

PRINCIPLES OF GOOD PRACTICE IN STUDENT RECRUITMENT

TUITION REFUNDS AND REPRESENTATION OF ACCREDITED STATUS FOR SECONDARY TECHNICAL SCHOOLS AND SECONDARY APPLIED TECHNOLOGY CENTERS WHICH OFFER POSTSECONDARY PROGRAMS

All secondary technical schools and secondary applied technology centers 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 principles of good practice.

ADVERTISING, PUBLICATIONS, AND PROMOTIONAL LITERATURE

Educational programs and services offered should be the primary emphasis of all 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.

Official publications should be readily available and accurately depict the following:

- School Philosophy and Goals;
- Admission requirements and procedures;
- Academic calendars;
- Basic information in 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;
- School facilities readily available for educational use;
- Rules and regulations for conduct;
- Tuition, fees, and other program costs;
- Opportunities and requirements for financial aid;
- Policies and procedures for refunding fees and charges to students who withdraw from enrollment.

In 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, as well as any unique requirements for career paths, or for employment and advancement opportunities in the profession or occupation described.

STUDENT RECRUITMENT AND ADMISSIONS

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

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.

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 for Higher Education Accreditation (CHEA) 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.

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 the name of the accrediting body and the scope of the accreditation: Institutional (regional or national), and/or Programmatic (curriculum or unit accredited must be specified).

The accredited status of a program must 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, statements like “this program is accredited” are incorrect and misleading.