



ADVERTISING & RECRUITING POLICY

These policies support and extend COMTA Accreditation Standard XIII.A. As such, institutions programs must demonstrate compliance to both.

STATEMENT OF PURPOSE: STATEMENT OF PURPOSE: Institutions must use ethical recruitment and enrollment practices, and ensure that all recruitment and enrollment practices comply with applicable regulations. “Recruiting practices” include all activities designed to attract students and lead to student enrollment. These include but are not limited to advertising, public outreach and promotion, correspondence with prospective students, and completing enrollment documents. All activities should provide prospective students with complete and accurate information about the institution so students can make informed enrollment decisions.

The following requirements apply to all forms of advertising and promotion—print, online, verbal, formal and informal.

Advertising and promotional activities MUST:

- Include the correct name and location of the program or institution.
- Be factually accurate, current and able to be substantiated.
- Contain clear and provable statements.
 - Documentation of policies, claims and statistics cited in advertising and promotional material are kept on file and readily available for review.
- Clearly indicate that training or education, not employment, is being offered.
 - Institutions or programs may not use the “employment,” “help wanted,” or “business opportunities” classifications for any form of advertising except to procure employees for the institution or program.
- Clearly differentiate existing and recognized programs from those which are prospective or hypothetical.

Advertising and promotional materials may NOT:

- Falsely represent the character or scope of any program of instruction, service offered or its transferability of credit.
- Falsely represent the institution's facilities in photos, illustrations or through other means.
 - Use a visual image in any promotional materials in such a manner as to convey a false impression as to the size, importance, location of the institution, or the institution's equipment and facilities.
- Claim that students receive compensation for attending school.
- Represent any service as “free” when the service is regularly included as part of the course of instruction.
- Offer programs of instruction at "reduced tuition" from what is in fact marked up or fictitious tuition.
- Characterize competitors by falsely imputing to them dishonorable conduct, inability to perform on contracts, or questionable credit standing; making other false representations; falsely disparaging the character, nature, quality, values or scope of their courses, programs or services; or in any other material respect.
- Use unsubstantiated statements.
- Emphasize financial aid as the focal point.
- Use the term “financial aid” if the institution does not participate in the administration of Title IV funds.
- Use so-called "blind" advertisements (in print or online) that may be considered misleading and contrary to the ethics of an accredited institution.
- Suggest or imply that COMTA accreditation extends to programs that are not accredited.

Additional Requirements of ethical advertising and promotional practices:

- Advertising is ethical and does not include misleading or erroneous statements. Errors are expeditiously corrected through the same means of advertising (e.g., newspaper, website).
- Letters of endorsement, commendation or recommendation may be used only with the written consent of the authors. Remuneration may not be made for the endorsement or its use. Letters are kept on file and readily available for review.
- For those participating in financial aid, advertising includes an eligibility phrase (e.g., “financial aid available for those who qualify”).
- Institutions are not permitted to survey, canvass or otherwise solicit at or about welfare offices, unemployment lines, soup lines and/or public housing projects without written permission of the agency operating the premises.
 - Written permission must be filed with COMTA in advance.
- If institutions use surveys (printed or online) to identify prospective students, the survey must contain the name and address of the institution or program.
 - A copy of the completed survey must be left with the person being surveyed.
 - No appointments for the purpose of providing admissions information may be scheduled at the time that the survey is concluded.