

MARKETING, RECRUITING, & ADVERTISING

WCU maintains policies that reflect program integrity requirements consistent with regulations issued by the Department of Education (34 C.F.R 668.71-668.75 and 668.14) related to restrictions on misrepresentation, recruitment, and payment of incentive compensation.

This applies to WCU itself and its agents, including third party lead generators, marketing firms, or companies that own or operate the educational institution.

To eliminate unfair, deceptive, and abusive marketing aimed at Service members, WCU will:

1. Ban inducements, including any gratuity, favor, discount, entertainment, hospitality, loan, transportation, lodging, meals, or other item having a monetary value of more than a de minimis [defined as "an insignificant amount"] to any individual or entity, or its agents including third party lead generators or marketing firms other than salaries paid to employees or fees paid to contractors in conformity with all applicable laws for the purpose of securing enrollments of Service members or obtaining access to TA funds. Educational institution sponsored scholarships, grants, and tuition reductions available to military students are permissible;
2. Refrain from providing any commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid (including TA funds) to any persons or entities engaged in any student recruiting, admission activities, or making decisions regarding the award of student financial assistance;
3. Refrain from high-pressure recruitment tactics such as making multiple unsolicited contacts (3 or more), including contacts by phone, email, or in-person, and engaging in same-day recruitment and registration for the purpose of securing Service member enrollments.

For more information, please review the WCU policy regarding marketing, recruiting, and advertising of our school to prospective students who are military service members.

WCU recruiting strategies utilize self-reported contact information; if a student is contacted by WCU and they wish to unsubscribe from future communications, they can unsubscribe their accounts.

Additionally, eligible Service members are directed to speak with their Educational Services Officer (ESO) or counselor within their Military Service prior to being enrolled at WCU. This is to ensure Service members understand their eligibility for Tuition Assistance and their potential financial responsibility toward the school.

If an eligible Service member decides to use TA, educational institutions will enroll him or her only after the TA is approved by the individual's Service. Service members will be solely responsible for all tuition costs without this prior approval. This requirement does not prohibit WCU from pre-registering a Service member in a course to secure a slot in the course.

If a school enrolls the Service member before the appropriate Service approves Military TA, then the Service member could be responsible for the tuition. All Military TA must be requested and approved prior to the start date of the course. The Military TA is approved on a course-by-course basis and only for the specific course(s) and class dates a Service member requests.

If a military student “self-identifies” their eligibility and the Service has not approved the funding, then the Service member will be solely responsible for all tuition costs, not the Service.

FINANCIAL AID & LOANS

Before offering, recommending, arranging, signing-up, dispersing, or enrolling Service members for private student loans, Service members may work with a counselor in the [Financial Aid Office](#) at WCU; this financial aid advisor will be able to offer individual loan counseling, including, but not limited to:

1. Providing a clear and complete explanation of available financial aid, including Title IV of the Higher Education Act of 1965, as amended.
2. Describing the differences between private and federal student loans to include terms, conditions, repayment and forgiveness options.
3. Disclosing the institution’s student loan Cohort Default Rate (CDR), the percentage of its students who borrow, and how its CDR compares to the national average. If the educational institution’s CDR is greater than the national average CDR, it must disclose that information and provide the student with loan repayment data. Student may review this information at [College Navigator](#), a government site where schools report student financial data.
4. Explaining that students can refuse all or borrow less than the maximum student loan amount allowed.

For more information about student loan counseling at WCU, review [policies for financial aid disclosure](#), or [email Trina Orr](#), Director of Financial Aid.

RETURN OF TUITION ASSISTANCE FUNDS

Once a military student reaches out to the Military Student Services Office regarding a call to duty and their withdrawal due to that circumstance, WCU policy is to apply the most advantageous solution for the student, including, but not limited to:

- Back date the withdrawal to process 100% removal of the tuition.
- Work with the professor to complete the course work remotely.
- Assign an Incomplete “I” grade for the term, allowing the student additional time to complete the course work and receive a final grade.

Official withdrawal procedures begin in the Dean of Student’s office for Undergraduates and the Graduate School for Graduate Students. Room and board refunds are pro-rated differently; if applicable, please contact [Housing](#).

The [refund schedule](#) provides current dates for refunds and the percentages associated with those dates, as follows:

Percentage of Enrollment Period	Number of Days	Reduction Amount
1st week of class	5	100%
10%	6 to 11 days following the 1st day of class	90%
25%	12 to 28 days following the 1st day of class	50%
50%	29 to 57 days following the 1st day of class	25%
Rest of Semester	58 days following the 1st day of class to end	0%

ACREDITATION & CREDENTIALING REQUIREMENTS

The Western Carolina University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award bachelor's, master's and doctoral degrees.

Contact the Commission on Colleges at:

1866 Southern Lane
Decatur, Ga. 30033-4097

Call 828.227.7239 for questions about the WCU accreditation. Certain academic programs at WCU require additional outside accreditation to validate the degree in the work force.

- The [College of Business Accreditation](#) is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB).
- The [School of Engineering & Technology](#) and the [Kimmel School of Construction Management](#) are fully accredited by the Accreditation Board for Engineering & Technology (ABET).
- The [College of Education and Allied Professions](#) is accredited by the Council for the Accreditation of Educator Preparation (CAEP) and undergraduate and graduate licensure programs are approved by the North Carolina Department of Public Instruction (NC DPI).
- The [Parks & Recreation Management program](#) is recognized by [several organizations](#), including the Council for Higher Education Accreditation (CHEA).

DEGREE REQUIREMENTS

Degree Requirements

All undergraduate students at WCU must meet with their academic advisors prior to course selection. Undergraduate students may find the applicable [Majors & Minors](#) website to assist them with developing their Degree Plan, which may also be completed using the [Degree Audit](#) function in MyWCU.

All students, including graduate students, may peruse the [Academic Catalog](#) for the degree requirements and timelines for degree programs.

Students at WCU utilize our degree audit system (DegreeWorks by Ellucian) to review degree requirements including specific courses needed, hours needed, and GPA minimums. The audit is available online to students from the point of matriculation.

Requirements are determined by the student's catalog year and are unchanging unless the student undertakes a change to his or her catalog year or degree program. The degree audit shows both WCU earned credits, as well as those accepted for transfer, including credit earned through military training.

Degree requirements in effect at the time of each service member's enrollment will remain in effect for a period of at least 1 year beyond the program's standard length, provided the Service member is in good academic standing and has been continuously enrolled or received an approved academic leave of absence.

Adjustments to degree requirements may be made as a result of formal changes to academic policy pursuant to institutional or departmental determination, provided that:

- They go into effect at least 2 years after affected students have been notified; or
- When courses or programs are no longer available, or changes have been mandated by a State or accrediting body, the educational institution will identify low or no cost solutions, working with affected Service members to identify substitutions that would not hinder the student from graduating in a timely manner.

Transfer Credit

Any undergraduate student [transferring to WCU](#) may use up to 90 semester hours of external academic credit toward their WCU degree. These credits must be from regionally accredited institutions attended. Of those 90 hours, no more than 64 semester hours can be accepted from two year institutions.

For military students, credits earned for military training and experience are accepted for transfer and are awarded based on The American Council on Education recommendations.

You will need to provide your Joint Services Transcript (JST) to the university for evaluation of your credit (or CCAF transcript if Air Force). You can look up how WCU equates any transfer credits using our [transfer articulation tool](#).

1. Select "Military – Americas" for the state,

2. Find your branch of service for the institution,
3. Select “All Subjects” to see a full display of our equivalencies.

You will qualify to receive credit for the C4 Liberal Studies Health and Wellness requirement upon verification of Basic or Recruit Training from your military transcript or submission of your DD214 showing good standing at your separation.

Evaluation of credits earned from non-military sources (including other colleges and universities and testing programs such as AP, CLEP, and IB) follow the same process used for other undergraduate students.

You will need to submit an official transcript or report from each source directly to WCU. When we receive those, your credits will be evaluated for acceptability. Registrar staff will add your credits to your WCU record.

If you have credits beyond those totals, our staff will select those credits that seem most suitable to your academic program and remaining credits will be awarded as general electives. You can work with your academic advisor later if you believe some used credits need to be swapped out for unused credits that would be more beneficial for you.

The UNC System is currently developing a database of uniform course equivalents for military credits to be used at all UNC System schools. When launched, this database will replace the WCU database currently in use. The development of this project is expected to change how credits are worked with at WCU. Additional details on this project will be posted to this website as they are shared with us.

Once you start at WCU, you may be able to transfer additional courses you want to take. You would follow the same rules as other undergraduate students as found in the University Catalog, and planning for taking non-WCU credits starts with your academic advisor.

CAREER COUNSELING

All WCU students and alumni are encouraged to use [the Center for Career & Professional Development](#) resources to assist them with transitioning into a meaningful career post-graduation. The university's [student employment portal](#) helps students find jobs and internships, while [Career Exploration](#) tool help students explore career pathways.

The Office of Military Affairs partners with the CCPD for one-on-one career counseling and [career resources](#) for military-affiliated students.