

Accreditation Policy

Published Information and Student Recruitment

DRAFT FOR PUBLIC COMMENT 3/27/2017 – 4/17/2017

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I. Purpose

The purpose of this policy is to outline the Middle States Commission on Higher Education's (the Commission or MSCHE) expectations for honesty and truthfulness in published information and in student recruitment practices.

II. Statement of Policy

All published information and student recruitment and admissions practices should be congruent with the institution's mission and educational offerings and provide current, clear, and factually accurate information.

III. Published Information

The institution is required to publish accurate, verifiable, readily accessible, and complete information about the following:

- Institutional purposes and objectives.
- Information regarding student achievement including but not limited to outcome measures such as student retention rates, completion rates or other information appropriate for the mission and goals of the institution.
- Catalogs and other official publications either on-line or in hard copy. Institutions using electronic versions should ensure the availability of archival editions to serve the needs of alumni and former and returning students.
- Admission requirements and procedures.
- Academic calendars and basic information on programs and courses, with required sequences and frequency of course offering explicitly stated.
- Degree and program completion requirements, including length of time normally required to obtain a credential.
- National and/or state legal requirements for eligibility for licensure or entry into an

occupation or profession for which education and training are offered and whether the institution enables the student to sit for the examination.

- Any unique requirements for career paths, or for employment and advancement opportunities in the profession or occupation described.
- Policies and procedures regarding transfer of credit and credit for extra-institutional college-level learning (see the Commission's policy *Transfer Credit, Prior Learning, and Articulation*).
- Grading system and related policies.
- Grievance policy and procedures to address complaints or grievances raised by students, faculty, or staff.
- Information regarding expenses, financial aid, scholarships, grants, loans, repayment, and refunds.
- Information required under HEOA, Title IV participation, or any other applicable law or regulation.

IV. Student Recruitment

Student recruitment should be conducted by well-qualified admissions officers and trained individuals whose credentials, purposes, and position or affiliation with the institution are clearly specified. The US Department of Education (USDE) prohibits incentive compensation (commission, bonus, award of a sum of money, or something of value paid to or given to a person or entity for services rendered) to institutional recruiters, independent contractors or agents based on success in securing student enrollment or financial aid by institutions participating in Title IV programs (*34 CFR §668.14(b)(22)* and *§487(a)(20)* of the HEOA). The Commission applies the same prohibition to all MSCHE accredited and candidate institutions regardless of their participation in Title IV and whether recruitments are domestic or international students.

No misrepresentations should be made in materials used in student recruitment.

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Related Documents:

Federal Regulations: 34 CFR §602.16(a)(1)(vii-ix)

Standards: Standard IV Support of the Student Experience criteria 1.a.; Standard II Ethics and Integrity, criteria 3, 6, 8.

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