

Policy on Institutional Advertising, Student Recruitment, and Representation of Accredited Status

Proposed changes align catalog requirements with Condition of Eligibility 7 and require that an institution placed on sanction publish its statement of sanction anywhere it publishes its Statement of Accredited Status.

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.

General Institutional Advertising

1. Educational programs and services offered should be the primary emphasis of all advertisements, publications, promotional literature, and recruitment activities.
2. All statements and representations should be clear, factually accurate, and current. Supporting information should be kept on file and readily available for review.
3. Catalogs and other official publications should be readily available and accurately depict the following:
 - ~~a. Programmatic purposes and outcomes;~~
 - ~~b. Entrance requirements and procedures;~~
 - ~~c. Basic information on programs and courses;~~
 - ~~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 institutions conferring these degrees;~~
 - ~~f. Institutional facilities that are 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; and~~
 - ~~j. Policies and procedures for refunding fees to students who withdraw from the institution.~~
 - a. Institutional mission,
 - b. Board roster,
 - c. Admissions standards and policies,
 - d. Nondiscrimination statement,
 - e. Academic program requirements,
 - f. Course offerings with course descriptions,
 - g. Faculty roster with faculty degrees and awarding institutions,
 - h. A description of learning and educational resources,
 - i. Notification of rules for student conduct,

- j. Fees and other charges.
- k. Refund policies.
- l. Policy defining satisfactory academic progress.
- m. And other items related to attendance, transfer, or withdrawal from the institution.

4. In institution catalogs and/or official publications describing career opportunities, clear and accurate information should be provided on the following:
- a. National and/or state legal requirements for licensure or entry into an occupation or profession for which education and training are offered, and
 - b. Any unique requirements for career paths or for employment and advancement opportunities in the profession or occupation described.
 - c. Address and telephone number of the accrediting body.

Student Recruitment

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

- ~~1.~~2. Independent contractors or agents used by the institution for recruiting purposes will be governed by the same principles as institutional admissions officers and volunteers.

- ~~2.~~3. The following practices in student recruitment are to be scrupulously avoided:
- a. Assuring future employment, unless employment opportunities 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 an intended program
 - e. Offering to agencies or individual persons money or inducements other than educational services 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 standards related to merit or financial need.)

Representation of Accredited Status

1. The term “accreditation” is to be used only when accredited status is conferred by an accrediting body recognized by the Council for Higher Education Accreditation (CHEA) and/or the U.S. Secretary of Education.
2. No statement should be made about possible future accreditation status or a qualification not yet conferred by the accrediting body. Statements like the following are not permissible: “(Name of institution or program) has applied for candidate status with the COA of the Association for Biblical Higher Education” or “The program is being evaluated by the COA of

the Association for Biblical Higher Education, and it is anticipated that accreditation will be granted in the near future.”

3. Any reference to state or provincial approval should be limited to a brief statement concerning the actual charter, incorporation, license, or registration that has been given by the state or province.
4. The phrase “fully accredited” should be avoided because partial accreditation is not possible.
- ~~5.~~ When accredited status is affirmed in institutional catalogs and other official publications, it should be stated accurately and fully in the comprehensive statements provided in the next section, ~~including the following:~~
 - ~~6. Identifying the accrediting body by name~~
 - ~~7. Indicating the scope of accreditation as institutional or programmatic~~
 - ~~5. Indicating the address and telephone number of the accrediting body.~~
- ~~8.6.~~ The accredited status of a *program* should not be misrepresented.
 - a. 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~~ offered by the institution, statements like “this program is accredited” or “this degree is accredited” are incorrect and misleading.
 - a.b. “Freestanding” institutions offering programs in a single field (~~e.g.~~, a school of art, engineering, theology), granted accreditation by an regional or national institutional accrediting body ~~alone only~~, should clearly state that this accreditation does not imply specialized accreditation of the programs offered.

~~Member agencies of CHEA should assume responsibility for informing the CHEA office of improper or misleading advertising or unethical practices that come to their the attention of the Commission, so that are reported to the U.S. Department of Education, CHEA, may inform the appropriate and government and accrediting association or associations, agencies.~~

Accreditation Statements

1. Statement on Applicant Status
Applicant institutions are to accurately reflect the nature of “applicant status” in their catalogs and other advertising. The following statement must be used to define applicant status:

[Institution Name] holds applicant status with the Association for Biblical Higher Education Commission on Accreditation (5850 T. G. Lee Blvd., Ste. 130, Orlando, FL 32822, 407.207.0808). Applicant status is a pre-membership status granted to those



institutions that meet the ABHE Conditions of Eligibility and that possess such qualities as may provide a basis for achieving candidate status within five years.

2. Statement on Candidate Status

Candidate institutions are to accurately reflect the nature of “candidate status” in their catalogs and other advertising. The following statement must be used to define candidate status:

[Institution Name] holds candidate status with the Association for Biblical Higher Education Commission on Accreditation (5850 T. G. Lee Blvd., Ste. 130, Orlando, FL 32822, 407.207.0808). Candidate status is a pre-accreditation status granted to those institutions that meet the ABHE Conditions of Eligibility and that possess such qualities as may provide a basis for achieving accreditation status within five years.

3. Statement on Accredited Status (Institutional Accreditation)

Accredited institutions are to accurately reflect the nature of accredited status in their catalogs and other advertising.

For use when graduate education has been accredited:

[Institution Name] is accredited by the Association for Biblical Higher Education Commission on Accreditation (5850 T. G. Lee Blvd., Ste. 130, Orlando, FL 32822, 407.207.0808) to grant certificates and degrees at the Associate, Baccalaureate, Master's, and Doctoral levels.

Institutions offering doctoral education must include the following two sentences after the official statement on accredited status:

The ABHE Commission on Accreditation's recognition with the Council on Higher Education Accreditation (CHEA) includes certificates, diplomas, associate, baccalaureate, and graduate degrees, including doctoral degrees. The Commission's scope of recognition with the U.S. Department of Education does not include doctoral education.

For use when undergraduate education only has been accredited:

[Institution Name] is accredited by the Association for Biblical Higher Education Commission on Accreditation (5850 T. G. Lee Blvd., Ste. 130, Orlando, FL 32822, 407.207.0808) to grant certificates and degrees at the Associate and Baccalaureate levels.

4. Statement on Accredited Status (Programmatic Accreditation)

The following statement must be used in the public documents of institutions that hold Programmatic Accreditation with the ABHE:



The Association for Biblical Higher Education Commission on Accreditation (5850 T.G. Lee Blvd., Ste. 130, Orlando, FL 32822, 407.207.0808) accredits the following programs: [list the specific programs that are accredited].

5. Institutions placed on sanction by the Commission (i.e., warning, probation, or order to show cause) must include the required sanction statement anywhere it publishes its Statement of Accredited Status.

Applicable Standards: Standard 1, 6

Applicable Policies: Policy on Communication of Accreditation Decisions and Negative Actions

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