

## **Baccalaureate Leadership Council**

### **Marketing Guidelines 2019**

#### **Background**

The Baccalaureate Leadership Council was tasked by the Instruction Commission to determine marketing guidelines that emphasize the unique definition, purpose, and focus of applied bachelor's degrees for students. As these degrees provide an opportunity for nontraditional students, particularly underserved student populations, the goal of developing marketing guidelines was to provide clear descriptions of the applied bachelor's degree pathway in contrast to other transfer pathways and ensure that students can make informed decisions to meet their career goals.

#### **What is an applied bachelor's degree?**

1. Applied bachelor's degrees provide pathways for students from a variety of educational backgrounds, but primarily for those with a professional technical associate degree or the equivalent.
2. These degrees incorporate both theoretical and hands-on knowledge and skills in a professional technical field.
3. Applied bachelor's degrees engage industry to meet identified workforce demands of regional economies.
4. Applied bachelor's degrees are career focused yet allow students to pursue a graduate degree or other educational opportunities.

#### **Applied Bachelor's Degree Promotional Guidelines**

1. When promoting your applied bachelor's degree, emphasize the strengths of your college's program(s).
2. Use "applied" when describing your applied bachelor's degree.
3. When feasible promote applied associate degrees as the primary pathways to applied bachelor's degrees.
4. Following WAC 131-32-040 Dissemination of course and enrollment information, BAS programs must follow state rule that states primary marketing of degree information should be in a college's service area. <https://www.sbctc.edu/colleges-staff/commissions-councils/pic/pio-resource-manual/advertising-course-enrollment.aspx>
5. When promoting applied baccalaureate degree, emphasize that four-year colleges and universities may have specific admission requirements for entry into master's degrees. Also, keep in mind that many colleges have articulation agreements/direct pathways in to some graduate programs.