

## **POLICY ON RECRUITING, ADVERTISING, AND PROMOTIONAL PRACTICES**

An institution must exercise due diligence to ensure that clear and accurate information is provided to prospective, current and former students, the public, and all interested parties and to guard against any misrepresentation.

Institutions must systematically and effectively implement policies and procedures that ensure their educational program offerings, charges, and services are fully and accurately described in an ethical manner in order to permit prospective students to make informed enrollment decisions. All communication with prospective students must be ethical and honest, including communications through social media, the internet, websites, advertising, and promotional materials. The institution must not state or imply that employment, occupational advancement, certification, and/or licensure are guaranteed. The institution's recruiting efforts must also ensure that prospective students can reasonably be expected to benefit from the training offered.

1. An institution and/or its representatives must not make misrepresentations including any false, erroneous or misleading statements in writing, visually, orally, or through other means that have the capacity, likelihood, or tendency to deceive or confuse a student, prospective student, member of the public, or accrediting, federal, or state agencies. Misrepresentations are prohibited in all forms, including advertising, promotional materials, or in the marketing or sales of the institution's courses and/or programs.
2. The institution must only make justifiable and provable claims. The institution must refrain from utilizing superlatives which create a factual impression that may be misleading.
3. An institution is prohibited from unethical and predatory conduct in promoting and advertising its programs and services.
4. 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 external agencies. Only the institution can enroll its participants.
5. All advertising, promotional literature, and websites must include the name of the institution as it appears in ACCET's directory of accredited institutions and not any unapproved names.
6. All promotional materials, such as brochures, flyers, catalogs, student handbooks, websites, and other advertising materials must contain an accurate representation of the educational programs and services consistent with ACCET and state approval, as applicable. Program names and lengths must be advertised and promoted consistent with these program/course approvals.
7. There must be no confusion or misrepresentation regarding what constitutes the institution accredited by ACCET, and what constitutes the programs/courses approved to be offered by the accredited institution. Websites and other marketing mediums may not portray an approved program as an accredited entity, but must clearly present it as a program offered by an

accredited institution. Training programs and courses must be approved by ACCET before being advertised or promoted.

8. There must be no confusion or misrepresentation regarding business endeavors that are outside of the institution's scope of accreditation (e.g. a translation service offered by an accredited institution offering English for Speakers of Other Languages). Websites and marketing for these business endeavors may not suggest or imply that they are accredited by ACCET.
9. Advertising referencing the accreditation of the institution must include explicit reference to this agency using an ACCET approved logo, such as the example below, which is available in digitized versions that can be requested for authorized use. Such authorization is restricted to ACCET accredited institutions.



Alternative statements that may be used separately or in conjunction with an ACCET logo include the following:

- Accredited by the Accrediting Council for Continuing Education & Training.
- Accredited by ACCET – A Partnership for Quality®
- ACCET is 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 ACCET's website (e.g., ACCET Document 2 – [ACCET Standards for Accreditation](#)). Any publication that offers substantial information about the institution and that makes reference to the institution's accredited status must include ACCET's address and phone number.

10. For electronic media and websites, the institution may provide a hypertext mark-up language link (“html”) to an applicable page of ACCET's website, either directly (<http://www.accet.org>) or through an intermediate page on its website.
11. If applicable, an institution must clearly identify any programmatic or specialized accreditation it may have and protect against any misrepresentation or misunderstanding regarding that accreditation.
12. An institution must disclose to prospective students any conditions that may adversely impact the students' ability to benefit from the training, sit for certification/licensure examinations, if applicable, and/or work in the field (e.g. felony convictions).
13. 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.

14. Institutions using classified section in newspapers or other media to attract participants may only advertise under headings such as, "Education," "Schools," or "Instruction," that are intended 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.
15. 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.
16. Institutions may not represent or create the slightest impression that a participant will be paid for enrolling in or attending the institution.
17. An institution's website, 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.
18. An institution's representations about its completion and, if applicable, job placement statistics must be based upon the definitions and requirements of Document 28 – Completion and Job Placement Policy.
19. In advertising and promoting 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.
20. Vocational institutions are subject to the additional requirements of ACCET Document 29 - Catalog Guidelines and Checklist. Additionally, institutions eligible to participate in Title IV federal financial aid must publish the disclosures and other information required by the U.S. Department of Education on their websites, promotional materials, and/or catalog.
21. Reference to financial aid availability must include the disclaimer "for those who qualify."
22. 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 ACCET 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 ACCET accreditation and return the certificate(s) of accreditation to the ACCET office.