



Santa Fe College Rules Manual

Title:	Institutional Publications, Advertising, Student Advertising, Student Recruitment, and Representation of Accredited Status	Rule 7.37
General Authority:	FS 1001.64	
Law Implemented:	FS 1001.64(6)(8), 1001.65	
Effective Date:	October 10, 1991	

All accredited postsecondary institutions, or individuals acting on their behalf, must exhibit integrity and responsibility in advertising, student recruitment, and representation of accredited status. Responsible self-regulation requires rigorous attention to principles of good practice.

Advertising, Publications, Promotional Literature

Educational programs and services offered should be the primary emphasis of all advertisements, publications, promotional literature, and recruitment activities.

All statements and representations should be clear, factually accurate, and current. Supporting information should be kept on file and readily available for review.

Catalogs or other official publications should be readily available and accurately depict:

- A. Institutional purposes and goals.
- B. Entrance requirements and procedures.
- C. Basic information on programs and courses, with required sequences and frequency of course offerings explicitly stated.
- D. Degree and program completion requirements, including length of time required to obtain a degree or certificate of completion.
- E. Faculty (full-time and part-time listed separately) with degrees held and the conferring institution.
- F. Institutional facilities readily available for educational use.
- G. Rules and regulations for conduct.

- H. Tuition, fees, and other program costs.
- I. Opportunities and requirements for financial aid.
- J. Policies and procedures for refunding fees and charges to students who withdraw.

In College catalogs and/or official publications describing career opportunities, clear and accurate information should be provided on any unique requirements for career paths, or for employment and advancement opportunities in the profession or occupation described.

Student Recruitment for Admissions

Student recruitment should be conducted by well-qualified admissions officers and trained volunteers whose credentials, purposes, and position or affiliation with the institution are clearly specified.

Independent contractors or agents used by the institution for recruiting purposes shall be governed by the same principles as institutional admission officers and volunteers.

The following practices in student recruitment are to be scrupulously avoided:

- A. Assuring employment unless employment arrangements have been made and can be verified.
- B. Misrepresenting job placement and employment opportunities for graduates.
- C. Misrepresenting program costs.
- D. Misrepresenting abilities required to complete intended program.
- E. Offering to agencies or individual persons money or inducements other than educational services of the institution in exchange for student enrollment. (Except for awards of privately endowed restricted funds, grants, or scholarships are to be offered only on the basis of specific criteria related to merit or financial need.)

Representation of Accredited Status

The term accreditation is to be used only when accredited status is conferred by an accrediting body recognized by the Council on Postsecondary Accreditation or U.S. Secretary of Education.

No statement should be made about possible future accreditation status or qualification not yet conferred by the accrediting body. Statements like the following are not permissible: Santa Fe College has applied for candidacy with the Commission on Colleges

of the Southern Association of Colleges and Schools." OR "The instructional program is being evaluated by the Florida Department of Education, and it is anticipated that accreditation will be granted in the near future."

Any reference to state approval should be limited to a brief statement concerning the actual charter, incorporation, license, or registration given.

The phrase "fully accredited" should be avoided, since partial accreditation is not possible.

When accredited status is affirmed in institutional catalogs and other official publications, it should be stated accurately and fully in a comprehensive statement.

Each member institution, when referring to its status of recognition by the Southern Association of Colleges and Schools which has been achieved through the Commission on Colleges, must use only the following statement: Santa Fe College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate of Arts and Associate of Science degrees.

For institution in Candidacy status: Santa Fe College is a Candidate for Accreditation with the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate of Arts and Associate of Science degrees.

For institutions in Candidacy status for Substantive Change: Santa Fe College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate in Arts and Associate in Science degrees and is a Candidate for Accreditation to award the Associate of Arts and Associate of Science degrees.

The accredited status of a program should not be misrepresented.

The accreditation granted by an institutional accrediting body has reference to the quality of the institution as a whole. Since institutional accreditation does not imply specific accreditation of any particular program in the institution, statements like "this program is accredited," or "this degree is accredited," are incorrect and misleading. "Free-standing" institutions offering programs in a single field (e.g., a school of art, engineering, or theology) and granted accreditation by a regional or national institutional accrediting body alone, should clearly state that this accreditation does not imply specialized accreditation of the program offered.