

## 12. Business Standards Checklist

The following Business Standards Checklist gives you a quick way of checking your institution's compliance with the Standards.

<b>I.</b>	<b>Institution and Course Promotion</b>	
<b>A.</b>		<b>Advertising and Promotion</b>
	1	(a) All advertisements are truthful and indicate training and education is offered at a distance. (b) All advertisements indicate training and education is offered at a distance.
	2	(a) Institution's name and street address appears in catalogs, enrollment agreements, published promotional literature, web sites, and official DETC listings. (b) Advertisements include the institution's name and at a minimum city and state of the institution and/or the institution's web URL or destination.
	3	(a) The institution does not use the word "guarantee" in its advertisements. (b) The word "free" is not used to describe any item, service, or materials regularly included as part of the institution's curricula offering.
	4	(a) Testimonials are truthful and current (less than 4 years except for those historical in nature) (b) A signed consent form is kept on file for each testimonial.
	5	(a) Advertisements do not imply that employment is being offered. (b) Advertisements are placed in the appropriate place in media, e.g., under sections identified for education, training, or instruction.
	6	(a) Institution discloses in appropriate publications and/or on its web site information which accurately describes the institution and its programs. At a minimum, the institution discloses to prospective students, prior to enrollment, the admissions policies, description of its programs, grading policies, statement of all fees and tuition, refund policy, and contact information including hours of operation and holiday schedules. (b) Degree-granting institutions include required items in its catalog as listed in C.9. Policy on Degree Programs (see page 5 of this checklist).
	7	Institution discloses on its web site, its enrollment forms, and in its catalog that the acceptance for transfer of its academic credits is determined by the receiving institution.
	8	Institutions do not provide the names of other institutions as triggers for their own sponsored links on Internet search engines.
	9	Incentives offered to prospective students to enroll does not exceed a nominal value.
<b>B.</b>		<b>Institution and Course Recognition</b>
	1	Institution refers to its accreditation correctly.
	2	Institution does not use the term "accredited" in conjunction with its certification programs.
	3	Institution uses the official accreditation seal and statement in its advertisements and web site.
	4	Institution does not use the term "College" or "University" in its name unless it offers academic degree programs.
	5	(a) If degree-granting, the institution publishes its accreditation status on its web site and in its catalog. (b) DETC's name, address, and phone number is published in the institution's catalog, along with a link to DETC's web site.
	6	The institution refers to DETC's recognition by the U.S. Department of Education as: "The Accrediting Commission of the Distance Education and Training Council is listed by the U.S. Department of Education as a nationally recognized accrediting agency."

	7	The institution refers to DETC's recognition by CHEA as: "The Accrediting Commission of the Distance Education and Training Council is a recognized member of the Council for Higher Education Accreditation."
<b>II.</b>		<b>Student Enrollment</b>
<b>A.</b>		<b>Enrollment Agreements (Contracts)</b>
	1	Enrollment agreement clearly outlines the obligations of the institution and student.
	2	The enrollment agreement is written in the same language as the language of the promotional presentation.
	3	(a) The institution provides the student with ready access to and a copy of the institution's tuition refund policy.
		(b) The institution determines with reasonable certainty that the student has been informed of the refund policy prior to enrolling.
	4	The terms of the refund policy must be clearly disclosed in the enrollment agreement, catalog, and web site.
	5	If a termination date is used on contracts, the date is at a minimum one and one half the projected time to complete the course(s) or projected time plus 12 months, whichever is less.
<b>B.</b>		<b>Admission Practices</b>
	1	The institution does not discriminate in admitting students.
	2	The institution discloses the scope and nature of its courses and educational and training objectives.
	3	(a) The institution has established qualifications that an applicant must possess to successfully assimilate the educational materials.
		(b) The institution determines with reasonable certainty, prior to acceptance of the applicant, that the applicant has been informed of and has proper qualifications to enroll in the course/program.
	4	The institution only enrolls applicants over 18 years old unless there is permission from the appropriate person.
	5	If the institution enrolls a person <i>not</i> meeting established qualifications a record is kept showing the reasons.
<b>C.</b>		<b>Control of Student Recruitment Personnel</b> (any person who enrolls prospective students)
	1	(a) The institution has full responsibility for the actions, statements, and conduct of its student recruitment personnel, including any required licensures or registration.
		(b) The institution maintains appropriate and current records on its student recruitment personnel.
	2	(a) The institution adequately trains its student recruitment personnel (including providing them with a sales manual or materials covering applicable procedures, policies, and presentations).
		(b) The institution provides student recruitment personnel with accurate information concerning employment, remuneration, and a signed written agreement.
		(c) Signed copies of the DETC Code of Ethics for recruitment personnel are kept on file.
	3	(a) Student recruitment personnel conform to applicable federal and state laws, including any industry guides issued by the FTC.
		(b) Student recruitment personnel do not use any title that indicates special qualifications for career guidance, counseling, or registration.
		(c) Student recruitment personnel do not place advertisements without the appropriate written authorization from the institution.
<b>III.</b>		<b>Tuition, Cancellation, Refunds, and Collection</b>

<b>A</b>		<b>Tuition Policies</b>
	1	Institution uses <i>total course price</i> in preparing enrollment agreements, calculating refund amounts, and collection student accounts. Total course price includes tuition, registration, educational services and instruction. Total course price also includes earned financial charges and any fees that are charged to all students for required services, such as proctoring, technology access, and library services. Costs expended for normal shipping and handling are not subject to refund after the expiration of the 5 days.
	2	The costs expected for optional or special services such as expedited shipment of materials, experiential portfolio assessment, or other optional services such as dissertation binding, must be disclosed effectively to prospective students and are not subject to refund (after 5 days).
	3	Degree-granting institutions employing an admissions review process may charge a one time non-refundable (after the 5 day cooling-off period) fee not to exceed \$75.
	4	(a) If institution requires or permits students to purchase textbooks separately, the institution must make available the texts name, author, publishers, ISBN, and the institution's best estimate of current, fair market retail textbook prices on the institution's web site or on its enrollment agreement.
		(b) The institution textbook pricing policy for new or used books must be fair to students.
	5	The total course price for any program must be the same for all persons, with the exception of discounts for well-defined groups.
	6	Scholarships or limited time offers, discounts, and special prices must be bona fide and for a stated specified period of time.
<b>B</b>		<b>Cancellations</b>
	1	A student's notification of cancellation may be conveyed to the institution in any manner (except where state law requires it in writing).
	2	Students who cancel within 5 days of enrolling receive a refund of all monies paid.
	3	Upon cancellation, a student whose tuition is paid in full is entitled to receive all materials, including kits and equipment.
	4	The institution gives special consideration to a student's request for cancellation beyond the minimum DETC refund policy in a case of student illness or accident, death in family, or other circumstances beyond the student's control.
	5	Correspondence regarding cancellation between the student and the institution, banks, collection agencies, lawyers, or any third party must clearly acknowledge the existence of the cancellation policy of the institution.
	6	If promissory notes or enrollment agreements are sold to third parties, the institution ensures that it and any third parties comply with DETC cancellation policies.
	7	If an institution believes that any part of the DETC minimum cancellation policy should be waived it must seek a waivers from the Commission.
<b>C</b>		<b>Tuition Refund Policies</b>
	1	Any money due the student must be refunded within 30 days of the cancellation request (regardless if materials have been returned).
	2	(a) An institution may keep a non-refundable fee if the student cancels after 5 days. The fee may be either \$75 or 20% of the tuition, not to exceeded \$200



	5	Minimum refund policy for mandatory resident training courses:
		(a) The tuition price for the distance education portion must be separately stated on the enrollment agreement.
		(b) Cancellation policy must follow III.C.3. above
		(c) After student attends the first resident class, if the student cancels, the institution may retain:
		(1) up to and including first 10%; 10%
		(2) 10% and up to and including 25%; 25%
		(3) 25% and up to and including 50%; 50%
		(4) more than 50%, full tuition
		(c) Courses with optional resident training, seminars, and other training sessions are subject to the refund policy above.
<b>D</b>		<b>Collections</b>
		Collection procedures used by the institution or third parties reflect ethical business practices.

**Checklist for Catalogs for degree-granting institutions:**

<b>Standard</b>	<b>VIII</b>	<b>Advertising, Promotional Literature:</b> 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 trustees, directors, and/or officers of the corporation.
	D.	A general statement of accredited status and governmental approvals.
	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.	Complaint or grievance procedures.
	O.	Student identity verification procedures.
	P.	Student Financial Aid program policy disclosures, as required by federal regulations, if participating in Federal Student Aid.
	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 that conforms to the DETC Business Standards.
	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.

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