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# **ADMISSIONS DEPARTMENT**

# **POLICIES AND PROCEDURES**

**01/2026**

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## I. Overview

New Age Trainings Admissions Department is committed towards providing opportunity and support needed to reach the utmost standards of superiority; that will enable each student to achieve the highest level of education.

All members of admissions staff who are directly involved in a student enrollment must have a valid Agent license from the BPSS (NYSED).

Recruitment, Advertising, and all promotional practices for any member of admissions staff must meet with 5005 – 5005 Sections of NYS Education Law and Sections 126.12, 126.14, 126.15 of the Regulations of the NYS Commissioner of Education, and ACCET Document 30 requirements.

Director of Admissions and each School Agent/Admissions Advisor must receive the Agent Training Manual from the School Director.

### **Job Descriptions**

#### **Director of Admissions**

Under the supervision of the President / Director is responsible for the following categories and tasks

- Provide prospective students with factual and correct information on all New Age Training programs
- Advise perspective students on programs that best fit their current interests and skill levels
- Assist new students through the admissions process
- Direct students to the financial department for assistance where assistance is warranted
- Inform Career Services Department about students who started a program with a scheduled graduation date for ACCET 28.1 document
- Knowledge of NYS and ACCET regulations (5005 – 5005 Sections of NYS Education Law and Sections 126.12, 126.14, 126.15 of the Regulations of the NYS Commissioner of Education, and ACCET Document 30 requirements)
- Check all documents for new registered students and prepare student files for registration
- Contact funding agencies with all questions regarding their clients including funding (vouchers) and voucher extension
- Schedule and conduct orientations for new students
- Assist Financial Aid Administrator and students with documents needed to process FA.
- Assist School Director in marketing training programs
- Supervise admissions advisors
- Prepare notes of Admissions Department staff meetings
- Comply with all policies and procedures as detailed in the Admissions Department Policies and Procedures
- Requirements: NYS agent license
- Report to the School Director

#### **Admissions Advisor**

Under the supervision of the Director of Admissions is responsible for the following categories and tasks

- Provide prospective students with factual and correct information on all New Age Training programs
- Advise perspective students on programs that best fit their current interests and skill levels
- Assist new students through the admissions process
- Direct students to the financial department for assistance where assistance is warranted
- Check all documents for new registered students and prepare student files for registration
- Assist Financial Aid Administrator and students with documents needed to process FA.
- Report to Director of Admissions
- Knowledge of NYS and ACCET regulations (5005 – 5005 Sections of NYS Education Law and Sections 126.12, 126.14, 126.15 of the Regulations of the NYS Commissioner of Education, and ACCET Document 30 requirements)
- Comply with all policies and procedures as detailed in the Admissions Department Policies and Procedures
- Requirements: NYS agent license
- Report to Director of Admissions

### **New Age Training Mission**

The last revision of New Age Training's mission and goals are included in Employee Handbook.

The Institution Mission and goals are discussed during staff meetings and could be revised based on feedback from all departments and after analysis of results of each calendar year.

Any staff member is welcome to discuss the mission during department meetings or directly with School Director.

School Director will inform admissions staff about any changes in the mission statement or goals.

## **II. Recruitment**

New Age Training currently does not recruit students through radio and television advertisement. Many of our students who elect to enroll are directly referred to the school by our current students or our graduates or have received support in their choice from friends or family members who are familiar with our programs.

New Age Training's recruitment program consists of the following activities:

- Maintaining the school's website, <http://www.newagetraining.com>
  - About 20% of our students found information about New Age Training through a search on the Internet.
- Contacting and working with community or government organizations that refer individuals to the institution such as Office of Employment Services, New York and New Jersey Worker Carrier Centers (about 20%)
- Referrals from current and former students (about 20%)
- Advertising (about 20%)
- Contacting and working with community organizations that provide community services.
  - Those organizations (community services, placement organizations) refer their clients to the school (about 20%)

Director of Admissions is responsible to prepare the advertisement plan and receive an approval from the School Director.

All advertisements must include program titles approved by NYSED and ACCET.

Admissions Representative 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.

### **Advertisements**

Advertisements 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.

All advertising, promotional literature, and websites must include the name of the institution as "New Age Training".

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

Advertising referencing the accreditation of the institution must include explicit reference to this agency using an ACCET approved logo, or as “Accredited by the Accrediting Council for Continuing Education & Training”.

### **III. Enrollment**

The admissions policy and the admissions process for individual students consists of the following steps:

1. Prospective students inquiry via phone call or email
2. Response to the inquiry and preliminary screening by telephone or email, e.g.,
3. whether the applicant has completed high school or G.E.D, discussion of the
4. applicant’s previous industry experience
5. Invitation and personal interview by admissions staff
6. Verification of previous education
7. Decision on admission and mutual agreement on appropriate courses of study.

New Age Training does not automatically accept all students referred from any source.

In addition, enrolled students received a copy of Enrollment Agreement and Refund Policy, a copy of a School Catalog. Students applied for Financial Aide must also receive a copy of Drug Handbook, a copy of Crime Report, a copy of Title IV refund policy, and sign the acknowledge receipts.

If enrolled student makes a payment during the enrollment process, a member of admissions staff must direct a candidate to the Bursar Department where a candidate can submit a payment to a staff member who is designated to accept payments. Candidate must return to admissions staff member with a receipt which shows the paid amount and this amount paid during a registration should be specified on an enrollment agreement.

Director of Admissions coordinates the process. Other members of the admissions staff are charged with responding to contacts resulting from the marketing processes, interviewing applicants and verifying their records.

Members of the admissions staff are trained by the Director of Admissions.

Apart from policies and procedures, and orientation received at the time of employment, staff members receive routine training on such matters as:

- Changes in programs of studies
- Introduction of new programs
- Changes in the admissions policies and procedures, or other institutional practices
- Provision of program information in a courteous and businesslike manner
- Proper record keeping – the departmental forms and daily activities reports
- Effective telephone and interviewing techniques

- Guiding applicants through the matriculation, re-matriculation, re-enrollment, or change of program process (including how forms are to be properly completed and what documents need to be submitted).
- Changes in start dates and preliminary schedule

Admissions staff members are routinely reminded that in order to avoid giving incorrect information they must always check with the Director of Admissions if they are in doubt about any departmental or institutional policy or procedure.

Applications to New Age Training may be obtained either by mail, email, or in person. A personal interview will then be scheduled with the member of the Admission Office to determine a student's ability to complete the program and placement adaptability.

During that interview, the Director of Admissions or Admissions Representative requests that applicants take Math & English test of analytics to determine readiness for entry into the program. An applicant who does not show the required level of readiness will be advised to select another program.

To be considered for admission, the following is required:

- An interview with a member of the Admission Office
- A copy of at least official High School Diploma or equivalency diploma or GED certification.
- Students without HS/GED diploma must take and pass ABT test (*Wonderlic Basic Skills Test*).

### **Verification of Previous Academic Record**

Along with their Application for Admission, applicants must provide documentary evidence of high school graduation or equivalent to qualify for admission. Acceptable forms of proof include, but are not limited to, original or copies of the following:

- High school diploma or transcript
- College transcript stating that the basis of admission was high school graduation
- General Education Diploma (GED)
- U.S. Department of Defense DD-214 form indicating graduation from high school
- Applicant's attestation of successful completion of high school or receipt of GED.
- Students from foreign countries should provide with Evaluation and Translation of their school certificate from recognized evaluation company (from Globe Company, for example).

Admissions staff members are responsible to check the authenticity of a previous academic record and any suspicion that a diploma is questionable should be thoroughly investigated. In addition, all diplomas must be checked via a list of schools which includes the names of many alleged high schools that grant diplomas which the US Department of Education feels are fraudulent (see Exhibit). According to NYS Department of Education, New Age Training does not accept high school diplomas obtained via on-line training.

Admissions staff is responsible to check the authenticity of GED diploma via NYS Department of Education web site <https://eservices.nysed.gov/ged/> when it is possible.

## **Interview with Potential Candidates**

Each student is interviewed by a member of the admissions staff. The interview focuses on:

- Language skills
- Interaction/personality/motivation
- Level of intelligence
- Prerequisites for the courses to be taken

## **Entrance Examination**

NEW AGE TRAINING will admit students who are at least 18 years old. Title IV students must complete at least high school and must produce a copy of official high school diploma or equivalency diploma or GED certification at the time of admissions. Applicants who have completed their high school education outside of the United States and who are not able to produce their educational credentials at the time of the admissions interview may submit a notarized declaration of high school graduation; however, such applicants are required to provide evidence of their efforts to obtain the original documents from the country of origin during an admissions interview. Not Title IV students without official high school diploma or equivalency diploma or GED certification must pass the Ability to Benefit Test or Wonderlic Test with a passing score approved by New York State Education Department for each program if they apply to a program which does not require official high school diploma or GED certification. The test is administered by Education Advisor

Also, all students must take Math & English test to determine readiness for entry to the program.

## **Documents Requested During Enrollment Process**

1. Student Application/Interview Form
2. Evidence of high school graduation or equivalency. Documentation may include: a copy of an applicant's original high school or GED diploma or academic transcript, a college transcript that indicates that the basis of admissions was high school graduation as well as the name of the school and date of graduation, a U.S. Department of Defense DD-214 form that reflects graduation from high school, or a Sworn Statement of Student's Education or results of ABT test for those who does not have HS/GED and scholl diploma evaluation/translation when it is applied.
3. Copy of student resume (if it is applicable)
4. Copy of student picture ID
5. Enrollment Agreement and Refund Policy
6. Student Affidavit to provide the school with placement information and with results of certification exams
7. Admissions Math & English Test
8. Source Form
9. Student Personal Information Form
10. Transfer credit determination information (if it is applicable)
11. Acknowledgement of CPR class (if it is applicable)
12. Acknowledgement of CNA Extrenship agreement (if it is applicable)
13. Acknowledgement of Risk (if it is applicable)
14. Acknowledgement of Open Balance (if it is applicable)
15. Receipts of delivering to students the Drug Handbook, the Crime Report, the Title IV refund policy (if it is applicable)

16. Receipts of payments done during enrollment (if it is applicable)
17. Payment Plan (if it is applicable)

Director of Admissions or Admissions Advisor must deliver a student file with all documents to the School Director's office.

All forms for enrollment process including any marketing materials are located on the school file server and could be printed out by each admissions staff member. School Director is responsible to inform all admissions staff member about any changes, revision or modifications via email. All admissions staff members are required to destroy any old forms after they are notified about new revisions.

### **Planning**

Director of Admissions monitors the admissions process personally, systematically on day/weekly basis and reports to the School Director.

Each month Director of Admissions and School Director create and revise a Forecast Admissions plan for the next 3 months which is delivered to other staff members via emails.

### **Transfer of Credit**

Transfer of credits must be in accordance with the Transfer of Credits Policy explained in the School Catalog.

### **Collaboration with Other Departments**

Admissions Department is responsible to submit to the Director of Career Services a list of students who started each program with expected graduation date. The Director of Career Services prepares the ACCET Document 28.1 for this cohort. The Education Department is responsible to inform the Director of Career Services if a student status has been changed (to inform about students, who took LOA, returned from LOA, withdraw from the program or transferred when this transfer would change a graduation date). The Director of Career Services is responsible to update the ACCET Document 28.1 accordingly in order to keep a correct student status and a graduation date (cohort).

## **AGENT TRAINING MANUAL**

In accepting employment as an agent for the above listed school and address, I have received and read Sections 5004 and 5005 of the Education Law and Sections 126.12, 126.14 and 126.15 of the Regulations of the Commissioner of Education. By affixing my signature to this form, I formally accept the position of agent for the above school and address. I further indicate my understanding of the above cited laws and regulations.

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Agent's Signature

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Agent's Name (PRINTED)

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Date

§ 5004. Private school agent's certificate.

1. a. No party may, for a consideration or remuneration procure, solicit or enroll any student for instruction in or given by any school within or without the state of New York, unless
  - (i) the party is a salaried employee of the school and
  - (ii) the party shall have secured a private school agent's certificate from the department pursuant to regulations of the commissioner.
- b. Upon submission of a complete new application for licensure, an applicant may procure, solicit or enroll any student for instruction; provided, however, that such applicant be in possession at all times during the procurement, solicitation or enrollment processes of a temporary approval certificate which the commissioner shall issue within five days of receipt by

mail or on the same day at designated offices. A school shall submit such application for licensure on or before the first day of employment of such individual.

c. No consideration or remuneration shall be paid in the form of a fee per student enrolled by a private school agent except pursuant to the following limitations:

- 1) a school may pay twenty-five percent of the consideration or remuneration after the student has completed three weeks of the program;
- 2) a school may pay the remainder of the consideration or remuneration after the student has completed eight weeks of the program;
- 3) the total amount of the consideration or remuneration paid per student may not exceed one percent of the annual salary paid to the agent.

d. In promulgating regulations in relation to the issuance of such certificates and the conduct of the holders of such certificates, the commissioner shall give consideration to:

- 1) good moral character of the candidate for such certificate;
- 2) the use of ethical and fair practices in the presentation of the school's offerings; and
- 3) whether the prospective agent has within five years of the date of the application violated any provision of this article or the regulations of the commissioner adopted pursuant to this article.

2. Instruction, as contemplated by this section, shall be any plan or method for teaching any subject or subjects in any form or manner, including correspondence or home study.
3. Exempted from the requirements of this section are persons acting solely for schools which are not required to be licensed or are specifically exempted from the licensing or registration requirements of this article. Persons who are paid to procure, solicit or enroll students on the premises of schools required to be licensed or registered shall not be exempt from the provisions of this section. The certification requirements of this section shall not apply to persons receiving gifts or other non-monetary considerations valued at not more than twenty-five dollars from a school from which they have graduated or are currently enrolled for each student referred for enrollment at the school.
4. Application and renewal application for a private school agent's certificate shall be filed on forms to be prescribed and provided by the commissioner. Said certificate shall be valid for two years from the date of issuance. Certificates which have been renewed shall be valid for a period of two years from the expiration date of the certificate which has been renewed. Every applicant and renewal applicant shall pay to the department a fee of one hundred dollars.
5. No recovery shall be had against any student or enrollee and full recovery shall be made on any contract for or in connection with any instruction if the student or enrollee was procured, solicited or enrolled outside or on the school premises by a person paid to procure, solicit or enroll students but not having a valid private school agent's certificate pursuant to the provisions of this section at the time that the contract was negotiated or executed or the sale of the instruction was made, or by a person who holds such a certificate but has made fraudulent or improper claims. Each enrollment agreement shall include, where applicable the name of the agent responsible for procuring, soliciting or enrolling the student or enrollee.
6. The issuance of such a private school agent's certificate shall not be deemed to constitute approval of any course or of the person or institution offering, conducting or administering the same.

7. The commissioner, after giving to the certificate holder due notice and opportunity to be heard, may fine a private school agent, suspend or revoke a private school agent's certificate at any time for failure to comply with the provisions of the law or the regulations of the commissioner or for any other good cause.
8. No employer of a private school agent other than a school may indemnify, save harmless or otherwise reimburse any agent for the amount of any fines imposed pursuant to this section. If a person fined pursuant to this section can demonstrate to the satisfaction of the commissioner that the action for which the fine was imposed was undertaken pursuant to explicit instructions from the employer, the employer shall indemnify, save harmless, and reimburse that person for the fine and shall pay to the commissioner an additional fine of an equal amount.

§ 5005. Disclosure to students. The school shall disseminate to all prospective and enrolled students through an enrollment contract or agreement or other appropriate publications or documents, and in appropriate languages as required by the commissioner in regulation:

- a) information concerning the school, including but not limited to:
  1. a description of the courses offered;
  2. program objectives and the length of the program;
  3. a schedule of tuition payments, fees and all other charges and expenses necessary for completion of the course or program;
  4. the tuition refund and contract cancellation policies;
  5. a description of the faculty and other instructional personnel and their qualifications;
  6. the names of associates, agencies or governmental bodies which accredit, approve or license the school;
  7. a description of any special facilities and services available to handicapped students; and
  8. any other items identified by the commissioner in regulation following consultation with the advisory council;
- b) if the school advertises job placement rates as means of attracting students to enroll in the school, the most recent available data on employment and graduation statistics for students who have attended that school;
- c) information concerning any student financial assistance, including a description of the procedures and forms, student eligibility requirements and the rights and responsibilities of students receiving financial aid;
- d) the pass rate of graduates of the program for the most recent calendar year on any licensure or certification examination required by the state for employment in the particular vocational, trade, or career field;
- e) the process for obtaining a tuition refund from the tuition reimbursement fund and the availability of loan forgiveness in the event the school closes while the student is in attendance;
- f) a sample enrollment contract, a sample cancellation form developed by the department in consultation with the advisory council and a tuition reimbursement fund claim form; and
- g) a description of the complaint procedures established pursuant to this article.

## **126.12 Private school agent's certificate.**

- a) No person shall receive any form of compensation or remuneration from any representative, agent, employee or officer of a licensed private school or registered business school/computer training facility for the purpose of soliciting, procuring, or enrolling students, unless such person is a salaried employee of the school and holds a valid private school agent's certificate. Each

agent shall produce his or her agent certificate upon the request of the commissioner, the commissioner's designee, or any prospective student. A school shall submit an application for licensure for an agent on or before the first day of employment of such individual. Upon submission of a complete initial agent application for licensure, the commissioner shall issue a temporary approval certificate within five days of receipt of the application by mail, or on the same day at offices and times designated by the commissioner. Upon receipt of a temporary approval certificate, an applicant may procure, solicit or enroll any student. A temporary approval certificate shall be effective for up to 60 days, as determined by the commissioner, and shall be destroyed by the school upon the issuance or denial of the applicant's two-year certificate. *An initial agent application shall mean an application submitted on behalf of an individual having never held an agent's certificate for the submitting school.*

- b)** Application for a certificate shall be made on forms furnished by the commissioner. It may be made only by the school or schools which the agent is to represent. If an agent represents more than one school, each school must apply for a certificate. If the school employs more than one agent, a separate application must be filed for each agent. The application shall request such information as the commissioner may require, including information about whether the applicant has ever been convicted of a crime or whether criminal charges are now pending. The application must be accompanied by: two full-face photographs which are a good likeness of the applicant and are one inch by one inch in dimension; certification by two persons other than employers or coworkers attesting to the good moral character of the applicant; and a nonrefundable \$100 check or money order payable to the Education Department. In making application for an agent's certificate, the school shall certify that through the medium of sales manuals, bulletins or other similar means, the agent is fully informed as to its courses, services, charges, enrollment conditions and operating policies, including the refund policy. The school must further certify that it assumes full responsibility for the actions, statements and conduct of its agent, acting in its behalf, and that it uses an acceptable plan for the selection, training and supervision of the agent.
- c)** Application for the renewal of an agent's certificate shall be filed by mail no later than 30 days before the expiration of the current certificate at an office designated by the commissioner. *A renewal application shall mean an application submitted prior to the expiration date of the current certificate. All other applications shall be filed as new applications. Certificates which have been renewed shall be valid for a period of two years from the expiration date of the certificate which has been renewed. It shall be accompanied by a nonrefundable \$100 check or money order payable to the Education Department.*
- d)** In the event of the dismissal or resignation of an agent, the school shall notify the commissioner in writing within 10 days thereof. The agent's certificate shall be returned with such notification.
- e)** Agents shall not identify themselves or be identified as counselors or by other titles which mislead or tend to mislead the prospective student.
- f)** No school may procure, solicit or enroll students unless at least one salaried employee of the school is in receipt of an agent's certificate pursuant to this section.

#### **126.14 Disciplinary actions and penalties.**

- a)** Disciplinary action against schools. In determining the penalty to be imposed upon a finding that disciplinary action against a school is warranted,, in accordance with the provisions of Education Law, section 5003, the commissioner shall take into account the effect of the conduct which

formed the basis for the disciplinary proceeding upon the students attending the school, the general public and any other affected individual or group. Prior to initiating action against schools during the initial two year licensing period, the commissioner shall take into consideration the factors as set forth under section 5003(1)(d) of the Education Law.

**b) Disciplinary actions against private school agents.**

1. The commissioner, after affording a certified private school agent notice and an opportunity to be heard, may fine such agent, or suspend or revoke such agent's certificate at any time for failure to comply with the requirements of the Education Law or of this Part or for any other good cause.
2. Revocation or suspension of a private school agent's certificate. Where the commissioner seeks to revoke or suspend a private school agent's certificate, the certificate holder shall be given reasonable notice of the nature of the proceeding and a statement sufficiently particular to give notice of the transactions and occurrences involved and the material elements of each cause of action against the certificate holder. The certificate holder shall also be given notice of an opportunity for a hearing in accordance with subparagraph (i) of this paragraph.
  - i. If a hearing is requested, the certificate holder shall be given reasonable notice of the time, place and nature of the hearing. The certificate holder may appear in person or may be represented at the hearing by an attorney, may respond and present evidence and argument on the issues involved, and may cross-examine witnesses. The hearing, at which a verbatim record shall be taken, shall be held before a hearing officer designated by the commissioner, who shall have the powers of a presiding officer in accordance with section 304 of the State Administrative Procedure Act. The strict rules of evidence shall not apply to such hearings, but the decision of the hearing officer shall be supported by substantial evidence in the record. Disposition may be made in any hearing by stipulation, agreed settlement, consent order, default or other informal method. The decision of the hearing officer shall be delivered or mailed forthwith to the certificate holder and to his or her attorney of record.
  - ii. If a hearing is not requested, the commissioner shall issue a determination based upon the evidence submitted in support of the charges and any additional evidence submitted by the certificate holder.
3. Fines. Where the commissioner seeks to impose a fine on a certified private school agent for misconduct not warranting a more severe disciplinary penalty, the department shall serve notice of the charges upon the certificate holder either by personal service or certified mail. Such notice shall specify the basis for the charges with sufficient particularity to apprise the certificate holder of the nature of the incidents or transactions leading to the charges, and shall contain a statement that unless an answer to the charges is received by the department within 20 days after personal service of the notice or within 25 days after service by certified mail, the charges will be deemed to be true and a fine will be imposed. The certificate holder may answer the charges and may submit evidence in written form, including affidavits, in support of such answer. If the commissioner finds that the charges of misconduct are supported by substantial evidence, the commissioner shall impose an appropriate fine and shall notify the certificate holder of such determination by mail. Failure to pay such a fine

within four months after receipt of such notice shall constitute good cause for suspension or revocation of a private school agent's certificate.

4. Indemnification. No employer of a private school agent other than a school may indemnify or otherwise reimburse an agent for fines imposed on the agent pursuant to this subdivision and Education Law, section 5004(7). If the agent demonstrates, to the satisfaction of the commissioner, that the action for which the agent was fined was undertaken because of explicit instructions from the school owner, director, or other school administrator, the commissioner shall take appropriate disciplinary action against the school in accordance with Education Law, section 5003, to require the school to indemnify or reimburse the agent the amount of the fine and pay to the commissioner an additional fine of an equal amount.
- c) Pursuant to section 5001(9) of the Education Law, any annual assessment fees submitted by the schools to the department after the due date shall be subject to an interest penalty. The commissioner shall calculate the amount of the interest penalty as follows:
  1. For payments received within the first 30 days after the due date the interest penalty shall be the product of the amount due multiplied by one twelfth of the sum of one plus the prevailing prime rate of interest on the due date as determined by the commissioner.
  2. For payments received more than 30 days after the due date the interest penalty shall be compounded daily for each day the payment is late at a rate of interest equal to the sum of one plus the prevailing prime rate of interest on the due date as determined by the commissioner.
  3. Interest penalties not paid within 15 days of notification of the amount of the penalty shall be increased in accordance with the method used by the commissioner to compute the interest penalty in the first instance.

## **126.15 Disclosure to students.**

- a) For all prospective or enrolled students, schools shall provide the following information:
  1. all items required pursuant to section 5005 of the Education Law;
  2. pursuant to section 5005 of the Education Law, the materials required to be disseminated to all prospective or enrolled students shall be written in the language principally used in the sales presentation, the language of instruction as approved by the commissioner and English; and
  3. a statement, approved by the commissioner, which indicates that a student should review the approved school catalog to determine factual information about the school.

## **POLICIES FOR RECRUITING, ADVERTISING, AND PROMOTIONAL PRACTICES**

### **Standards:**

Document 2, Standards for Accreditation, Standards VII-A and VII-B

### **Rationale:**

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 including websites, advertising, and promotional materials must be ethical and honest.

The institution does 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.

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.

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 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 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.
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 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.
6. A vocational institution's representations about its completion or placement statistics must be based upon the definitions and requirements of Document 28 – Completion and Placement Policy.

7. 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.
8. All advertising, promotional literature, and websites must include the name of the institution as it appears in ACCET'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 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 exclusively 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.
- ACCET maintains certification as an ISO 9001 Quality Management System by Bureau Veritas Quality International (BVQI)

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 web site (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.

If applicable, an institution also must clearly identify any programmatic or specialized accreditation it may have and protect against any misrepresentation or misunderstanding regarding that accreditation. Vocational/Title IV institutions are subject to the additional requirements of ACCET Document 29 - Catalog Guidelines and Checklist.

12. 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.
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 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.

14. The institution must refrain from utilizing superlatives which create a factual impression that may be misleading.
15. 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.