SAGRADO
Universidad del Sagrado Corazón

MARKETING AND RECRUITMENT COMMUNICATIONS PROCEDURE

I. Purpose

This Procedure establishes the general review and approval procedure for the development of marketing and recruitment communications activities developed by or on behalf of Sagrado pursuant to the Communication, Marketing, and Recruitment Policy ("Policy").

The Glossary of Terms in the Policy provides the definitions of the terms most commonly used in this Procedure.

II. Process for the Development and Review of Communications

1. Development. The Marketing Officer, or the Third-Party Provider, develops a proposal of the communication.

2. Initial review. The Marketing Officer is responsible for reviewing the communication and ensuring that it is aligned with the:

   - compliant with the laws and regulations, Sagrado's policies and procedures, accreditation standards, and best practices;
   - strategic alignment;
   - institutional positioning;
   - brand standards;
   - tone and messaging;
   - visual identity;
   - audience appropriateness (prospective students and their families);
   - consistency across communication channels; and
   - ethical marketing considerations.

3. Factual and subject-matter review. Where applicable, the material is reviewed by the appropriate responsible unit or subject-matter expert.

   Examples include:

   - Deans/Academic Affairs/Provost's Office for academic content;
   - Admissions Office for admissions requirements and recruitment information;
   - Enrollment Management Office for enrollment, financial aid and scholarship information;
   - Institutional Research for institutional statistics;
   - Legal for legal and regulatory matters;
   - Accreditation personnel for accreditation-related claims;
   - Information Technology Office for technology, data, privacy, or AI-related

4. Review and recommendation. The Chief Marketing Officer ("CMO") or Director of Marketing is responsible for the review of the communication and making the recommendation for the final approval.

5. Final approval. The Provost and Executive Vice-President for Academic Affairs and, when appropriate, the President of the University are responsible for the final approval of the communication before dissemination, publication or distribution through the Sagrado official channels or other authorized channels.

III. Documentation

The CMO must document and maintain a physical or electronic copy of all the communications and the review and approvals in the University's centralized electronic repository including, as applicable:

- final approved versions;
- approval records;
- dates of approval;
- supporting data or documentation for material claims;
- agency or vendor involvement; and
- records of significant AI-assisted development when applicable.

IV. Periodic Review

The CMO, in collaboration with relevant institutional stakeholders, shall periodically evaluate the Policy and this Procedure and its implementation to ensure continued alignment with:

- institutional mission and strategic priorities;
- applicable laws and regulations;
- MSCHE Standards, policies and procedures;
- University policies;
- emerging marketing and recruitment practices; and
- developments in artificial intelligence and related technologies.

V. Questions About this Procedure

Questions regarding the scope and interpretation of this Procedure should be directed to Joyce M. Martínez González, Chief Marketing & Admissions Officer at: joyce.martinez@sagrado.edu.

VI. Reporting Violations

Violations of this Procedure should be directed to the Compliance, Audit, and Institutional Integrity Office at: cumplimiento@sagrado.edu.

Any violations of this Procedure will be addressed in accordance with the University's policies and procedures. Universidad del Sagrado Corazón reserves the right to interpret this Procedure in its administration, implementation, and enforcement. If there is any ambiguity in any provision of this Procedure, the University reserves the discretion to interpret it in accordance with the purpose for which it was established, the impact to the University's operations, and good faith, unless otherwise provided by law.

Approved by:
Joyce M. Martinez
Joyce Martínez González
Chief Marketing Officer
Date: October 22, 2026