



NUMBER: 511

SUBJECT: ADVERTISING

EFFECTIVE DATE: AUGUST 15, 2005

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### ***511.1 — POLICY***

Bridgerland Applied Technology College (BATC) uses a variety of means to advertise College program offerings and to recruit students. The function of advertising and promotion is one of the responsibilities of the Vice Presidents and the Director of Marketing and Public Relations. In an effort to maximize the benefit from the advertising and recruitment funds, coordination of all advertising and recruitment activities for BATC is accomplished through the Promotions Committee, under the direction of the Campus President and the Vice Presidents.

As a public institution, BATC must be sensitive to a very diverse and broad range of opinions and beliefs. As such, BATC may limit or exclude any advertising that might reasonably be deemed offensive, in poor taste, or that is not promoting the highest priorities of the institution.

All advertising will comply with appropriate procurement policies and procedures for BATC. These policies and procedures are designed to foster broad-based competition in a free-market economy, which, in turn, is intended to provide BATC with the best value for its advertising dollars, while allowing all reputable advertising mediums and vendors equal access to these state advertising funds. However, it is recognized that the procurement practices, as they relate to advertising, rely on many important factors, other than price, when arriving at the “best” advertising option.

BATC also expects that the highest levels of integrity will be used in all advertising efforts and materials.