

12. Business Standards Checklist

The following Business Standards Checklist gives you a quick way of checking your institution's compliance with the Standards (see also, E.11. Accreditation Standards Checklist). Degree-granting institutions must also follow the requirements found in C.9. Policy on Degree Programs.

I.	Institution and Course Promotion	
I.	A.	Advertising and Promotion (Standard VIII.A.)
	1	(a) All advertisements are accurate, clear, and readily accessible to the public.
		(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, websites, 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's website must make 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. <i>(adopted August 2011)</i>
	7	(a) Institution discloses in its catalog and on its website 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, appropriate technology requirements, 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).
	8	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.
	9	Institutions routinely provide reliable, current and accurate information to the public on their website on their performance, including student achievement, as determined by the institution. <i>(adopted August 2011)</i>
	10	Institutions do not provide the names of other institutions as triggers for their own sponsored links on Internet search engines.
	11	Incentives offered to prospective students to enroll does not exceed a nominal value (\$100).
I.	B.	Institution and Course Recognition (Standard VIII.A.)
	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 logo and statement in its advertisements and website.
	4	Courses and programs must be approved by DETC before an institution may advertise or enroll students. <i>(adopted August 2011)</i>

	5	Institution does not use the term “College” or “University” in its name unless it offers academic degree programs.
	6	(a) The institution publishes its accreditation status on its website 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 website.
	7	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.”
	8	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.”
	9	An institution publicly corrects any misleading or inaccurate information it releases on its accreditation status, contents of reports of the examining committee from accreditation-related visits, and/or actions taken by the Accrediting Commission with respect to the institution. <i>(adopted October 2011)</i>
II.		Student Enrollment
II.	A.	Enrollment Agreements (Contracts) (Standard VII.B.)
	1	The institution ensures that each applicant is fully informed of the rights, responsibilities, and obligations of both the student and the institution as listed in the enrollment agreement before it is signed. <i>(adopted June 2011)</i>
	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 website.
	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.
	6	No enrollment agreement is binding until it has been submitted by the student and accepted by the institution. A copy of the accepted enrollment agreement is made available to the student within 10 days of acceptance and maintained as part of the student’s record. <i>(adopted June 2011)</i>
II.	B.	Admission Practices and Referrals (Standards VII.A. & 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, <i>and how it protects student privacy.</i> <i>(adopted June 2011)</i>
	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.
		(c) The applicant has been informed that he/she has been accepted into the program and that official transcripts or required documentation must be received by the institution within one

		enrollment period (not to exceed 12 semester credits) or the student will not be accepted into the program. <i>(adopted June 2011)</i>
	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.
	6	If an institution provides incentives for making referrals, the incentive must not exceed a nominal value (no greater than \$100 per year). <i>(adopted June 2011)</i>
II.	C.	Control and Monitoring of Student Recruitment Personnel (Standard VIII.B.) (any personnel, including employees or contractors, who enroll 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	The institution routinely monitors for compliance with standards its student recruitment personnel, including any independent organizations providing prospective applicants names to the institutions. <i>(adopted June 2011)</i>
	4	(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.
III.		Tuition, Cancellation, Refunds, and Collection
III.	A.	Tuition Policies (Standard X.A.)
	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	High Schools and degree-granting institutions employing an admissions review process may charge a onetime non-refundable fee not to exceed \$75.
	4	(a) If institution requires or permits students to purchase textbooks or other materials required separately, the institution must make available to the student on its website, catalog, or enrollment agreement “a best effort estimate” of the costs of the textbooks and materials needed for successful completion of the course/program. <i>If an institution is participating in Title IV programs, it must disclose accurate course material information, including ISBN and retail prices. (revised June 2011)</i>
		(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.
	7	The institution must disclose to students on the enrollment agreement any additional charges to the student associated with verifying student identify.
III.	B.	Cancellations (Standard X.C.)
	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.
III.	C.	Tuition Refund Policies (Standard X.C.)
	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
		(b) When a student withdraws from a degree program or drops a course, he/she may only be assessed a one-time non-refundable fee of either \$75 or 20% of the tuition not to exceed \$200 per degree program.
	3	When student cancels after completing one lesson but less than 50%, the institution may retain the non-refundable fee plus a percentage of tuition which shall not exceed the following -
		- up to and including 10% of refundable tuition (tuition charges remaining after subtracting the non-refundable fee already retained).
		- between 10 and 25%, 25%
		- between 25% and 50%, 50%
		- after 50%, the institution is entitled to the entire course tuition for the course.
		Degree-granting institutions: The refund policy must be applied to individual lessons within a course (not courses within a program). When an institution enrolls a student in an entire degree program, it must refund 100% of the tuition for courses the student never started.
	4	Time-Based Refund Policy for academic credit-bearing courses: Institutions offering academic degree courses and programs, which have published duration stating specific dates for students starting and completing, may use the time-based refund policy if the courses are not longer than 16 weeks.
		The time-based refund policy also applies to certificate courses that the institution accepts for academic credit into its degree programs.

		<p>Time-Based Refund Policy (does not include application and/or registration fees)</p> <p>Published Course Length: 1-6 weeks If a student cancels during the first week, the student receives 100% refund During 2nd week: = 70% refund During 3rd week: = 40% refund During 4th week: = 20% refund During and after the 5th week: = 0% refund</p> <p>Published Course Length: 7-10 weeks If a student cancels during the first week, the student receives 100% refund During the 2nd week: = 80% refund During the 3rd week: = 60% refund During the 4th week: = 40% refund During the 5th week: = 20% refund During and after the 6th week: = 0% refund</p> <p>Published Course Length: 11-16 weeks If a student cancels during the first week, the student receives 100% refund During the 2nd week: = 80% refund During the 3rd week: = 70% refund During the 4th week: = 60% refund During the 5th week: = 50% refund During the 6th week: = 40% refund During the 7th week: = 30% refund During the 8th week: = 20% refund During the 9th week: = 10% refund During and after the 10th week: = 0% refund</p>
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	5	<p>Minimum refund policy for mandatory resident training courses:</p> <p>(a) The tuition price for the distance education portion must be separately stated on the enrollment agreement.</p> <p>(b) Cancellation policy must follow III.C.3. above</p> <p>(c) After student attends the first resident class, if the student cancels, the institution may retain:</p> <p>(1) up to and including first 10%; 10%</p> <p>(2) 10% and up to and including 25%; 25%</p> <p>(3) 25% and up to and including 50%; 50%</p> <p>(4) more than 50%, full tuition</p> <p>(c) Courses with optional resident training, seminars, and other training sessions are subject to the refund policy above.</p>
	D	<p>Collections (Standard X.B.)</p> <p>Collection procedures used by the institution or third parties reflect ethical business practices.</p>

Checklist for Catalogs for degree-granting institutions:

Standard	VIII	Advertising, Promotional Literature: Catalog must contain and accurately depict, at a minimum, the following:
	1.	The institutional mission, goals, and objectives.
	2.	Names and titles of administrators of the institution.
	3.	The legal control, names of trustees, directors, and/or officers of the corporation.
	4.	A general statement of accredited status and governmental approvals.
	5.	Hours of operation, including holiday schedule, and faculty/instructor's availability.
	6.	List of full-time and part-time faculty, each listed separately, with degrees held and conferring institutions, and the area of teaching specialization.
	7.	Academic calendar for combination programs or any programs that operate on a fixed calendar.
	8.	Institution's admission policy for each specific degree offered, i.e., Associate, Baccalaureate, Master's, First Professional, or Professional Doctoral degree.
	9.	Statement of curricula offered including curriculum objective, courses included, total credits required, required prerequisites, requirements for certification, and licensing as appropriate.
	10	Expectations for maintaining satisfactory academic progress.
	11	Explanation of grading policies, transfer of credits, and equivalent.
	12	Assessment and proctoring procedures.
	13	Student code of conduct and academic and non-academic dismissal policies.
	14	Complaint or grievance procedures.
	15	Student identity verification procedures.
	16	Student Financial Aid program policy disclosures, as required by federal regulations, if participating in Federal Student Aid.
	17	Graduation requirements, including minimum passing grades.
	18	Statement of fees, tuition, and all regular and special charges for each program.
	19	Statement of refund policy that conforms to the DETC Business Standards.
	20	Description of counseling and/or placement services available to students, if any.
	21	DETC's name, address, telephone number and website address.
	22	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.