

2011 Annual Report

Name of Institution: _____

Address: _____
(Street Address) (City, State) (ZIP)

Telephone: _____ Fax: _____

E-Mail: _____ Web Site: _____

Is your institution: ___ Private, For-Profit? ___ Private, Non-Profit? ___ Government?

This Annual Report covers the institution’s activities from January 1—December 31, 2011. Please list programs in forms at the end of this document (please note, you do not have to list the individual courses).

I. Courses and Programs Offered

of Vocational/Avocational programs = _____ : # New students: _____ Total # of Students: _____

of Degree Programs = _____ : # New students: _____ Total # of Students: _____

of Certificate Programs = _____ : # New students: _____ Total # of Students: _____

High School Program: _____ : # New students: _____ Total # of Students: _____

TOTALS: _____ New Students in 2011: _____ Total # of Students

Please list each program and enrollments using the appropriate form(s) (Degrees, Certificates, Vocational) at the end of this document.

II. Certification of Compliance with Commission Requirements

To certify that your institution has complied with existing and new Accrediting Commission standards, policies, and procedures, PLEASE INITIAL each space below. For areas where it is not possible to certify compliance, please provide an explanation and corrected information as may be required. **Specific policies are noted where appropriate.**

I certify that this institution has:

Your Initials

_____ Formal written plans for regularly conducting student learning outcomes assessments and institution self-improvements (C.14.)

_____ Collected data that demonstrates that students are achieving learning outcomes that are appropriate to the institution’s mission and to the rigor and depth of the degrees, diplomas, or certificates offered (see C.14.)

Your Initials

- _____ When specific benefits for a course or program are identified, collected evidence that documents that graduates have attained the benefits.
- _____ Reported *significant* changes to mission, goals, and objectives (see C.2.) (10/11)
- _____ Reported changes of ownership, management, or control (see C.3.)
- _____ Submitted **significant** changes to courses/programs (see C.5.)
- _____ Reported changes in location (including training sites) (see C.4.)
- _____ Reported **significant** changes in financial condition (see C.18.)
- _____ Reported **significant** growth *or decline* in the number of new enrollments (see C.18.) (10/11)
- _____ Reported **significant** growth *or decline* in the number of programs (C.18.) (10/11)
- _____ Complied with all required governmental licenses and approvals, and the CEO/President is unaware of any action to revoke or withdraw any such licenses or approvals.
- _____ Developed accounting procedures to take into account or reserve prepaid tuition of students due future services.
- _____ Reviewed enrollment agreements—including tuition refund language—for compliance with the DETC Business Standards.
- _____ Reported significant changes in marketing tactics and promotional efforts (see C.11.)
- _____ Continuously monitored (and corrected when necessary) telephonic sales interactions with prospective students to ensure there exists only ethical conduct on the part of all recruiting personnel.
- _____ Reported all lawsuits, investigations, audits, actions, or other formal inquiries by governmental bodies or legal authorities.
- _____ Submitted for Accrediting Commission review all **new** courses/programs or courses/programs undergoing revisions and arranged for review of all new training sites (see C.5.)
- _____ Reviewed all advertising literature and promotional efforts, to include any significant changes in the practices of any third party advertising, marketing or lead generation firms for compliance with DETC’s Business Standards.
- _____ Ensured that all telemarketing activities comply with FTC guides on telemarketing, including “do not call” restrictions for consumers.
- _____ Ensured that tuition refund policies are in accord with the DETC Business Standards and paid all tuition refunds due within 30 days of the students’ requests.
- _____ Reviewed and agreed to all the requirements set forth in DETC’s *Constitution and Bylaws*, April 2009 edition.

Failure to initial any of the items above may be cause for a review by the Accrediting Commission and follow-up action.

III. Report on Educational and Student Services

Since last year:

1. Report—and explain the reason for—any **significant** changes to the faculty at the supervisor/management level. Provide brief descriptions of the qualifications of any new faculty. Report other significant changes to faculty assignments, workload, in-house training conducted, etc.
2. Report—and explain the reason for—any significant growth or decline in enrollments and programs (see C.18. Policy on Annual Reports for definition). Explain in detail the reason(s) for the growth and what additional staff, faculty, administrators, educational and student support services, and financial resources and marketing plans have been employed to meet the needs for the new level of students to be served. Also specify which programs had the most growth (indicating the percent of growth since last year), the reasons for the growth, and how the institution is accommodating the growth. (10/11)

If the institution is showing a significant decline in enrollments (a drop of 25% or more), explain the reason(s) for the decline and the impact it has had on staff, faculty, administrators, educational and student support services, and financial resources and marketing plans. (10/11)

3. Report—and explain the reason for—any significant growth or decline in the number of programs offered (see C.18. Policy on Annual Reports for definition). Explain in detail what additional administrators, faculty, educational and student support services, and financial resources and marketing plans it has employed to meet the needs for the new level of programs to be served. If an institution reports a “significant decline in the number of programs,” it must explain in detail the reasons for the decline and the impact it has had on staff, faculty, administrators, educational and student support services, other course/programs offerings, and financial resources and marketing plans. (10/11)
4. Report—and explain the reason for—any **significant** changes to tuition levels, payment options, collection techniques, or refund policies.
5. Report—and explain the reason for—any **significant** changes to course/program admissions policies made since the last Annual Report. What requirements have been added or dropped? Provide the rationale for any changes listed.
6. Report on any activities outside of the U.S., including any contractual relationships with non-U.S. institutions or agencies. Report the number of foreign students (non-U.S. students, not counting military). (10/11)

IV. Report on Student Satisfaction

On the *DETC Outcomes Assessment Data Form* (at the end of this document or on DETC’s web site under “Member Services” and “Publications,” provide the data you collected from your student surveys on satisfaction of your **10 most popular** courses as described in the “C.14. Policy on Student Achievement and Satisfaction.” **Also include a sample of your survey.** (Military and international institutions and K-12 schools are exempted from annual reporting, but not from five year self-evaluation reporting.)

V. Report on Progress Through the Courses/Programs

On the *DETC Outcomes Assessment Data Form* (at the end of this document or on DETC’s web site under “Member Services” and “Publications,” provide the data you collected on your course completions for your 10 most popular courses and **all** of your degree programs as described in the “C.14. Policy on Student Achievement and Satisfaction.” If you have more than one division, e.g., vocational and/or degree-granting, you must report the data for each division. (Military and international institutions and K-12 schools are exempted.)

VI. Report on Financial Condition

Institutions are required to report and explain the reason for any significant changes in financial conditions. Provide the following summarized financial highlights for your distance education operations for the most recent two fiscal year periods. Complete the chart below (DO NOT just say “See Attached financial documents”).

If your institution shows a negative amount on lines 2, 4, or 5 for 2011, please attach the appropriate financial statements. The financial statement must be current, and at a minimum, the report must cover 12-month periods for the institution’s most recent two fiscal years and must be prepared in conformity with “generally accepted accounting principles.” The statement must use the *accrual method* for recognizing income. (Please refer to C.8. Policy on Annual Reports and C.10. Policy on Financial Statements.) (10/11)

Fiscal Year Ended:	2011	2010
1. Revenues		
2. Net Income (Loss)	**	
3. Total Assets		
4. Working Capital (Deficit)*	**	
5. Total Equity/Fund Balance (Deficit)	**	

* Current Assets minus Current Liabilities

** Attach complete financial statement if entry is negative.

PLEASE NOTE: For every accredited institution, the Accrediting Commission reserves the right to require the submission of complete, audited financial statements as it deems necessary.

VII. Report on Institution’s Future Plans

Note: The reporting below *does not* constitute compliance with the various DETC policies that require notice and report submission prior to an event. Please review C.1. Policy on Substantive Change and Notification to make certain you have properly notified the Commission of any “substantive change” before implementing.

Please provide a brief summary of your plans for the coming year. Do you plan to:

1. Add new courses or programs? List new courses/programs you are preparing or considering and the estimated date of submission to the Accrediting Commission for review (see C.5. Policy on Course/Program Approval for instructions of submitting courses/programs).
2. Change in Location or Administrative Sites? Indicate any plans for changes in location of the institution or administrative site (see C.4. Policy on Change of Location or Administrative Site), or for any new training sites (see C.7. Policy on New Combination Programs/Training Sites).
3. Changes in Marketing? Indicate plans for any changes to your marketing approach and/or promotional tactics or procedures (see C.11. Policy on Change of Marketing Approach). (10/11)
4. Changes in international activities? Indicate and describe any plans for new marketing or instructional activities conducted outside of the U.S. (see C.17. Policy on International Activities). (10/11)
5. Changes in ownership, top management, or key staff? Indicate any plans for changes in ownership, top management, or key staff (see C.3. Policy on Change of Ownership/Management). (10/11)

Date

Signature of Chief Executive Officer

Print Name

DETC must receive this report by **January 31, 2012**. **PLEASE submit in 2 files:**

1. Print this document and **sign** this page, scan it with supporting documents (with the exception of the Outcomes Assessment Data), and save as a pdf.
2. Complete the tables containing your Outcomes Assessment Data and save in a WORD document.

E-mail both files to sally@detc.org (type “Annual Report” in the subject line). If you do not get a confirmation that your e-mail and documents were received, please submit again. Please note that there is a **\$500 late fee** for reports **not** received by the second Friday following January 31st. (10/11)

Revised October 2011

DETC Outcomes Assessment Data Form to be used with the 2011 Annual Report

Name of Institution:

Contact Person:

Date:

Phone:

E-mail:

Please delete these instructions (down to “IV. Student Surveys”) and submit your outcomes assessment data using the tables below. Please reduce the size of your type to fit the data into the tables.

IV. Student Satisfaction Surveys (first table): Please deduct any N/A’s from your “# of students surveyed” and “# of Surveys Received” before calculating percentages. Please calculate the average for the 10 courses for each question for 2011. If you have more than one division, e.g., vocational and/or degree granting, it must choose 10 courses from each division.

V. Progress through the Course: When selecting your sample dates, you should allow enough time so that the last person who enrolled in that course has had sufficient time to complete it. Therefore, you should **not use** a calendar year. *Cancellations* are people who: (1) cancelled before the 5-day refund period; (2) never submitted exams; (3) cancelled by institution for non-payment; and (4) not in compliance (never submitted required information to be admitted). **Do not** count people who decided to drop-out or who stopped studying under cancellations. However, you may deduct the number of any students still studying. If you properly selected the sample dates, there should not be any students still studying. If your institution grants degrees, **do not include certificate** programs in your 10 most popular courses. If you have more than one division, e.g., vocational and/or degree granting, you must choose 10 courses from each division. Please calculate the overall average for the 10 courses and your degree programs.

For more detailed information, please read the C.14. Policy on Student Achievement and Satisfaction (found on DETC’s website under “Publications” and “Accreditation Handbook.”)

Send a copy of this form with your *2011 Annual Report* form. Save this form in WORD document and send e-mail it to Sally Welch at sally@detc.org. Please include a sample of your surveys with your Annual Report.

IV. Student Satisfaction Surveys Ten Most Popular Courses

Time Frame of Survey: 1/1/2011 – 12/31/2011

Name of Course	# of students surveyed	# of Surveys Received	Yes to Q1 #/%	Yes to Q2 #/%	Yes to Q3 #/%
AVERAGES			??	??	??

V. Progress Through the Course

Course Completion Rates

Ten Most Popular Courses

Unit of Measurement: (#weeks, semester, etc. used in sample date)

Name of Course	Date of Sample	# of Students in sample	# of Cancellations	# of Active students in sample	# of students completing	Completion Rate #/%
AVERAGE RATE						??

Program Completion Rates

All Degree Programs

Name of Degree Program	Years to Complete	Date of Sample	# of Students in sample	# of Cancellations	# of Active students in sample	# of students graduating	Graduation Rate #/%
AVERAGE RATE							??

Please save your Outcomes Assessment Data in a WORD file and e-mail along with a sample of your survey and your 2011 Annual Report