketing and Public Relations.

The University's Abbreviated Name - BHU

When addressing audiences familiar with the University such as faculty, staff, alumni, students, and community members, always use the letters BHU, which should appear with the letters capitalized and without periods between the letters. The abbreviated name is the preferred choice for brand recognition.

The University's Full Name

When addressing audiences that might not be familiar with what the abbreviated letters stand for, use the University's full name. In titles, addresses, and other instances where the name stands alone, "The" in the title is used and capitalized, i.e. The University of Beulah Heights University. In an address, the name of the University is listed above the name of the department. When the name is used in a body of text, "The" can be lowercase or dropped entirely, as appropriate. In legal or formal contexts, where using the full name is important, "The" should be capitalized. After the name has been used in full within a given body of text, it can be subsequently called the University or BHU.

The University Logo

The logo should be used on stationery, publications and other materials, whether in print or electronic form that represents the University to the public. Departments may not alter the University's logo or create their own logo; they may use either the University's logo or the University logo with their specific college or school adaptation.

Logo Guidelines

Whenever the logo is used, the following rules apply:

- i. The complete logo must be used.
- ii. The logo must not be altered or distorted in any way.
- iii. The logo should not be combined with another emblem or symbol.

- iv. Type should not touch the logo or be superimposed over it, except when specifically approved by the Office of Communications. (Marketing, PR, Graphics)

Commercial Use of the Logo

The logo is a registered service mark of Beulah Heights University. It must be properly presented and used for approved purposes only. The University licenses its trademarks, service marks, and logos and provides for the enforcement of its license agreements.

Special Logo Applications

University documents and forms distributed to external audiences such as University applications should include the University logo as an identifiable graphic on the front page. The University logo should always be used in institutional advertising. Modified versions of the logo may be permitted in very unusual circumstances.

The Name and Word mark of the University

The official university name, address and telephone number to appear on all official BHU publications are as follows

Beulah Heights University, 892 Berne St. SE, Atlanta, Georgia, 30316. The telephone number is 404-627-2681

Beulah Heights University is the university's official name. The approved abbreviation of the university's name is BHU. The official name and abbreviation are on file with BHU system of Trademarks and Licensing as registered marks of the university. Other forms of the name of the university are not authorized by the BHU system board and may not be used in association with any official university function or activity, on any documents, products, athletics, other clothing, or in any written or visual representation.

The university's name, Beulah Heights, is set in myriad pro. It has a yellow underline with University below it set in Trajan pro.

University Slogan

“Developing Global Leaders through Christ-Centered Education”

Campus Signage/ Advertising

Official university signage must reflect the same word mark as other university materials and must conform with the campus accessibility requirements of the Americans with Disability Act. University Communications is authorized to review and approve all permanent and temporary internal and external campus signage. Examples of such signage include building acronyms and other designations placed on the exterior of buildings; parkway and parking signs; interior directional signs; room designators; temporary signs at construction sites and other areas; and signs hung or displayed in common areas such as the courtyard, and on the sides of buildings, parkways or in the galleries of buildings. The Office of the Vice President for Student Affairs will continue to provide oversight and approval for the placement of signs, tables and other information in areas designated as student commons areas, such as in the University Center or the Humanities and Social Sciences Building. However, such signs are subject to oversight by University Communications and must meet general standards of acceptability and uniformity. Agreements whereby the university receives fees or services in exchange for the placement of signage are subject to the review of University Communications. In addition, any agreements entered into with suppliers, manufacturers or service providers who wish to use campus space for the display of promotional material or advertising are subject to the review of University Communications. Agreements entered into for the placement of automated teller machines on campus must include a provision expressly prohibiting advertising the location of the automated teller machines to the general public. These agreements are subject to the review of the Office of University Communications.

The University Seal

Use of the university seal is reserved exclusively for official documents such as resolutions, diplomas, proclamations and plaques. Individuals with questions about the use of the university seal should consult University Communications. Final authority for decisions about the use of the university seal rests with the president or his or her designee.

Whenever the seal is used, the following rules apply:

- i. The complete seal must be used.
- ii. The seal must be used alone and *never* combined with another emblem or symbol.

The seal may never be distorted.

Commercial Use of the Seal

The seal is a registered service mark of Beulah Heights University. It must be properly presented and used for approved purposes only. The University licenses its trademarks, service marks, and logos and provides for the enforcement of its license agreements.

Photo Image guideline

For the safety and privacy of students, photography or videography is expressly prohibited in classrooms, cafeterias, and student study areas and lounges, without the prior approval of the Marketing and Communications Office. We are willing to assist reporters, photographers and videographers in accessing these areas for interviews and background footage, but we need to make arrangements in advance with the faculty or staff members in charge of academic areas. However, student may be granted permission for the purpose of class assignment but cannot reproduce footage without the expressed written consent of BHU through the University Communications Office. All photos taken by Public Relations (PR) are the property of Beulah Heights University; copyrights are held by the BHU Board of Trustees. Photos taken by PR may be used for promotion of BHU and its units in work managed and executed by University Communications. PR is committed to making these photos accessible for use by university units

The following is University Communications' policy related to the creation and use of photographs:

- A photo's content—the positions and appearance of people and objects—must never be changed or manipulated.
- Alteration of a photograph that misleads, confuses, or otherwise misrepresents its accuracy is strictly prohibited.
- Enhancing the *technical* quality of a photograph is acceptable, but changing the *meaning* is not.

In any instance when a question arises about such issues, consult the UC staff. The following information provides more specific guidelines about acceptable and unacceptable use of photographs.

Acceptable

- Electronic equivalents of established practices for traditional darkroom printing methods—dodging, burning, toning, and cropping, for example—as long as the content and meaning aren't changed.
- Color and tonal correction to ensure accurate reproduction of the original photograph.

- Technical touch-up of images for the purpose of color-balancing or removal of flaws (such as dust spots, scratches, digital noise, artifacts, etc.) to achieve better reproduction. Such changes will be considered to be insubstantial.
- Routine cropping is not considered to be an alteration. However, there is a possibility of changing reader perception with creative cropping. When cropping, keep the modified version true to the intent of the original photo.
- Conversion of a color image to black and white.

Not acceptable

- Content alteration of any kind—moving, adding, deleting, combining, stretching, flipping, shrinking, etc.
- If a caption is needed to explain that the content isn't real, don't use the image.
- Misrepresenting a created scene as a "found" moment.

Recruitment Policy

Effective Date: 08/10

Purpose: To Establish guidelines for student recruitment, and use of University name and Logo for marketing purposes

Policy

The Office of Recruitment will lead the recruitment efforts on working individually with students to recruit, enroll, and advise new and returning students. This office is also responsible for maintaining a strong presence within the community and businesses to market all Beulah Heights University programs.

- i. The Office of Recruitment will develop effective relationships with the regional businesses, the education community, and the community to increase enrollment at BHU, attend education fairs and make presentations to various groups and recruit students as appropriate; in addition ensure high visibility for all the degree programs offered and assist in the marketing efforts to increase. Provide a seamless follow-up on all prospects moving them to being enrolled students.
- ii. The Office of Recruitment will develop strong relationships with high school guidance counselors and college preparatory programs. Manage an urban travel territory: traveling to high schools and colleges to represent the University. Assist prospective freshmen and transfer students. Conduct presentations to prospective students. Work with students from underrepresented populations.
- iii. The Office of Recruitment will initiate, cultivate and manage the development of external contacts (public and private school teachers and administrators, teacher organizations, school committees, agencies, etc) throughout the defined territory to increase new student enrollment. Coordinate special recruitment events, informational meetings, and other promotional activities to attract targeted students. Market opportunities and facilitate appropriate communication with prospective students regarding program information, the application process, financial aid, student services and registration for classes.

Office of Recruitment Functions and Responsibilities

- i. Overall responsibility for the University's recruitment activity lies with the office of recruitment, but is a shared entity with the entire spectrum of BHU. University-wide responsibility for the implementation of the policy lies with the Director of Recruitment. All University departments have a role and responsibility in relation to the recruitment and successful admission of students.

- ii. Within each academic department one member of staff should be designated as having overall responsibility for student recruitment activities.
- iii. Whether students are recruited centrally through Student Recruitment, or by those with delegated responsibility, it will be clear which member of the University's staff is responsible for each part of the admissions process. All involved with the admissions process will have been adequately trained to undertake their role.
- iv. The Office of Recruitment will maintain a traceable database of perspective students; track information of sites visited from week to week or month to month and include how they heard about BHU. Give monthly reports and updates on marketing, recruiting events.
- v. The University's Recruitment policy is underpinned by the commitment to equal opportunities, whereby students are treated solely on the basis of their merits, abilities and potential, and are not discriminated against as a result of gender, color, ethnic or national origin, age, social background, religious or political beliefs, family circumstances or sexual orientation. (The University's *Statement of Faith and Core Values*, found in the Student Handbook give a more diverse background of the University standards)
- vi. The University has committed itself to operate its admissions process in a way that is transparent and justifiable with procedures that are fair, clear, explicit and consistently applied for all students on all programs (whether offered by the University or as part of a collaborative arrangement).

Promotion, Recruitment and Selection

- i. All application forms used within the University should be processed through the Student Recruitment Office.
- ii. All University marketing material will be accurate, kept up to date, be available at the correct point of the recruitment cycle and formats accessible to enquirers and applicants. The purpose of this material is to assist enquirers and applicants in their decision-making process.
- iii. Admissions Department (either individually or collectively) will give enquirers/applicants the opportunity to:
 - a) Visit the University campus where they will be taught
 - b) Be informed about pastoral and academic support services
 - c) Know the cost of their chosen programs and sources of financial support
- i. Selection policies and procedures will be clear to enquirers/applicants and followed fairly, courteously, consistently and expeditiously.
- ii. The University's admissions processes will be set within fully documented operational procedures which are readily accessible to all those involved in the process (In House). These will include:
 - a) Indicating who is responsible for each stage of the admissions process
 - b) Procedures for the efficient and timely handling of applications. Applicants should have an indication of how long the process is going to take
 - c) Operating within the University's confidentiality statement

Recruiting Events

- i. Throughout the academic year, the office of recruitment hosts on and off campus recruiting events and attends graduate school admissions fairs across the state or other expanding opportunities. These events allow prospective students to learn more about Beulah Heights University and speak directly with a member of our admissions staff and BHU student ambassadors.
- ii. At recruitment events present are student recruiters, admissions staff and student ambassadors. Each representative collects an inquiry card with information from potential students, which includes, mailing information, their interest in the school, what degree program they are interested in and their target start date.
- iii. The Office of Recruitment turns in inquiry cards to the Office of Admissions to be inserted into a database which will hold all confidential information for recruitment use only.
- iv. The Office of Recruitment will follow up with a letter and invitations to events bringing potential students on campus to capture further interest.

Non-Discrimination

- i. Beulah Heights University does not discriminate against any person on the basis of race, color, gender, sexual orientation, age, religion, national or ethnic origin, marital status, veteran status, or handicap in admissions to, access to, treatment in, or employment in its programs and activities. Accordingly, the school makes its facilities available to recruiting organizations whose practices are consistent with this policy.

Confidentiality

- i. Employment professionals will maintain the confidentiality of student/potential student information, regardless of the source, including personal knowledge, written records/reports, and computer data bases. There will be no disclosure of student information to another organization without the prior written consent of the student/potential student, unless necessitated by health and/or safety considerations.

Admissions Process

- i. All application forms used within Beulah Heights University should be processed through the Student Recruitment Office.
 - a) Application
 - b) Reference Forms
 - c) Transcript submittal
 - d) Financial Aid (if applying/Federal & Institutional)

- e) International Applications (if applicable)
- ii. Admission's Department (either individually or collectively) will give enquirers/applicants the opportunity to:
 - a) Attend scheduled campus visit and/or Discovery Days
 - b) Submit customized enquiries
 - c) Receive assistance with application process
 - d) Receive assistance with financial aid process
 - e) Receive academic advisement
- iii. Selection policies and procedures will be clear to enquirers/applicants and followed fairly, courteously, consistently and expeditiously.
- iv. The University's admissions processes will be set within fully documented operational procedures which are readily accessible to all those involved in the process (In House). These will include:
 - a) Indication of who is responsible for each stage of the admission's process
 - b) Procedures for the efficient and timely handling of applications. Applicants should have an indication of how long the process is going to take.
 - c) Operating within the University's confidentiality statement



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Beulah Heights University is a member of the **Transnational Association of Christian Colleges and Schools (TRACS)** [15935 Forest Road, VA 24551; Telephone: (434).525-9539; e-mail: info@tracs.org] **having been awarded Reaffirmation II of its Accredited Status as a Category IV institution** by the TRACS' Accreditation Commission on April 4, 2012. **This status is effective for a period of ten years.** TRACS is recognized by the United States Department of Education, the Council for Higher Education Accreditation and International Network for Quality Assurance Agencies in Higher Education (INQAAHE). Beulah Heights University is also a member of the **Association for Biblical Higher Education (ABHE)** [5850 T.G. Lee Blvd., Ste. 130, Orlando, FL 32822; Telephone: (407).207-0808; email: info@abhe.org] **having been awarded Reaffirmation of its Accredited Status as a Category IV institution** by the ABHE's Accreditation Commission on February 20, 2012. **This status is effective for a period of ten years.** The Association for Biblical Higher Education is recognized by United States Department of Education, the Council for Higher Education Accreditation and is a part of a global network that relates to regional or continental higher educational agencies through the International Council for Evangelical Theological Education.