

# CampusLink<sup>SM</sup> CompliancePoint

## Marketing Compliance Gap Audit

CAMPUS<sup>SM</sup>  
MANAGEMENT

“ CompliancePoint’s partnership with Campus Management is shaped by a continued focus on compliance and the ever-increasing complexity associated with communications management. ”

Ken Sponsler  
Vice President & General Manager  
CompliancePoint



### Campus Management and CompliancePoint

Campus Management has partnered with CompliancePoint, a PossibleNOW company, to offer a suite of compliance services for private sector colleges and universities. Campus Management clients can use CompliancePoint’s consulting and audit services for admissions enrollment verification and employment placement verification to help ensure compliance with Title IV and program integrity rules. As an industry leader in higher education compliance issues, CompliancePoint works with some of the largest and most recognized education providers and has amassed years of operational and compliance expertise.

### Ensure Marketing Operations Compliance

Institutions that operate from a broad footprint face challenges from multiple jurisdictions and competing regulatory requirements. CompliancePoint’s compliance assessments provide a gap and risk analysis of outbound marketing activities and can include telemarketing, email, SMS/text, and mail. The company’s assessments are easily customized so an institution can choose to target areas of concern or evaluate the entire marketing compliance operation. CompliancePoint can also determine whether the actions, processes, or practices of employees put an enterprise at risk and facilitate remedial training.

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### Lead Generation Activities

Lead generation activities, including those from third-party lead generators, internally developed leads, and referrals, can introduce risk if not conducted correctly. For example, online institutions typically place calls into nearly every state, many of which have specific Do Not Call, telemarketer registration, and other requirements.

The use of third parties for lead generation, email fulfillment, and outbound calls also adds to the risk because of the difficulty of appropriately monitoring compliance with relevant laws and policies. CompliancePoint assessments are easily customizable to target areas of concern or to evaluate an institution's entire marketing compliance operation.

### Federal, State, and International Review of:

- FTC, FCC, and state-by-state compliance rules
- Exemption management and recommendations with more restrictive state-established business relationships
- Applicable rules for an institution to avoid false assumptions about exemptions

### Wireless Compliance Review of:

- Changes to legislation regarding phone calls to wireless phone numbers
- Proper consent policies regarding contacting wireless phone numbers

### Lead Generation Review of:

- All lead generators with ongoing monitoring to ensure that leads are captured legally to maximize the exemptions in place
- Required disclosures at the point of data collection
- Lead generators who may call prospects as representatives of a college or university

### About Campus Management Corp.

More than 1,700 colleges, universities, foundations, and other organizations in 26 countries rely upon Campus Management Corp® for its enterprise software products and services. The CampusVue® Ecosystem is Campus Management's vision for a fully integrated, centralized administrative and academic platform that unifies services, educational delivery, administrative management and reporting for a range of public, private, and proprietary postsecondary institutions. The CampusVue Ecosystem includes the CampusVue Student administrative system and CampusVue Portal solution, as well as Talisma® Constituent Relationship Management (CRM) and fundraising software.

CampusVue Student and Talisma CRM are the leading choice of the largest U.S.-based proprietary and online colleges and prestigious traditional colleges and universities, serving millions of students, faculty, donors, and other constituents worldwide. Additional offerings include performance analytics software, financials, HR, and payroll solutions. With offices in the U.S., India, Brazil, and United Kingdom, Campus Management can provide its clients with a full range of consulting, implementation, support, training, and integration services. For more information, visit [www.campusmanagement.com](http://www.campusmanagement.com).

### About CompliancePoint

CompliancePoint, a PossibleNOW company, is a recognized compliance leader for higher education. The company provides a wide array of consulting and audit services that enable institutions to establish best practices for compliance with Title IV regulations. CompliancePoint consulting services include compliance audits, written guideline development, call center and vendor certification programs, ongoing monitoring and enforcement programs, and training program design and delivery.

### Vendor Certification Programs

CompliancePoint can help ensure that any outside vendors or third parties are in harmony with an institution's compliance program. The company assesses third-party or joint-marketing relationships and the associated processes and can make appropriate recommendations.

### Written Guidelines Development

Comprehensive written guidelines are the basis for any compliance program. These guidelines must demonstrate an institution's understanding of the appropriate regulatory requirements and describe how it complies.

### Pre- and Post-Call Data Analysis

CompliancePoint can evaluate compliance efforts through the careful examination of pre-call and post-call data. Campaign management, combined with proper application of available exemptions, must be audited as well. This service is extremely beneficial to institutions under investigation for their compliance performance — or if an institution simply wants to assess its campaign management.

### Training Program Design and Delivery

Compliance programs must include training for staff on proper procedures and processes. CompliancePoint can develop and conduct customized compliance training that can be tailored to user level or job function. The company can provide training onsite or through Webinars and printed materials, or any combination of these methods.



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