

11. Policy on Change of Marketing Approach

As stated in C.1. Policy on Substantive Change and Notification, any change in the marketing activities is considered a “substantive change” and prior approval is required before the change may be included in the institution’s grant of accreditation. (10/11)

A significant alteration in the institution’s marketing practices, *such as deciding to use sales representatives to make face-to-face contact and enroll students*, may signal changes throughout the institution. It may signal a change in financing plan options, admission criteria, and other significant areas of operation in order to attract a greater number of students. It may change numerous operating practices and typically affects advertising and promotion as well as control of recruiting personnel, if used. (Rev 10/11)

Changes in marketing approaches include major changes in any of the following:

- Direct advertising in newspapers, magazines, yellow pages, mail, etc. Leads from these sources are then approached by phone or mail.
- Poster advertising. Posters include “take one” cards that are completed by prospects. Leads are contacted by mail or phone with enrollment usually being made by a sales representative.
- Telemarketing efforts in which inquiring prospects are called on the phone.
- Television advertising. TV ads may or may not use toll-free numbers so prospects can easily express interest. Follow-up is usually made through telemarketing.
- Website and social media promotional efforts maintained by the institution.
- Internet advertising on various other websites and portals.
- *Partnering with non-U.S. sales organizations and/or educational institutions for marketing and/or student support services.* (10/11)
- Other approaches or a combination of those listed above.

Action

Any changes to marketing approaches as mentioned above must be reported in the institution’s Annual Report due January 31st. The institution should address how the proposed change will affect each of the Accreditation Standards.

The institution should address how the proposed change will affect each of the Accreditation Standards and how it remains in compliance with Business Standards I.A. Advertising and Promotions.

The Accrediting Commission reserves the right to order a comprehensive review of an institution at any time it has concerns that the institution is not in compliance with the DETC’s standards, policies, and/or procedures. (10/11)

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