



ADVERTISING, STUDENT RECRUITMENT, AND PLACEMENT

This policy sets forth the Commission on Secondary School's requirements for truthful and ethical practices in institutions' advertising, student recruitment, and placement.

The requirements set forth in this policy are also included in the Commission's Student Services Standard for Accreditation.

Section 1: Advertising.

- a. All accredited institutions or individuals acting on their behalf, are expected to exhibit integrity and responsibility in advertising.
- b. Educational programs and services offered should be the primary emphasis of all advertisements, publications, promotional literature, and recruitment activities.
- c. All statements and representations should be clear, factually accurate, and current. Supporting information should be kept on file and readily available for review.
- d. Catalogs and other official publications should be readily available either on-line or in hard copy and should accurately depict:
 - 1) institutional purposes and objectives;
 - 2) admission requirements and procedures, including policies on transfer of credit;
 - 3) academic calendars and basic information on programs and courses, with required sequences and frequency of course offering explicitly stated;
 - 4) program completion requirements, including length of time normally required to obtain a certificate or diploma;
 - 5) grievance procedures;
 - 6) faculty and primary administrators (full-time and part-time listed separately) with degrees held and the conferring institution;
 - 7) institutional facilities and services readily available for educational use;
 - 8) rules and regulations for conduct;
 - 9) grading system and related policies;
 - 10) tuition, fees, and other program costs;
 - 11) opportunities and requirements for financial aid; and
 - 12) policies and procedures for refunding fees and charges to students who withdraw from enrollment.
- e. In catalogs and/or official publications describing career opportunities, clear and accurate information should be provided on:
 - 1) national and/or state legal requirements for eligibility for licensure or entry into an occupation or profession for which education and training are offered;
 - 2) any unique requirements for career paths, or for employment and advancement opportunities in the profession or occupation described.
- f. Information on expected student learning outcomes should be available to prospective students.
- g. Policies and procedures regarding transfer of credit should be published and implemented. (See MSA-CESS Policy: Transfer of Credits)
- h. All information required to be disclosed by applicable law or regulation should be disclosed as required.

Section 2: Student Recruitment for Admissions.

- a. Student recruitment shall be conducted by well-qualified admissions officers and trained volunteers whose credentials, purposes, and position or affiliation with the institution are clearly specified.
- b. Independent contractors or agents used by the institution for recruiting purposes shall be governed by the same principles as institutional admissions officers and volunteers.
- c. No misrepresentations should be made in student recruitment, including:
 - 1) assuring employment unless employment arrangements have been made and can be verified;
 - 2) misrepresenting job placement and employment opportunities for graduates;
 - 3) misrepresenting program costs;
 - 4) misrepresenting abilities required to complete intended program; and
 - 5) offering to agencies or individual persons money or inducements other than educational services of the institution in exchange for student enrollment.
- d. Recruitment practices should lead to enrolling only those students for which there is a reasonable expectation of success in the educational program in which they are to be enrolled.

Section 3: Placement of Newly Enrolled Students.

- a. Institutions shall have and implement policies and procedures that govern the placement of newly enrolled students into an appropriate program.
- b. Policies and procedures should lead to placing newly enrolled students in a program that is appropriate for the student and in which s/he has a reasonable expectation of success.