

POLICIES FOR RECRUITING, ADVERTISING, AND PROMOTIONAL PRACTICES

Standards: Document #11, "Standards for Accreditation," Standards VII-A and VII-B

Rationale: Institutions must maintain policies and procedures that ensure their educational program offerings and services are fully and accurately described in an ethical manner in order to permit prospective students to make informed enrollment decisions. The institution's recruiting efforts must also ensure that the prospective student can reasonably be expected to benefit from the training offered.

1. An institution may use external agencies for the distribution of advertising and promotional materials. The institution must sufficiently control and monitor the external agencies to ensure honest and ethical practices. The institution is responsible for the representations made on its behalf by the external agencies. Only the institution can enroll its participants.
2. An institution may not attempt to recruit participants in or around locations operated by a governmental or charitable agency that assists the economically disadvantaged or underprivileged unless the institution has express permission from the governmental or charitable agency. Examples of such prohibited locations are welfare offices, unemployment offices, soup kitchens, rescue missions, public housing projects, and Salvation Army cot houses.
3. Institutions using classified columns in newspapers or other publications to attract participants must use only those headings, such as, "Education," "Schools," or "Instruction," that are intended by the publication to advertise for participants in education and training. Headings such as "Help Wanted," "Employment," or "Business Opportunities" may be used only to procure employees for the institution.
4. Institutions may not represent or create the slightest impression that a participant will be paid for enrolling in or attending the institution.
5. An institution's advertising and promotional materials must clearly state that training or education, rather than employment, is being offered. An institution cannot guarantee or otherwise assure that its graduates will become employed.
6. A vocational institution's representations about its completion or placement statistics must be based upon the definitions and requirements of Document #33 – "Placement Policy."
7. In advertising and promotion of its programs, a vocational institution may utilize salary trends in the fields of its programs and the actual salaries of its employed graduates. However, the advertising and promotion must include the full range of salaries in the fields and other information necessary for an accurate interpretation of the salary data.

8. All advertising and promotional literature must include the name of the institution as it appears in AAHEA's directory of accredited institutions.

9. Letters of endorsement, commendation, or recommendation may be used in advertising and promotional materials, provided that (a) prior consent of the author is obtained, (b) no remuneration is given for the consent, and (c) they are strictly factual and portray the institution's current conditions and circumstances. Such letters of endorsement, commendation, or recommendation and the written consent shall be kept on file and subject to review for a period of one year after last use.

10. Reference to financial aid availability must include the disclaimer "for those who qualify."

11. Advertising referencing the accreditation of the institution must include explicit reference to this agency using an AAHEA approved logo, such as the example below, which is available in digitized versions that can be requested for authorized use. Such authorization is restricted exclusively to AAHEA accredited institutions. Alternative statements that may be used separately or in conjunction with an



AAHEA logo include the following:

- » Accredited by The American Association for Higher Education and Accreditation
- » Accredited by AAHEA – A Partnership for Quality®
- » AAHEA will be listed by the U. S. Department of Education as a nationally recognized accrediting agency.

If more information is included about the institution's accreditation, these statements must be factual. In addition, the institution may refer to specific documents maintained on AAHEA's web site, e.g., AAHEA Document #11, "Standards for Accreditation," Benefits of Accreditation.

Vocational/Title IV institutions are subject to the additional requirements of AAHEA Document #34 – “Catalog Guidelines and Checklist” Any publication that offers substantial information about the institution and that makes reference to the institution’s accredited status must include AAHEA's address and phone number.

12. All promotional materials, such as brochures, flyers, catalogs, student handbooks, web sites, and other advertising materials must contain an accurate representation of the educational programs and services consistent with AAHEA and state approval, as applicable.

13. An institution that misrepresents its accredited status, services, policies, practices, costs, or any other aspect of its operations will be required to demonstrate that it has ceased such conduct and that correct information has been publicly disseminated in a manner to correct the misperceptions so created. Such corrective actions will be reviewed by AAHEA for final disposition. If an institution resigns its accredited status or has its accredited status denied or withdrawn, the institution must **immediately remove all references to AAHEA** accreditation and return the certificate(s) of accreditation to the AAHEA office.

14 The institution must restrain from utilizing superlatives which create a factual impression that may be misleading.

15. For electronic media and web sites, the institution may provide a hypertext mark-up language link (“html”) to an applicable page of AAHEA’s web site, either directly (<http://www.aahea.org>) or through an intermediate page on its web site.