

PRINCIPLES OF GOOD PRACTICE IN INSTITUTIONAL ADVERTISING, STUDENT RECRUITMENT, AND REPRESENTATION OF ACCREDITED STATUS

All institutions accredited by the Commission on Technical and Career Institutions, or individuals acting on their behalf, must exhibit integrity and responsibility in advertising, student recruitment, and representation of accredited status. Responsible self-regulation requires rigorous attention to these principles of good practice.

ADVERTISING, PUBLICATIONS, PROMOTIONAL LITERATURE

Educational programs and services offered should be the primary emphasis of all advertisements, publications, promotional literature, and recruitment activities.

All statements and representations should be clear, factually accurate, and current. Supporting information should be kept on file and readily available for review.

Catalogs and other official publications should be readily available and accurately depict

- institutional mission and its purposes and objectives
- entrance requirements and procedures
- basic information on programs and courses, with required sequences and frequency of course offerings explicitly stated
- program completion requirements, including length of time required to obtain a certificate of completion
- faculty (full-time and part-time listed separately) with degrees held and the conferring institution
- institutional facilities readily available for educational use
- rules and regulations for conduct
- opportunities and requirements for financial aid
- policies and procedures for refunding fees and charges to students who withdraw from enrollment

In college catalogs and/or official publications describing career opportunities, clear and accurate information should be provided on

- national and/or state legal requirements for eligibility for licensure or entry into an occupation or profession for which education and training are offered

- any unique requirements for career paths, or for employment and advancement opportunities in the profession or occupation described

STUDENT RECRUITMENT FOR ADMISSIONS

Student recruitment should be conducted by well-qualified admissions officers and trained volunteers whose credentials, purposes, and position or affiliation with the institution are clearly specified.

Independent contractors or agents used by the institution for recruiting purposes shall be governed by the same principles as institutional admissions officers and volunteers.

The following practices in student recruitment are to be scrupulously avoided:

- Assuring employment unless employment arrangements have been made and can be verified
- Misrepresenting job placement and employment opportunities for graduates
- Misrepresenting program costs
- Misrepresenting abilities required to complete intended program
- Offering to agencies or individual persons money or inducements, other than educational services of the institution, in exchange for student enrollment (Except for awards of privately endowed restricted funds, grants or scholarships are to be offered only on the basis of specific criteria related to merit or financial need)

REPRESENTATION OF ACCREDITED STATUS

The term “accreditation” is to be used only when accredited status is conferred by an accrediting body recognized by the Council on Higher Education Accreditation and/or the U.S. Secretary of Education.

No Statement should be made about **possible** future accreditation status or qualification not yet conferred by the accrediting body.

Any reference to state approval should be limited to a brief statement concerning the actual charter, incorporation, license or registration given.

The phrase “fully accredited” should not be used since no partial accreditation is possible.

When accredited status is affirmed in institutional catalogs and other official publications, it should be stated accurately and fully in a comprehensive statement, including

- identifying the accrediting body and listing its name, address and telephone number
- indicating the scope of accreditation as
 - institutional (regional or national)
 - programmatic (curriculum or unit accredited must be specified)

The accredited status of a program should not be misrepresented.

- The accreditation granted by an institutional accrediting body has reference to the quality of the **institution as a whole**. Since institutional accreditation does not imply specific accreditation of any particular program in the institution, a statement like “this program is accredited” is in correct and misleading.
- “Freestanding” institutions offering programs in a single field granted NEASC accreditation should clearly state that this accreditation does not imply specialized accreditation of the programs offered.

When an institution has misrepresented a visiting team report, misquoted excerpts from the report, or otherwise used the report to create a misleading impression about the institution’s accredited status, the Commission reserves the right to release the full report to the public. Excerpts must be accompanied by a note saying that a copy of the entire report is available upon request. The Commission always will endeavor to settle such issues first with the institution.

In the event that an institution misrepresents the accreditation action taken by the Commission on Technical and Career Institutions or the institution’s accredited status, the Commission reserves the right to make a public statement regarding the action or status. The Commission will always endeavor to settle such issues with the institution first.