
Benefits of
Distance Education
and Training
Council
Accreditation and
Membership

DISTANCE EDUCATION AND TRAINING COUNCIL

1601 18th Street, N.W. • Washington, D.C. 20009-2529 • (202) 234-5100; fax (202) 332-1386

Dear Colleague:

Thank you for your interest in the Distance Education and Training Council.

For more than seven decades, the Council has worked steadily to advance the cause of quality distance education.

As you read about the many activities of the Council in this brochure, you can readily see that one ideal cements the bond which exists between the Council's diverse members: unqualified commitment to the highest standards in both business and educational practice.

This brochure lists many of the tangible and intangible benefits of DETC accreditation and membership. We welcome your further inquiries, and feel free to call on us if we may be of help.

Sincerely yours,

Michael P. Lambert
Executive Director

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Benefits of Distance Education and Training Council - Accreditation and Membership

For more than seven decades, the Distance Education and Training Council has worked to identify reputable distance education institutions and provide meaningful benefits for its members.

DETC membership is institutional. Only those distance study institutions which have been accredited by the Accrediting Commission of the Distance Education and Training Council are eligible for membership. Member institutions pay annual dues to the Council and, in turn, receive the many benefits listed below.

DETC membership and accreditation status bring responsibilities, rights and benefits. This brochure lists the benefits available to DETC accredited member institutions and outlines the many services the Council and its independent Accrediting Commission perform on behalf of accredited distance study education.

1. Professional Development

- Provides the opportunity to participate with other distance education leaders from the United States and abroad in a professional association for the upgrading and advancement of distance education as well as for institutional, staff and individual development.
- Sponsors DETC annual conferences, seminars, workshops and study groups as well as committee meetings. These sessions provide a forum for an exchange of information on policies, procedures and practices of distance study institutions.

2. Public Relations and Information

- Includes member schools in all public relations programs carried on by the Council. These include magazine and newspaper articles, radio and television interviews, assistance to media writers, and information programs targeted for federal agencies, state departments of education, trade associations, Better Business Bureaus, and industry leaders.
- Disseminates to member institutions a variety of Council-prepared publications on a continuing basis: legal briefs, research reports, distance study news and legislation affecting distance education.
- Sends to members complimentary copies of the *Directory of Accredited Institutions* and other DETC publications and articles on distance study, as well as reprints from magazines, newspaper articles, federal agency regulations, and a variety of DETC publications on distance education.

- Refers to members names of interested prospective students. Reply forms are included with the *Directory* so that prospective students may request specific information on individual schools and courses.
- Acts as a worldwide distance study clearinghouse, planning and coordinating agency. It maintains files on all known distance education schools, provides information on distance study, assists prospective purchasers and owners in transfers of ownership, answers inquiries of prospective students, industry and government officials and assists with personnel employment at the request of schools or individuals.
- Provides representation in major conferences, workshops and panels related to institutional improvement and the quality of distance education.
- Promptly handles complaints from students, agencies and other institutions. The DETC complaint procedure emphasizes fairness to both schools and those who complain.

3. National and International Representation

- Maintains liaison with state, federal and independent agencies concerned with educational matters. Periodic visits to state capitals and continuous liaison with Congress and federal agencies are included in this aspect of DETC's work.
- Cooperates with other national professional and educational organizations in working for mutually accepted goals.
- Secures legal exemptions for accredited schools from various state and federal laws—thus helping institutions avoid duplicative, burdensome regulatory requirements.
- Provides counsel on legislation, registration, taxation, copyright, inquiries from government agencies and other matters of general concern to DETC institutions.
- Serves as a clearinghouse of information for prospective students from outside the U.S., and disseminates information on accredited institutions abroad through embassies, broadcast media, and personal visits.

4. Individualized Service to DETC Members

- Responds to requests for information and assistance covering a wide range of academic and institutional needs and problems, including assistance in long-range planning, faculty and administrative staff development, and general institutional improvement.

- Offers management and consulting services. DETC member school officials and Council staff who are experienced specialists are available to members, upon request, at no cost other than travel expenses.
- Establishes special committees and develops specific projects related to the needs of distance study institutions and the assurance of their continued improvement.
- Provides a vote in Council affairs, the opportunity to hold office, serve on committees, participate in Council management, and thereby assume positions of leadership in the field of distance education.
- Publishes guidelines and handbooks for use in institutional planning and research activities.
- Provides on-call service. Council staff are available to provide counsel on new school products, services, courses or to brainstorm creative ways of organizing and managing a modern distance education institution.

5. Research and Institutional Improvement

- Compiles data and information to assist individual and institutional research activities and studies of educational issues.
- Provides the opportunity for participation in major research studies conducted by those doing formal study on the distance study method, and receipt of comparative statistics and other data of interest to distance study educators.
- Gives ready access to the Council's research library which contains over 1,000 volumes. The library includes periodicals mentioning distance study, research studies, government publications, marketing studies, textbooks on education and modern instructional technology, educational research reports and the historical archives of the Council.
- Mails to members research studies or new ideas on technology which are of potential use in the distance study method.
- Conducts applied research studies and comparative surveys and disseminates results to member schools. Studies include educational practices, marketing practices, and predictions of the future direction of distance education.

6. Supports the Independent Accrediting Commission

- Exercises leadership in the development of policies to im-

prove distance education institutions and to assure their quality and integrity and adherence to ethical standards.

- Arranges for over 30 evaluations of institutions each year involving over 100 evaluators.
- Conducts training seminars for people serving as evaluation committee members. The training and evaluation experiences represent a significant opportunity for professional development.
- Sends staff to DETC member institutions for a variety of purposes, including planning for self-evaluation, program assessment, and other advisory assistance.
- Conducts an on-going program of external quality control by evaluating each new distance education program as it is being introduced.
- Cooperates with other accrediting agencies in developing common policies and procedures and working toward the strengthening of voluntary non-governmental accreditation.

7. The Special Benefits of DETC Accreditation

In addition to the benefits of DETC membership listed above, accredited distance study institutions also enjoy a number of tangible and intangible benefits:

- Eligibility for membership in the Distance Education and Training Council.
- Recognition by counselors, employers, educators, governmental officials, and the public of the accredited status of a school as a reliable indicator of quality.
- An expression of confidence in the policies and procedures of the institution by its peers—a lasting source of pride.
- An external source of stimulation to improve services, programs, and staff through periodic evaluations by an outside, independent group of peers.
- Assurance of high standards of educational quality through the adherence to established criteria, policies and standards.
- Some recognition of accreditation status in certain states' legislation and regulations, as well as recognition by federal, state and local agencies referring students to accredited schools. Approximately 25 states give some specific form of exemption or recognition to DETC accredited institutions.

- *Only* accredited distance education institutions are eligible to participate in the G.I. Bill education benefits program.
- It enables degree-awarding schools to join the Servicemembers Opportunity College and The American Association of Collegiate Registrars and Admissions Officers.
- The benefits and opportunities given to accredited institutions by federal agencies, such as the Defense Activity on Non-Traditional Education Support (DANTES) tuition assistance program.
- The listing of the institution and its courses in the *Directory of Accredited Institutions*. Thousands of Directories and DETC brochures are distributed annually. The Directory is also available of DETC's home page on the Internet.
- The listing of the institution, along with other higher education institutions, in the directory, *Accredited Institutions of Postsecondary Education*, published by the Commission on Recognition of Postsecondary Accreditation, which is distributed to thousands of counselors, college registrars and state and federal agencies by the American Council on Education.
- The use of the DETC seal and reference to the fact of accreditation.
- Students qualify for tuition reimbursement under certain industry plans requiring employee enrollment only with accredited institutions.
- It expedites acceptance of institutional advertising by newspapers, magazines, radio and television stations and other advertising media.
- The opportunity to serve on accrediting examining committees visiting other schools, a professional development experience unique to accredited institutions.
- Eligibility to participate in the American Council on Education's College Credit Recommendation Service for (CREDIT) distance study courses.
- Eligibility for listing in various non-governmental reference works such as *Campus-Free College Degrees*.
- A special member rate for registering for DETC annual conferences and other various workshops and seminars.



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