Intellectual POINT — EXCELLENCE THROUGH EDUCATION

Advertising Policy

Guidelines for Ethical Marketing and Promotional Communications

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PURPOSE	The purpose of this policy is to ensure that all advertising, marketing, and promotional materials accurately represent Intellectual Point's programs, services, and outcomes in compliance with regulatory and accrediting body standards.
RESPONSIBLE AUTHORITY	The Director of Marketing and is responsible for the oversight and enforcement of this policy.
IMPLEMENTATION	Implementation of this policy is carried out by the marketing team, admissions personnel, and any third-party vendors involved in promotional activities.
APPLICABILITY	This policy applies to all advertising and promotional materials used in print, digital, social media, and other communication channels representing Intellectual Point.
EFFECTIVE DATE	August 1, 2025

POLICY

1. Standards Adherence

It is Intellectual Point Institution's commitment to adhere to ACCSC standards for Advertising, Promotions, Statements, and Claims, as per the Standards of Accreditation:

a. All advertising, promotional materials, statements, and claims are truthful and accurate and avoid leaving any false, misleading, misrepresenting, or exaggerated impressions with respect to the school, its location, its name, its personnel, its training, its services, or its accredited status.

b. All advertising and promotional materials clearly indicate that education, and not employment, is being offered. No overt or implied claim or guarantee of individual employment is made at any time and any references to employment or salary prospects must be accurate and sourced.

c. A school may not use the Employment or Help Wanted classifieds for any form of student recruitment.

d. A school may only use endorsements in school catalogs, literature, or advertising with the written consent of the authors, which is kept on file and subject to inspection. Any such endorsement is to be a bona fide expression of the author's opinions, strictly factual, and a portrayal of currently correct conditions or facts. Under no circumstances may currently enrolled students provide endorsements on behalf of a school.

e. School personnel, advertisements, and promotional materials may only provide information pertaining to potential salary that accurately portrays the normal range and starting salaries in the occupation for which training is provided. Salary information must also include the source of the information, which is valid.

f. A school may only use the term "accredited" if it indicates by what agency or organization it is accredited. Publication of accreditation must comply with the Instructions for Disclosure and Advertising of Accredited Status form.
g. Advertising of financial aid and scholarships includes an eligibility phrase (e.g., financial aid available for those who qualify).
h. A school may not describe in its catalog, advertise, or promote new programs, substantive changes, or degree programs prior to receiving written Commission approval.

2. New Admissions Personnel Orientation and Training Session

This policy is presented to new admissions personnel at their New Admissions Personnel Orientation and Training Session.

3. Employee Acknowledgement

Admissions personnel acknowledge this and all other admissions policies by signing the Admissions Policies and Practices Acknowledgement Form after completing the New Admissions Personnel Orientation and Training Session.

A completed compliance review for every prospective student ensures that this systematic process is followed and documented. The admissions process checklist is included in the student file as a permanent record.

4. Advertising Development and Posting Process

Advertisements are the responsibility of the Director of Marketing. All advertising must be submitted to the SVP, Compliance & Accreditation for approval.

5. Advertising Approval Process

Advertisements and promotional materials required final approval via CRM approval by the SVP, Compliance & Accreditation for posting.

6. Accuracy of Advertising Statement

The Director of Marketing confirms the accuracy of all advertising statements before posting is approved. Approvals are granted via the school CRM & digital communications.

7. Documentation of Statement Made in Advertising

The Director of Marketing keeps records of all advertising and statements.

8. Procedures for the Use of Testimonials

Testimonials require the written consent of persons who have provided before using in any social media or advertising campaign.

EQUIPMENT, REPAIR, AND MAINTENANCE PROVISIONS

The equipment necessary for the implementation of this policy is the responsibility of the SVP, Software Engineering, who coordinates any repairs, purchases, or updates required. Such requests are to be made directly to the SVP of Software Engineering via email, who will follow up accordingly.

BUDGET

The funding necessary for the implementation of this policy is allocated in the institution's annual operating budget under the line item "Admissions." Revisions to the funding need approval by the Chief Financial Officer.

REVISIONS

Revisions to this policy are to be approved at one of the Institutional Assessment and Improvement meetings. Personnel is informed of revisions via email. Revisions are published at the staff and student webpage.

POLICY AVAILABILITY

Intellectual Point's policies and procedures are available for review by administrative staff, faculty, advisory members, and students at https://compliance.intellectualpoint.com.