



THE COUNCIL OF PRIVATE COLLEGES OF AMERICA

21st Century CPCA CANDIDATE Certification Manual Section 1 Administration Standards and Criteria

Last Revised 05/01/2019

Institutions working on this 21ST Century CANDIDATE Certification Section 1 Administration will be notified by their Certification Facilitator of any revisions to this document.

Council of Private Colleges of America

41 N. 20th Street, A-17

Haines City, FL 33844-4638

Voice: 407-796-9749 Fax: 863-421-1941

Email: info@cpc-a.edu.us

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

The 21st Century CPCA CANDIDATE Certification Process

The CPCA Board in 2010 commissioned an objective examination of USDE recognized Accrediting Agencies accreditation processes completed in 2014. We compared them to the existing CPCA certification process. The CPCA purpose was to create the 21st Century CPCA Certification process comparable to USDE recognized Accrediting Agencies' academic and administrative standards for faith based institutions. The 21st Century CPCA Certification process excludes the massive USDE accreditation requirements pertaining to receiving US government grants, loans, and Title IV funds. The CPCA process recognizes faith based economic principles.

Accepting US government funds leads to "whoever pays the piper has the right to call the tune." First, this allows government to have requirements that violate God's faith based principles in the Bible. Second, this has and continues producing students having massive amounts of student loan debt. Therefore, the CPCA encourages students to avoid the student loan debt trap and CPCA institutions to avoid US government funding.

The CPCA certification process requires affirmation of compliance with 21st Century CPCA Certification process standards patterned after historical United States educational institutions that were founded on faith based principles.

The CPCA encourages each of its member institutions to be certified with 21st Century CANDIDATE CPCA Certification process. This enables CPCA certified institutions to achieve; distinguished membership levels in the CPCA, academic and administrative standards comparable to USDE recognized Accrediting Agencies', avoid the US government funding trap, and having the achievements published on the CPCA world wide web.

The CPCA Certification Coordinator facilitates the CPCA Certification process. The Certification Coordinator has been provided with a Tracking Form to monitor progress of required information. Completing CPCA CANDIDATE Certification takes teamwork from designated individuals who know the required information providing it to the Certification Coordinator. It is important to remember that line upon line, precept upon precept, and one step at a time will achieve success for the CPCA CANDIDATE Certification.

The CPCA Certification Coordinator will make a copy of the 21st Century CPCA CANDIDATE CERTIFICATION MANUAL from their CPCA Cloud Certification folder. Distribute a copy of the Worksheets to designated individuals who know the required information to be provided to the CPCA Certification Coordinator.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria
Table of Contents

	Page
I. Application.....	4
II. Governing Board, Administrators, and Reputation of Institution.....	5
II.A. Governing Board Members, and Administrators	
II.B. Reputation of Institution, Governing Board, and Administrators	
II.C. Succession Plan	
II.D. Chief Academic Officer and/or Department Heads	
II.E. Position Responsibilities	
II.F. Organizational chart	
III. Institution Mission, Goals, and Objectives.....	17
III.A. Description of the Mission, Goals, and Objectives	
III.B. Review and Publication of the Mission Statement	
III.C. Implementation of the Mission, Goals, and Objectives	
IV. Financial.....	23
IV.A. Financial Practices	
IV.B. Financial Management	
IV.C. Financial Sustainability and Stability	
IV.D. Financial Reporting	
IV.E. Demonstrated Operations	
V. Advertising, Promotional Literature, and Recruitment Personnel.....	34
V.A. Advertising and Promotion	
V.B. Control and Monitoring of Student Recruitment Personnel	
V.C. Diploma Wording	
VI. Facilities, Equipment, Supplies, and Record Protection.....	47
VI.A. Facilities, Equipment, and Supplies	
VI.B. Record Protection	
VII. Institutional Effectiveness.....	51
VII.A. Planning and Evaluation	
VII.B. Self-Improvement	
VIII. Actions by the CPCA Certification Commission.....	56
VIII.A. Comprehensive Review of the institution’s compliance with all 21st Century CPCA CANDIDATE Certification Section I Administration Standards and Criteria conducted by CPCA Facilitator with a written report filed with CPCA Certification Commission with recommendations.	
VIII.B. The CPCA Certification Commission reviews the submitted report from the PCA Facilitator then determines recommended action.	
IX. Tracking Form.....	57

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

I. CPCA CANDIDATE Certification Section 1: Administration Application

Name of Institution [Click or tap here to enter text.](#) Date [Click or tap to enter a date.](#)

Address [Click or tap here to enter text.](#)

[Street Address, City, State, Zip](#)

Phone [Click or tap here to enter text.](#) Mobile [Click or tap here to enter text.](#)

Website [Click or tap here to enter text.](#)

President/CEO [Click or tap here to enter text.](#) Email [Click or tap here to enter text.](#)

Institution established [Click or tap to enter a date.](#) Date Enrolled first student [Click or tap to enter a date.](#)

Current enrollment [Click or tap here to enter text.](#) Number of new enrollments this school year [Click or tap here to enter text.](#)

When CPCA CANDIDATE Certification Section 1: Administration Application is complete the CPCA CERTIFICATION Coordinator uploads it into the correct CPCA Cloud CPCA CANDIDATE folder. Then notify Dr. Moulds at cpcadmoulds@gmail.com stating CPCA CANDIDATE Certification Application is in your CPCA Cloud CPCA CANDIDATE folder.

The CPCA will email you your CPCA CANDIDATE Certification Application Fee invoice.
Invoice to be paid before proceeding further.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II. Governing Board, Administrators, and Reputation of Institution

II.A. Governing Board Members, and Administrators

The Governing Board Members, and administrators possess appropriate qualifications and experience for their positions and roles and have demonstrated the ability to oversee institutional operations. The governing board members are knowledgeable and experienced in one or more aspects of educational Administration, finance, teaching/learning, and distance study. The institution has policies that clearly delineate the duties and responsibilities of governing board members, and administrators. Individuals in leadership and managerial roles are qualified by education and experience.

1. a. Give the name, position, and qualifications of the governing board members, chief executive officer (CEO), and top institution administrators
b. Explain how they are qualified to oversee or direct the institution's operations.
2. Explain how the governing board members are knowledgeable and experienced in one or more aspects of educational Administration, finance, teaching/learning, and distance study.
3. Provide the institution's policies that clearly delineate the duties and responsibilities of the governing board members and administrators.
4. Document that individuals in leadership and managerial roles are qualified by education and experience.
5. a. Explain what experiences the CEO and top administrators have had in educational Administration including previous educational Administration positions.
b. Explain how those positions helped prepare them for their current positions.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.A. Governing Board Members, and Administrators

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

Institution: [Click or tap here to enter text.](#) Date Started: [Click or tap to enter a date.](#)

Institution Certification Coordinator: [Click or tap here to enter text.](#)

Phone Number: [Click or tap here to enter text.](#) Email address: [Click or tap here to enter text.](#)

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

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CPCA Certification Facilitator: [Click or tap here to enter text.](#)

1a Give the name, position, and qualifications of the governing board members, chief executive officer (CEO), and top institution administrators

>> Place or Copy answer here. Use as much space or pages as you need for each item.

___1b Explain how they are qualified to oversee or direct the institution's operations.

___2 Explain how the governing board members are knowledgeable and experienced in one or more aspects of educational Administration, finance, teaching/learning, and distance study.

___3 Provide the institution's policies that clearly delineate the duties and responsibilities of the governing board members and administrators.

___4 Document that individuals in leadership and managerial roles are qualified by education and experience.

___5a Explain what experiences the CEO and top administrators have had in educational Administration including previous educational Administration positions.

___5b Explain how those positions helped prepare them for their current positions.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.B. Reputation of Institution, Governing Board, and Administrators

The institution and its governing board members, and administrators possess sound reputations and possess a record of integrity and ethical conduct in their professional activities, business operations, and relations.

1. Explain how the institution and its governing board members, and administrators possess a sound reputation.
2. Show a record of integrity and ethical conduct in their professional activities, business operations, and relations.
3. Has any individual above ever been debarred by federal or state authorities from participating in any funding programs?

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.B. Reputation of Institution, Governing Board, and Administrators
Worksheet

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- 1 Explain how the institution and its governing board members, and administrators possess a sound reputation.
- 2 Show a record of integrity and ethical conduct in their professional activities, business operations, and relations.
- 3 Has any individual above ever been debarred by federal or state authorities from participating in any funding programs?

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.C. Succession Plan

The institution has a written plan that outlines the process by which the Governing Board and Administration succession would be approached and realized. Identify specific positions, committees, or boards that would be responsible to carry on with the operation of the institution. The plan should be reviewed and revised on an annual basis.

1. Provide a copy of the Governing Board and Administration's plan for succession.
2. Outline the process by which the Governing Board and Administration's succession would be executed.
3. Identify specific positions, committees, or boards that would be responsible to carry on with the operation of the institution.
4. Explain how the plan is reviewed and revised on an annual basis.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.C. Succession Plan

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

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- 1 Provide a copy of the Governing Board and Administration's plan for succession.
- 2 Outline the process by which the Governing Board and Administration's succession would be executed.
- 3 Identify specific positions, committees, or boards that would be responsible to carry on with the operation of the institution.
- 4 Explain how the plan is reviewed and revised on an annual basis.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.D. Chief Academic Officer and/or Department Heads

A qualified person serves as the chief academic officer (CAO) or educational director. This person has overall Administration responsibilities for the educational program(s), faculty/instructors, and a policy-making voice in advertising, sales, and collections. In large institutions, qualified department heads or persons with similar titles are delegated educational, editorial, and research responsibilities within departmental subject fields.

1. a. List the qualifications of the chief academic officer or educational director,
 - b. List the previous positions he or she has held that are relevant for this position.
 - c. Explain how the experiences of these prior positions have contributed to qualifying for this position.
2. Describe how the CAO and/or educational director has overall Administration responsibilities for the educational program(s), faculty/instructors, and a policy-making voice in advertising, sales, and collections.
3. For institutions granting Doctorate Degrees, explain how the institution has on its full-time staff, a Dean or other academic officer with credentials that are appropriate to this level of degree(s) being offered.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.D. Chief Academic Officer and/or Department Heads

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- 1a List the qualifications of the chief academic officer or educational director,
- 1b List the previous positions he or she has held that are relevant for this position.
- 1c Explain how the experiences of these prior positions have contributed to qualifying for this position.
- 2 Describe how the CAO and/or educational director has overall Administration responsibilities for the educational program(s), faculty/instructors, and a policy-making voice in advertising, sales, and collections.
- 3 For institutions granting Doctorate Degrees, explain how the institution has on its full-time staff, a Dean or other academic officer with credentials that are appropriate to this level of degree(s) being offered.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.E. Position Responsibilities

There is a position responsibilities document for all administrators and staff positions.

Provide a position responsibilities document for each position in the institution.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.E. Position Responsibilities

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

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___ Provide a position responsibilities document for each position in the institution.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.F. Organizational Chart

There is an organizational chart that clearly depicts lines of Administration responsibility.

Provide a copy of the organizational chart.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

II.F. Organizational Chart

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___ Provide a copy of the organizational chart.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

III. INSTITUTION MISSION, GOALS, and OBJECTIVES

III.A. Description of the Mission, Goals, and Objectives

The statement of institutional mission and goals of a faith-based postsecondary educational institution as well as the mission and goals related to all the activities of the institution must support the institution's Christian philosophy of education.

The institution has a mission statement that clearly shows on what principles the institution is built, and includes its general purpose and is supported by specific, clearly defined goals and objectives appropriate to the level of study provided including an institutional commitment to providing quality education programs regardless of delivery methodology.

1. Present the institution's overall mission statement, goals, and objectives, and the institution's commitment to providing quality educational programs.
2. Explain how the Mission Statement supports the institution's Christian philosophy of education.
3. Explain how the goals and objectives are attained and how they are appropriate to the level of study provided.
4. Explain the institutional commitment to providing quality education programs regardless of delivery methodology.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

III.A. Description of the Mission, Goals, and Objectives
Worksheet

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- ___1. Present the institution's overall mission statement, goals, and objectives, and the institution's commitment to providing quality educational programs.

- ___2. Explain how the Mission Statement supports the institution's Christian philosophy of education.

- ___3. Explain how the goals and objectives are attained and how they are appropriate to the level of study provided.

- ___4. Explain the institutional commitment to providing quality education programs regardless of delivery methodology.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

III.B. Review and Publication of the Mission Statement

The Governing Board, Administration, instructors/faculty, and any institutional advisory committees, regularly review the mission statement, goals, and objectives. The current mission statement, goals, and objectives are widely distributed and readily accessible to students, faculty, staff, and other stakeholders.

1. Explain how the institution's Governing Board, Administration, instructors/faculty, and any institutional advisory committees, regularly review and revise, as necessary, its mission statement, institutional goals, and objectives, institutional policies, and practices to ensure consistency and integrity in all of its representations about its mission, goals, objectives, programs, and services.
2. Explain the process for circulating and ensuring that the institution's current mission statement, goals, and objectives are accessible to students, faculty, staff, and other stakeholders. Include the position(s) responsible for assuring the institution's current mission statement, goals, and objectives are consistently used in institutional publicity and state where these are published.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

III.B. Review and Publication of the Mission Statement
Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

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- ___ 1. Explain how the institution's Governing Board, Administration, instructors/faculty, and any institutional advisory committees, regularly review and revise, as necessary, its mission statement, institutional goals, and objectives, institutional policies, and practices to ensure consistency and integrity in all of its representations about its mission, goals, objectives, programs, and services.
- ___ 2. Explain the process for circulating and ensuring that the institution's current mission statement, goals, and objectives are accessible to students, faculty, staff, and other stakeholders. Include the position(s) responsible for assuring the institution's current mission statement, goals, and objectives are consistently used in institutional publicity and state where these are published.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

III.C. Implementation of the Mission, Goals, and Objectives

The institution can demonstrate that it is effectively carrying out its mission, is attaining its goals and objectives, and is sharing appropriate information on its attainments with relevant groups. The institution identifies the key indicators it uses in determining how it is meeting its stated mission, goals, and objectives.

1. Explain the measures and/or processes the institution uses to determine whether it is meeting its stated mission, goals, and objectives.
 - a. Include how the Governing Board, administrators, instructors/faculty, and staff responsible for institutional planning, instructional planning and delivery, educational services, financial resources, and physical facilities, contribute to successful implementation and attainment of the stated mission and objectives.
2. Explain how the mission is integrated into the work of each department or how academic and Administration units align their duties with the mission.
3. Explain how the institutional mission statement, goals, and objectives are used to guide strategic planning.
4. Explain the ways in which the Governing Board, Administration, instructors/faculty, and staff interact with relevant communities of interest to keep the goals and objectives current.
5.
 - a. Provide examples of how the results of surveys of students, outside evaluations by experts, comments from students and employers, and evaluations by institution administrators, instructors/faculty, and staff are used to evaluate the success of the institution in meeting its goals and objectives.
 - b. Explain how the results are shared with relevant groups.
6. Identify the key indicators that the institution uses in determining how it is meeting its stated mission, goals, and objectives.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

III.C. Implementation of the Mission, Goals, and Objectives
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- 2. Explain how the mission is integrated into the work of each department or how academic and Administration units align their duties with the mission.
- 3. Explain how the institutional mission statement, goals, and objectives are used to guide strategic planning.
- 4. Explain the ways in which the Governing Board, Administration, instructors/faculty, and staff interact with relevant communities of interest to keep the goals and objectives current.
- 5a. Provide examples of how the results of surveys of students, outside evaluations by experts, comments from students and employers, and evaluations by institution administrators, instructors/faculty, and staff are used to evaluate the success of the institution in meeting its goals and objectives.
- 5b. Explain how the results are shared with relevant groups.
- 6. Identify the key indicators that the institution uses in determining how it is meeting its stated mission, goals, and objectives.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV. FINANCIAL RESPONSIBILITY

IV.A. Financial Practices

The institution shows, by year-end financial statements for the past three years (if the institution has IRS 501(c)3 status, copies of the IRS 990 report for the past three years is preferable), that it is financially responsible and that it can meet its financial obligations to provide quality instruction and service to its students. The institution has budgeting processes that demonstrate the current and future budgets are sufficient to allow the institution to accomplish its mission and goals.

1. Submit copies of the institution's year-end financial statements for the past three years (if the institution has IRS 501(c)3 status, copies of the IRS 990 report for the past three years, a Balance Sheet, Income Statement, Statement of Cash Flow, and Explanatory Notes.
2. Submit a copy of the Teach-Out Commitment using the appropriate form completed and signed by the Chair of the Governing Board accepting all obligations for the fulfillment of agreements made with students.
3. Demonstrate that there are sufficient current assets to handle a teach-out of students
4. Describe the budget-making process used by the institution
5. Document how budgets are sufficient to allow the institution to accomplish its mission and goals successfully.
6. Describe how current assets are sufficient to meet the current liabilities
7. Describe what reserves are kept for honoring future service obligations, bad debts, and refunds.
8. Explain how the accounts payable (numbers, amounts, and age) reflect sound financial responsibility and management
9. Describe how inventories of instructional materials for programs are adequate for current and future servicing requirements.
10. Describe the extent and allocation of insurance coverage
11. Explain if there have been any significant claims made in the past 3 to 5 years
12. For an institution with resident program(s), explain what liability coverage is available or students at resident sites.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.A. Financial Practices

Worksheet

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5. Document how budgets are sufficient to allow the institution to accomplish its mission and goals successfully.
6. Describe how current assets are sufficient to meet the current liabilities.
7. Describe what reserves are kept for honoring future service obligations, bad debts, and refunds.
8. Explain how the accounts payable (numbers, amounts, and age) reflect sound financial responsibility and management.
9. Describe how inventories of instructional materials for programs are adequate for current and future servicing requirements.
10. Describe the extent and allocation of insurance coverage.

- ___11. Explain if there have been any significant claims made in the past 3 to 5 years.
- ___12. For an institution with resident program(s), explain what liability coverage is available for students at resident sites.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.B. Financial Management

Individuals who oversee the fiscal and budgeting processes are qualified by education and experience. The institution must have adequate Administration staff for effectively operating, and at least one person who is qualified and able to prepare accurate financial reports in a timely manner. Internal auditing trails and controls are in place to ensure finances are properly managed, monitored, and protected. Adequate safeguards are in place to prevent unauthorized access to online and on-site financial information.

1. Identify and provide the appropriate qualifications of the person(s) that demonstrate that he/she is qualified by education and experience to prepare accurate financial reports in a timely manner. Explain if these people are bonded if required by state law. List any bonding or insurance retained to insure against fraudulent conduct.
2. Describe the institution's internal audit trails and controls that are in place to ensure finances are properly managed, monitored, and protected.
3. Describe what financial policies and procedures the institution has in place to ensure that its finances and financial data are properly managed, monitored and protected, including the prevention of unauthorized access to online and on-site financial information.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.B. Financial Management

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

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Institution Certification Coordinator: [Click or tap here to enter text.](#)

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1. Identify and provide the appropriate qualifications of the person(s) that demonstrate that he/she is qualified by education and experience to prepare accurate financial reports in a timely manner. Explain if these people are bonded if required by state law. List any bonding or insurance retained to insure against fraudulent conduct.

2. Describe the institution's internal audit trails and controls that are in place to ensure finances are properly managed, monitored, and protected.

3. Describe what financial policies and procedures the institution has in place to ensure that its finances and financial data are properly managed, monitored and protected, including the prevention of unauthorized access to online and on-site financial information.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.C. Financial Sustainability and Stability

The institution can demonstrate that it maintains adequate Administration staff and other resources to operate effectively as a going concern and is not exposed to undue or insurmountable risk. Any risk that exists is adequately monitored, manageable, and insured.

1. Describe how the institution maintains adequate Administration staff and other resources to operate effectively, including the ability to continue to operate in the event of a nature disaster and/or financial calamity.
2. Explain how the institution is not exposed to and is protected from any undue or insurmountable risk.
3. If any risk exists, describe them and explain how it is monitored, managed, and insured against.
4. Describe what safeguards are in place to prevent unauthorized access to online and on-site financial information. Explain what security systems are in place to deter theft, sabotage or other threats.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.C. Financial Sustainability and Stability

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

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1. Describe how the institution maintains adequate Administration staff and other resources to operate effectively, including the ability to continue to operate in the event of a nature disaster and/or financial calamity.
2. Explain how the institution is not exposed to and is protected from any undo or insurmountable risk.
3. If any risk exists, describe them and explain how it is monitored, managed, and insured against.
4. Describe what safeguards are in place to prevent unauthorized access to online and on-site financial information. Explain what security systems are in place to deter theft, sabotage or other threats.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.D. Financial Reporting

Financial statements are prepared by an independent CPA's audit or review report accompanies these statements, and a written plan is provided that documents how the institution can resolve any challenges or anomalies identified in the CPA's report.

1. Describe the qualifications and experience of the institution's independent auditing firm.
2. Include copies of the auditor opinion letters that accompany the institution's financial statements.
3. Describe any deviations from GAAP principles that the independent auditor felt had to be taken in conducting the institution's audit.
4. For any challenges, anomalies or threats facing the institution and which have been identified by the independent audit firm, describe how the institution is addressing and resolving them, and include the institution's written plan.
5. The institution documents with its financial statements that it has sufficient liquid assets to provide for quality staff and faculty that characterizes a quality-focused degree-awarding institution. There are adequate funds readily available for attracting superior faculty, in-service training, a high level faculty to learner interactivity, continuous improvement of curricula and services.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.D. Financial Reporting

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

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1. Describe the qualifications and experience of the institution's independent auditing firm.
2. Include copies of the auditor opinion letters that accompany the institution's financial statements.
3. Describe any deviations from GAAP principles that the independent auditor felt had to be taken in conducting the institution's audit.
4. For any challenges, anomalies or threats facing the institution and which have been identified by the independent audit firm, describe how the institution is addressing and resolving them, and include the institution's written plan.
5. The institution documents with its financial statements that it has sufficient liquid assets to provide for quality staff and faculty that characterizes a quality-focused degree-awarding institution. There are adequate funds readily available for attracting superior faculty, in-service training, a high level faculty to learner interactivity, continuous improvement of curricula and services.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.E. Demonstrated Operations In all respects, certified institutions must document continuous sound and ethical operations, as well as the necessary resources to accommodate demand and to ensure all learners receive a quality educational experience. Applicant institutions must document two continuous years of sound and ethical operation under the present ownership and with the current programs offered as a bona fide electronically delivered, online, or other delivery method of distance study. This documentation shall show that the name being used by the institution is free from any association with activity that could damage the reputation of the CPCA accrediting process, such as illegal actions, fraud, unethical conduct, or abuse of consumers.

1. Document that the institution has had at least two continuous years of experience/operation as a distance study institution under the current ownership and with the current programs. Provide evidence that the institution offers instruction predominately at a distance.
2. Describe how the institution has achieved two years of sound and ethical operation for its most recent operating period. State that the name of institution is free from any association with activity that could damage the standing of the accreditation process.
3. Describe how the institution's inventories of texts, kits, and other instructional materials are maintained, and discuss how inventory levels are kept current.
4. Describe how the institution has the allocation of resources to the advanced degree program does not detract from the other offerings of the institution.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

IV.E. Demonstrated Operations

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

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1. Document that the institution has had at least two continuous years of experience/operation as a distance study institution under the current ownership and with the current programs. Provide evidence that the institution offers instruction predominately at a distance.

2. Describe how the institution has achieved two years of sound and ethical operation for its most recent operating period. State that the name of institution is free from any association with activity that could damage the standing of the accreditation process.

3. Describe how the institution's inventories of texts, kits, and other instructional materials are maintained, and discuss how inventory levels are kept current.

4. Describe how the institution has the allocation of resources to the advanced degree program does not detract from the other offerings of the institution.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

V. Advertising, Promotional Literature, and Recruitment Personnel

V.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 CPCA 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 CPCA 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.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

V.A. Advertising and Promotion

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

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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.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

V.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.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

V.B. Control and Monitoring of Student Recruitment Personnel
Worksheet

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If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

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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

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

V.C. Diploma Wording

Provide evidence that the institution is in compliance with the wording on each of its diplomas. Provide copies of selected diplomas.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

V.C. Diploma Wording

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

Institution: [Click or tap here to enter text.](#) Date Started: [Click or tap to enter a date.](#)

Institution Certification Coordinator: [Click or tap here to enter text.](#)

Phone Number: [Click or tap here to enter text.](#) Email address: [Click or tap here to enter text.](#)

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

CPCA Certification Facilitator: [Click or tap here to enter text.](#)

___1. Provide evidence that the institution is in compliance with the wording on each of its diplomas. Provide copies of selected diplomas.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

VI. FACILITIES, EQUIPMENT, SUPPLIES, AND RECORD PROTECTION

VI.A. Facilities, Equipment, and Supplies

A comprehensive overview of the institution's facilities, including a written plan for usage as well as handicap access and state and local requirements for a campus and/or distance learning institution must be part of the Requirements.

The institution maintains sufficient facilities, equipment, and supplies to achieve its mission and goals and support its programs and future growth. A written plan exists to maintain and upgrade facilities, equipment, and supplies. The plan states the resources that will be budgeted to support its goals. Buildings, workspace, and equipment comply with local fire, building, health, and safety regulations and are adequately equipped to handle the educational program(s) of the institution.

1. Explain and document how the institution maintains sufficient facilities, equipment, and supplies to achieve its mission and goals and support its programs and future growth.
2. Provide a copy of the institution's written plan to maintain and upgrade facilities, equipment, and supplies, and explain what resources are budgeted to support the plan's goals.
3. Document that the buildings, workspace, and equipment comply with local fire, building, health, and safety regulations and are adequately equipped to handle the educational program(s) of the institution.
4. Provide a basic site plan for the institution. Include a floor plan of each building indicating the occupant/activity in each area, and explain how workspace is functional, hygienic, safe and satisfactory.
5. Describe any special purpose equipment, first aid equipment, computers, record systems, or other technologies used, and indicate which equipment is owned or leased.
6. Describe any disaster recovery plans developed by the institution.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

VI.A. Facilities, Equipment, and Supplies

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

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Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

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2. Provide a copy of the institution's written plan to maintain and upgrade facilities, equipment, and supplies, and explain what resources are budgeted to support the plan's goals.
3. Document that the buildings, workspace, and equipment comply with local fire, building, health, and safety regulations and are adequately equipped to handle the educational program(s) of the institution.
4. Provide a basic site plan for the institution. Include a floor plan of each building indicating the occupant/activity in each area, and explain how workspace is functional, hygienic, safe and satisfactory.
5. Describe any special purpose equipment, first aid equipment, computers, record systems, or other technologies used, and indicate which equipment is owned or leased.
6. Describe any disaster recovery plans developed by the institution.

21st Century CPCA CANDIDATE Certification Manual
Administration Section
Standards and Criteria

VI.B. Record Protection

Institutional financial and Administration records and students' educational records are maintained in a reasonably accessible place and are adequately protected as long as they are likely to be needed. Protection may be by: (1) an active fire suppression system, or (2) passive protection using two-hour rated files or vaults for hard copy files/records, or (3) using off-site back up files for electronic files/records. Other records are maintained in accordance with current educational, Administration, business, and legal practices.

1. Describe the organization and management of the Administration office(s) responsible for maintaining financial, Administration, and student records. Explain how financial, Administration, and student records are maintained, stored, and retained.
2. Describe how long student educational records are kept and how they are kept legible and accessible. If electronic records are used, explain how the systems are back-up and adequately protected.
3. Describe the type of equipment or other means used to protect financial, Administration, and student records from vandalism, theft, damage, or fire. Describe how paper files are protected in fire-proof filing cabinets or a fire suppression system; and how the electronic files are backed up off-site.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

VI.B. Record Protection: Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

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Institution Certification Coordinator: [Click or tap here to enter text.](#)

Phone Number: [Click or tap here to enter text.](#) Email address: [Click or tap here to enter text.](#)

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

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3. Describe the type of equipment or other means used to protect financial, Administration, and student records from vandalism, theft, damage, or fire. Describe how paper files are protected in fire-proof filing cabinets or a fire suppression system; and how the electronic files are backed up off-site.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

VII. INSTITUTIONAL EFFECTIVENESS Administration Section

VII.A. Planning and Evaluation

A certified institution has a written plan that is designed to identify internal and external trends and patterns, optimize opportunities, address challenges, reflect on achievements, and maintain quality. The planning enables the institution to improve services to students, ensure the professional growth of its instructors/faculty and staff, and provide for the long-term quality and growth of the institution. The institution collects and analyzes data on a systematic, consistent basis to monitor the status and effectiveness of the plan and evaluates its full range of services.

1. Describe how the institution has a written plan that is designed to identify internal and external trends and patterns, optimize opportunities, address challenges, reflect on achievements, and maintain quality. Provide a copy of the institution's written plan.
2. Explain how the planning enables the institution to improve services to students, ensure the professional growth of its instructors/faculty and staff, and provide for the long-term quality and growth of the institution.
3. Describe how the institution collects and analyzes data on a systematic, consistent basis to monitor the status and effectiveness of the plan and evaluates its full range of services. In particular discuss how results of the institution's outcomes assessments have been incorporated into the plans for self-improvement.
4. Describe how the institutional improvement plan includes details on how the institution will undertake the development, improvement, or expansion of its curriculum and services for its students, instructors/faculty, and staff.
5. Explain how the plan contributes to improving institutional quality and provides adequate and realistic growth of the institution and the personnel needed to support the growth, as well as the finances needed.
6. Identify and briefly describe the major strengths and weaknesses of the institution.
7. As candidly as possible, describe the significant challenges currently facing the institution. State how the process of CPCA self-evaluation has helped to clarify/identify these challenges as well as other major issues or problems. Describe what plans have been developed to meet these challenges and solve these problems and the process for implementing solutions.
8. List, in order of importance, those activities or innovations undertaken in the past five years/most recent strategic planning cycle considered particularly worthy of notice by the CPCA.
9. State what institutional problems, actions, or policies should be emphasized to the CPCA as examples of significant institutional achievements in quality distance study.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

VII.A. Planning and Evaluation

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

Institution: [Click or tap here to enter text.](#) Date Started: [Click or tap to enter a date.](#)

Institution Certification Coordinator: [Click or tap here to enter text.](#)

Phone Number: [Click or tap here to enter text.](#) Email address: [Click or tap here to enter text.](#)

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

CPCA Certification Facilitator: [Click or tap here to enter text.](#)

1. Describe how the institution has a written plan that is designed to identify internal and external trends and patterns, optimize opportunities, address challenges, reflect on achievements, and maintain quality. Provide a copy of the institution's written plan.
2. Explain how the planning enables the institution to improve services to students, ensure the professional growth of its instructors/faculty and staff, and provide for the long-term quality and growth of the institution.
3. Describe how the institution collects and analyzes data on a systematic, consistent basis to monitor the status and effectiveness of the plan and evaluates its full range of services. In particularly discuss how results of the institution's outcomes assessments have been incorporated into the plans for self-improvement.
4. Describe how the institutional improvement plan includes details on how the institution will undertake the development, improvement, or expansion of its curriculum and services for its students, instructors/faculty, and staff.
5. Explain how the plan contributes to improving institutional quality and provides adequate and realistic growth of the institution and the personnel needed to support the growth, as well as the finances needed.
6. Identify and briefly describe the major strengths and weaknesses of the institution.
7. As candidly as possible, describe the significant challenges currently facing the institution. State how the process of CPCA self-evaluation has helped to clarify/identify these challenges as well as other major issues or problems. Describe what plans have been developed to meet these challenges and solve these problems and the process(es) for implementing solutions.

- ___ 8. List, in order of importance, those activities or innovations undertaken in the past five years/most recent strategic planning cycle considered particularly worthy of notice by the CPCA.

- ___ 9. State what institutional problems, actions, or policies should be emphasized to the CPCA as examples of significant institutional achievements in quality distance study.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

VII.B. Self-Improvement

A certified institution shows evidence of continuous progress and self-initiated efforts to improve operations and educational offerings and services. Sound research procedures and techniques are used to measure how effectively the stated institutional mission, goals, and objectives are being met.

1. Identify who is responsible for conducting and/or overseeing research activities.
2. Explain how the institution evaluates its programs and services.
3. Submit any other material or data giving evidence of present efforts to extend and/or improve the institution.
4. Explain how the institution demonstrates improvement and upgrading by membership and active participation in professional associations; application of recent research results in both the academic and clinical/practical portions of the program; and continuing study and practical experience in the profession, related subject areas, adult education, and distance education.
5. Describe the policies and procedures for improving instruction and upgrading faculty, practitioners, and staff.
6. Demonstrate how the institution as an on-going part of its self-study, strategic planning and outcomes assessment programs, regularly examines all aspects of its performance of its doctoral degree programs to determine if any changes are needed to improve its compliance with its program responsibilities.

Share any comments on the process of self-evaluation or certification the institution would care to offer, and list any suggestions for improvement of the process. Also, list any additional questions for the Certification Criteria that would help present the merits of the institution, and list/identify those questions that could be modified or deleted in the Certification Criteria.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

VII.B. Self-Improvement

Worksheet

This is a fillable form. Place your answer to each question directly under each question on this form. When a question or requirement has been answered, place an X in the space in front of the number.

If a question or requirement does not apply to your institution at this time please use the words, Not Applicable, as your response, showing that you are addressing the question or requirement. Also, please place the letters NA.

Institution: [Click or tap here to enter text.](#) Date Started: [Click or tap to enter a date.](#)

Institution Certification Coordinator: [Click or tap here to enter text.](#)

Phone Number: [Click or tap here to enter text.](#) Email address: [Click or tap here to enter text.](#)

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

CPCA Certification Facilitator: [Click or tap here to enter text.](#)

A certified institution shows evidence of continuous progress and self-initiated efforts to improve operations and educational offerings and services. Sound research procedures and techniques are used to measure how effectively the stated institutional mission, goals, and objectives are being met.

1. Identify who is responsible for conducting and/or overseeing research activities.
2. Explain how the institution evaluates its programs and services.
3. Submit any other material or data giving evidence of present efforts to extend and/or improve the institution.
4. Explain how the institution demonstrates improvement and upgrading by membership and active participation in professional associations; application of recent research results in both the academic and clinical/practical portions of the program; and continuing study and practical experience in the profession, related subject areas, adult education, and distance education.
5. Describe the policies and procedures for improving instruction and upgrading faculty, practitioners, and staff.
6. Demonstrate how the institution as an on-going part of its self-study, strategic planning and outcomes assessment programs, regularly examines all aspects of its performance of its doctoral degree programs to determine if any changes are needed to improve its compliance with its program responsibilities.

Share any comments on the process of self-evaluation or certification the institution would care to offer, along with any suggestions for improvement of the process. Also, list any additional questions for the Certification Criteria that would help present the merits of the institution, and list/identify those questions that could be modified or deleted in the Certification Criteria.

21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

VIII. Actions by the CPCA Certification Commission

VIII.A. Comprehensive Review

Comprehensive Review of the institution's compliance with all 21st Century CPCA CANDIDATE Certification Section I Administration Standards and Criteria conducted by CPCA Facilitator with a written report filed with CPCA Certification Commission with recommendations.

VIII.B. Certification Commission

The CPCA Certification Commission reviews the submitted report from the CPCA Facilitator then determines recommended action.

1. Grant Compliance with the 21st Century CPCA CANDIDATE Certification Administration Section to the institution.
2. Based on specific cited items elect to defer granting Compliance with the CANDIDATE CPCA Certification Administration Sections in order for the institution to have a specified amount of time to correct the cited items. The Institution may elect to have a CPCA Certification Evaluator come to their location to assist them with the cited items. In that case the institution is responsible for paying the expenses and an honorarium of the CPCA Certification Evaluator.
3. Based on the review of the submitted report takes action to not grant Compliance with the 21st Century CPCA CANDIDATE Certification Administration Section.

The CPCA Certification Commission reports the Commission's action to the institution through the CPCA Facilitator regarding the results.

Date CPCA APPLICANT Certification is conferred by CPCA Certification Commission _____

Institution Action

An institution may voluntarily withdraw at any time from the process of CPCA CANDIDATE Certification. All fees paid to the CPCA are nonrefundable. During CPCA CANDIDATE Certification the institution will maintain fees and reporting required by the CPCA annually.

Annual Requirement: Progress and Finance Report

No later than **October 31st** each year institution must submit:

- a. **written Progress Report** pertaining to accomplishing the CPCA CANDIDATE Certification.
- b. **financial information** demonstrating it has financial resources to carry out its mission. -

After 21ST Century CPCA CANDIDATE Certification status is granted, institution is eligible to proceed with 21st Century 5-Year CERTIFIED Certification process.

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21st Century CPCA CANDIDATE CERTIFICATION MANUAL
Section 1: Administration
Standards and Criteria

Tracking Form

This Tracking Form is provided to assist the Certification Coordinator to identify which requirements for CPCA CANDIDATE Certification Administration Section are complete or need completing.

When a Section is complete place in the CPCA Cloud, CANDIDATE Certification Administration Section documents sent to CPCA folder. Once this Tracking Form and all CPCA Cloud CANDIDATE Administration Section documents are in that folder, notify Dr. Moulds cpcadrmoulds@gmail.com stating your CPCA CANDIDATE Administration Section documents are ready for review.

I. Application

___ I.A. CANDIDATE Certification Application

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

**II. QUALIFICATIONS AND DUTIES OF GOVERNING BOARD MEMBERS, ADMINISTRATORS,
AND REPUTATION OF INSTITUTION**

___ II.A. Governing Board Members, and Administrators

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ II.B. Reputation of Institution, Governing Board, and Administrators

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ II.C. Succession Plan

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ II.D. Chief Academic Officer and/or Department Heads

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ II.E. Position Responsibilities

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ II.F. Organizational chart

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

III. INSTITUTION MISSION, GOALS, and OBJECTIVES

___ III.A. Description of the Mission, Goals, and Objectives

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ III.B. Review and Publication of the Mission Statement

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ III.C. Implementation of the Mission, Goals, and Objectives

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

IV. FINANCIAL RESPONSIBILITY

___ IV.A. Financial Practices

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ IV.B. Financial Management

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ IV.C. Financial Sustainability and Stability

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ IV.D. Financial Reporting

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ IV.E. Demonstrated Operations

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

V. ADVERTISING, PROMOTIONAL LITERATURE, AND RECRUITMENT PERSONNEL

___ V.A. Advertising and Promotion

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ V.B. Control and Monitoring of Student Recruitment Personnel

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

___ V.C. Diploma Wording

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

VI. FACILITIES, EQUIPMENT, SUPPLIES, AND RECORD PROTECTION

VI.A. Facilities, Equipment, and Supplies

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

VI.B. Record Protection

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

VII. Institutional Effectiveness

VII.A. Planning and Evaluation

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

VII.B. Self-Improvement

Name of Individual Answering this Sections Questions: [Click or tap here to enter text.](#)

Date Sent: [Click or tap to enter a date.](#) Date Returned: [Click or tap to enter a date.](#)

VIII. Actions by the CPCA Certification Commission

VIII.A. A Comprehensive Review of the institution's compliance with all CPCA CANDIDATE Certification Administration Sections Standards and Criteria is conducted by a CPCA Certification Facilitator.

Date the report of the findings by the CPCA Certification Facilitator is filed with CPCA Certification Commission: [Click or tap to enter a date.](#)

VIII.B. The CPCA Certification Commission reviews the submitted report from the CPCA Evaluator then will take one of the following actions:

___ 1. Grant Compliance with the CPCA CANDIDATE Certification Administration Sections to the institution.

___ 2. Based on specific cited items elect to defer granting Compliance with the CPCA CANDIDATE Certification Administration Sections in order for the institution to have a specified amount of time to correct the cited items.

___ 3. Based on the review of submitted report take action to not grant Compliance with the CPCA CANDIDATE Certification Administration Sections for the following reasons.

Date Compliance with the CPCA CANDIDATE Certification Administration Sections was granted to the Institution by the CPCA Certification Commission: : [Click or tap to enter a date.](#)

After 21ST Century CPCA CANDIDATE Certification Administration Sections is granted, institution is eligible to proceed with 21ST Century CPCA CANDIDATE Certification Academics Sections.

Institution Action

An institution may voluntarily withdraw at any time from the process of CPCA CANDIDATE Certification. All fees paid to the CPCA are nonrefundable. During CPCA CANDIDATE Certification the institution will maintain fees and reporting required by the CPCA annually.

Annual Requirement: Progress and Finance Report

No later than **October 31st** each year institution must submit:

- a. **written Progress Report** pertaining to accomplishing the CPCA CANDIDATE Certification.
- b. **financial information** demonstrating it has financial resources to carry out its mission.