Worksheet for Confirming
Compliance with Recruiting/Advertising Requirements

This form is to be completed by Visiting Teams during accreditation visits.

These requirements are published in the Conditions section of the *Handbooks of Accreditation* under the heading: *2. Institution's Relationships with Other Constituencies*, *a. Transfer of Credit*, *b. Requirements Applicable to Institutional Recruitment Activities* and *c. Requirements Applicable to Advertising*.

A 'YES' response to all items indicates compliance. A 'NO' response on this worksheet must be carried over to the Conditions check sheet (**Conditions 18 and 19**) and an Item of Concern must be written which specifies the requirement the institution fails to meet.

TRANSFER OF CREDIT	YES	NO	N/A
Institutions that elect to accept credit earned from other sources must verify that the source of the credit accepted is accredited by an agency recognized by the U.S. Department of Education or whose acceptance is required by a state or federal approving agency.			
Items of Concern:			

RECRUITMENT ACTIVITIES	YES	NO	N/A
Candidate and accredited institutions must demonstrate compliance with the following requirements for recruitment activities for all programs:			
Items of Concern:			
1. Recruitment activities are truthful and avoid any false or misleading impressions of the institution, its programs and services, or employment.			
Items of Concern:			
2. Recruiting practices ensure that policies and procedures for admission to programs are made available to prospective students prior to enrollment and communicated within a time frame that is sensitive to deadlines for enrollment and completion of programs should changes to the information occur.			
Items of Concern:			
3. Materials used in recruitment activities include a policy regarding the transfer of students between programs within the institution and the transfer of students from other institutions that is clearly defined and published, and this information is available to prospective students prior to enrollment.			

Items of Concern:			
4. Materials used in recruitment activities include a policy regarding the transfer of credits that includes a statement of the criteria established by the institution regarding the transfer of credit earned at other institutions that is clearly defined and published, and this information is available to prospective students prior to enrollment.			
Items of Concern:			
5. Recruitment practices ensure that prospective students are informed of the			
Items of Concern:			
a. costs,			
Items of Concern:			
b. equipment,			
Items of Concern:			
c. services,			
Items of Concern:			
d. time, and			
Items of Concern:			
e. technical competencies, if any, required by its programs, including (if applicable), personal data collection and processes, and charges associated with verification of student identity, prior to enrollment.			
Items of Concern:			

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RECRUITMENT ACTIVITIES (continued)	YES	NO	N/A
6. Materials used in recruitment activities accurately describe the			
Items of Concern:			
a. mission of the institution,			
Items of Concern:			
b. instructional outcomes,			
Items of Concern:			
c. student performance expectations, and			
Items of Concern:			
d. completion requirements of programs.			
Items of Concern:			
7. State and/or Federal licensure requirements for employment in specific occupational fields, if required, are provided to prospective students prior to enrollment.			
Items of Concern:			

The following practices in student recruitment activities **are prohibited**:
1. Guaranteeing employment
Items of Concern:
2. Misrepresenting job placement, employment opportunities, or potential salaries for completers
Items of Concern:
3. Misrepresenting program costs
Items of Concern:

4. Misrepresenting abilities required to complete intended programs
Items of Concern:
5. Misrepresenting recruiting personnel as career counselors
Items of Concern:
6. Misrepresenting transfer of credit to or from another institution
Items of Concern:
7. Misrepresenting its accreditation status
Items of Concern:

ADVERTISING	**YES**	**NO**	**N/A**
Candidate and accredited institutions must demonstrate compliance with the following requirements for advertising for all programs:			
1. Media used by an institution is truthful and presented with dignity to avoid any false or misleading impressions of the institution, its programs and services, or employment.			
Items of Concern:			
2. The institution is emphasized more than the accreditation status in all promotional and institutional materials.			
Items of Concern:			
3. Advertising seeking prospective students that is placed by the institution, its representatives, or third parties appears under “instruction,” “education,” “training,” or a similarly titled classification and is **not** published under any “help wanted” or “employment” classification.			
Items of Concern:			
4. Advertisements seeking prospective students that are placed by the institution or its representatives through direct mail, radio, television, internet, or directories clearly indicate that education is being offered, and do **not**, either by actual statement, commission, or intimation, imply that prospective employees are being sought.			

5. Media comments do not imply that the institution guarantees employment.			

Items of Concern:			
6. Media comments do not criticize other institutions.			
Items of Concern:			
7. Printed bulletins or other promotional information are specific with respect to the a. prerequisites for admission to the institution's programs, **Items of Concern:**			
b. curricula,			
Items of Concern:			
c. content of courses, and			
Items of Concern:			
d. graduation and employment requirements.			
Items of Concern:			
8. The institution's physical facilities and educational programs are accurately portrayed in all websites, bulletins, and other publications, whether printed or online.			
Items of Concern:			
9. A record or copy of all promotional and advertising material is kept on file for three years.			
Items of Concern:			
10. Full responsibility for all representations made by its recruiting personnel or other employees in recruiting students on its behalf is assumed by the candidate or accredited institution.			