



THE COUNCIL OF PRIVATE COLLEGES OF AMERICA

Candidate Level Requirements and Actions Section 9 Worksheet

Institution _____ Date Started _____

Institution Certification Coordinator _____

Phone Number _____ Email address _____

Assigned Certification Facilitator _____

IX. A. Advertising and Promotion: All advertising, promotional, and recruitment activities of the institution fully conform to this certification standard.

- ___ 1. Describe the advertising and promotion programs of the institution, and explain who is responsible for the philosophy and techniques used in the preparation of these programs.
- ___ 2. Provide evidence that the institution is meeting this certification standard.
- ___ 3. Provide the person(s) name who is responsible for ensuring compliance.
- ___ 4. All advertisements, website copy or promotional literature with respect to the institution, its personnel, its courses and services, or the occupational opportunities for its graduates are accurate, clear, and readily accessible to the public and clearly indicate that training or education is being offered at a distance where applicable.
- ___ 5. The institution's name and street address must appear in catalogs, enrollment agreements, published promotional literature, websites, and official DETC listings (P.O. Box numbers are not considered physical addresses). At a minimum, all advertisements must include the city and state of the institution and/or the institution's website URL or destination.
- ___ 6. The word "guarantee" is not used in advertisements. The word "free" is not used to describe any item, service, or materials regularly included as part of the institution's curricula offerings.
- ___ 7. Testimonials and endorsements are truthful and current (less than 4 years old, except for those historical in nature). Signed student consent forms are kept on file.
- ___ 8. Advertisements do not imply that employment is being offered and are placed in the appropriate place in media, e.g., under sections identified for education, training, or instruction.
- ___ 9. Institution's website makes available information on program requirements, course descriptions, tuition and related costs, schedules, course delivery formats, and its catalog, prior to the collection of personal contact information.

- ___10.The institution must disclose in its catalog and on its website information which accurately describes the institution and its programs. At a minimum, the institution must disclose to prospective students, prior to enrollment, the admission policies, description of its programs, grading policies, appropriate technology requirements, statement of all fees and tuition, refund policy, and contact information including hours of operation and holiday schedules.
- ___11.Institution discloses on its website, its enrollment forms, and in its catalog that the acceptance for transfer of its academic credits is determined by the receiving institution.
- ___12.The institution routinely provides reliable, current and accurate information to the public on their website on its performance, including student achievement, as determined by the institution.
- ___13.The institution does not provide the names of other institutions as triggers for their own sponsored links on Internet search engines.
- ___14.The institution refers to its certification level as, “Certified by the Council of Private Colleges of America” “certified member of CPCA” or “CPCA Certified.” An institution may use the term “certified programs,” and/or “certified courses,” when referring to its individual programs, courses, and/or institution.
- ___15.The word “certified” is not to be used in conjunction with diploma programs.
- ___16.The institution states its certification level in its catalog and on its website.
- ___17.CPCA’s name, address, and telephone number is published in the institution’s catalog, along with a link to CPCA’s website (www.cPCA-edu.us).
- ___18.The institution publicly corrects any misleading or inaccurate information it releases on its certification level, contents of reports of the examining committee from certification related visits, and/or actions taken by the CPCA with respect to the institution.
- ___19.Provide evidence supporting any advertised employment opportunities that have been or are available for graduates/completers of each program. Demonstrate how advertisements do not imply that employment is being offered and are placed in the appropriate place in media, e.g., under sections identified for education, training, or instruction.
- ___20.If outside advertising agencies are retained, explain how the advertising copy is reviewed and controlled by the institution. Describe procedures in place to ensure that any third party lead providers or referral companies comply with CPCA Criteria.
- ___21.Supply copies of all advertising and promotional literature; telephone, radio, and TV sales scripts; Website information; and mailing pieces used within the last 12 months to invite inquiries from prospective students or to inform of institutional programs.
- ___22.Supply copies of all sales letters, printed materials, and catalogs mailed or delivered to individuals on a direct mail basis or in response to inquiries from prospective students.

- ___ 23. Describe how advertising and promotional budgets are established for any given fiscal period, and tell what percent of the institution's total operating budget is used for advertising and promotional purposes.
- ___ 24. The institutional catalog must contain and accurately depict, at a minimum, the following:
- ___ a. The institutional mission, goals, and objectives.
 - ___ b. Names and titles of administrators of the institution.
 - ___ c. The legal control, names of Governing Board, and/or officers of the institution.
 - ___ d. A general statement of accredited status and governmental approvals (including CPCA's address, phone number and website address).
 - ___ e. Hours of operation, including holiday schedule, and faculty/instructor's availability.
 - ___ f. List of full-time and part-time faculty, each listed separately, with degrees held and conferring institutions, and the area of teaching specialization.
 - ___ g. Academic calendar for combination programs or any programs that operate on a fixed calendar.
 - ___ h. Institution's admission policy for each specific degree offered, i.e., Associate, Baccalaureate, Master's, First Professional, or Professional Doctoral degree.
 - ___ i. Statement of curricula offered including curriculum objective, courses included, total credits required, required prerequisites, requirements for certification, and licensing as appropriate.
 - ___ j. Expectations for maintaining satisfactory academic progress.
 - ___ k. Explanation of grading policies, transfer of credits, and equivalent.
 - ___ l. Assessment and proctoring procedures.
 - ___ m. Student code of conduct and academic and non-academic dismissal policies.
 - ___ n. Student complaint or grievance policies and procedures, including DETC contact information.
 - ___ o. Student identity verification procedures.
 - ___ p. If residence training is required, facilities and/or equipment available to support courses or programs.
 - ___ q. Graduation requirements, including minimum passing grades.
 - ___ r. Statement of fees, tuition, and all regular and special charges for each program.
 - ___ s. Statement of refund policy and cancellations.

___ t. Description of counseling and/or placement services available to students, if any.

___ u. The institution should include on the front cover or title page of the catalog (or the online equivalent) the year or years for which the catalog is effective.

___ 25. Describe how the institution permanently archives its catalogs.

___ 26. Verify that no direct or implied promise is given that it is easy to earn the degree or that it is easy to earn in a short period of time.

IX. B. Control and Monitoring of Student Recruitment Personnel: The institution's policies and practices in the hiring, training, monitoring, managing, and evaluating of all recruiting or sales personnel fully conform to this certification criteria.

___ 1. Describe the selection criteria and procedures used in screening, recruiting, and hiring recruiting personnel.

___ 2. Explain how the institution has full responsibility for the actions, statements, and conduct of its student recruitment personnel, including any required licensures or registrations.

___ 3. Explain and document how the institution adequately trains its student recruitment personnel (including providing them with a sales manual or materials covering applicable procedures, policies and presentations) and provides them with accurate information concerning employment, remuneration, and a signed written agreement. Supply copies of current manuals and letters and bulletins provided for guidance with recruiting. Include copies of all training manuals, scripts, or guidelines used.

___ 4. Describe how the institution maintains appropriate and current records on its student recruitment personnel.

___ 5. Describe how the institution routinely monitors for compliance with standards its student recruitment personnel, including any independent organizations providing prospective applicants names to the institution.

___ 6. Describe how recruiting personnel are supervised, monitored, and evaluated. Show evidence that each recruiter clearly understands and takes seriously the "Code of Ethics for Student Recruitment Personnel the institution may have in effect.

___ 7. Describe the selection criteria and the training, supervision, and monitoring process of any other outside agencies or persons (other than the institution's sales personnel) used to solicit prospective students.

___ 8. Describe any direct mail, telemarketing, or other marketing methods used by recruiting personnel and other outside agencies or persons.

___ 9. If sales recruitment personnel are employed, answer the following:

- Number of sales personnel
- Number that are full-time; i.e., the institution provides the sole source of income
- The title used to designate sales personnel
- Average length of service.

- ___ 10. Provide copies of any studies and/or records of institutional trends in compensation levels, turnover, supervisory ratio, and number of complaints about sales recruitment personnel. Provide a complete description of all the sales recruitment personnel compensation plans used. Provide the percent of turnover for the institution's sales force for the last two years, and state what the average length of service is for sales recruitment personnel and sales supervisors, if any.
- ___ 11. Explain how the student recruitment personnel's written agreement with the institution spells out the responsibilities, rights, and provisions of both the institution and the student recruitment personnel. Supply copies of the written agreements/contracts with student recruitment personnel.
- ___ 12. Explain how student recruitment personnel are informed of and kept up-to-date on changing relevant federal and state laws.
- ___ 13. If recruitment supervisors are used, report the number of such supervisors, criteria used to select and evaluate them, and the number of persons whom they supervise.