

11. Policy on Change of Marketing Approach

A significant alteration in the institution's marketing practices 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.

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.
- Web site promotional efforts maintained by the institution.
- Internet advertising on various other Web sites and portals.
- 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.

If an institution makes a *substantive* change, such as deciding to use sales representatives to make face-to-face contact and enroll students, the institution must inform the Commission *before* making the change. The Commission wants to determine if the change being considered will have an adverse affect on the institution's capacity to continue to meet the Standards of Accreditation.

The institution must submit a letter to the Commission demonstrating its ability to support the proposed change. The institution should address how the proposed change will affect each of the Accreditation Standards.

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