



## INSTITUTIONAL WEBSITE AND ADVERTISEMENTS MINIMUM REQUIREMENTS

<b>Name of Institution:</b>			
<b>Street Address:</b>			
<b>City:</b>	<b>Zip:</b>	<b>Institution Code:</b>	<b>School Code:</b>

Pursuant to the California Private Postsecondary Education Act of 2009 (CEC) and Title 5, Division 7.5 of the California Code of Regulations (5, CCR), an institution shall be in compliance with minimum requirements related to institutional website and web advertisements.

**Instructions:** For each numbered item listed below:

1. Submit the requested documentation/information;
2. Write “N/A” next to any numbered item that does not apply to your institution; and
3. Complete and sign the declaration at the end of this document.

**1. For institutions that maintain a website, please provide web address and link(s) to indicate the location(s) of each item required within CEC §94913 and 5, CCR §74117.**

**CEC §94913 (a)** An institution that maintains an Internet Web site shall provide on that Internet Web site all of the following:

- (1) The school catalog.
- (2) A School Performance Fact Sheet for each educational program offered by the institution.
- (3) Student brochures offered by the institution.
- (4) A link to the bureau’s Internet Web site.
- (5) The institution’s most recent annual report submitted to the bureau.

**CEC §94913(b)** An institution shall include information concerning where students may access the bureau’s Internet Web site anywhere the institution identifies itself as being approved by the bureau.

**5, CCR §74117** In addition to the requirement in Section 94913(b) of the Code, an institution that maintains a website shall provide on the homepage of that website clear and conspicuous links to all the items required in Section 94913(a) of the Code.

**2. For institutions that advertise on the web, please provide the link(s) of websites that your institution advertises on.**

**3. Retention of Advertising: please provide any current advertising.**

**5, CCR §74140** Every institution shall retain, for a minimum of five years, copies of all advertising, including

- (a) flyers, brochures, newspaper, and other print advertisements,
- (b) scripts for, and audio and video recordings of, broadcast advertisements, and
- (c) internet content, and
- (d) scripts for telephone solicitations.

The institution shall make these records immediately available for inspection and copying during normal business hours to site visit teams and the Bureau.

**4. The following is for your information only and does not require a response.**

**CEC §94897(c)** An institution shall not do any of the following: Advertise concerning job availability, degree of skill, or length of time required to learn a trade or skill unless the information is accurate and not misleading.

**CEC §94897(d)** An institution shall not do any of the following: Advertise, or indicate in promotional material, without including the fact that the educational programs are delivered by means of distance education if the educational programs are so delivered.

**CEC §94897(e)** An institution shall not do any of the following: Advertise, or indicate in promotional material, that the institution is accredited, unless the institution has been accredited by an accrediting agency.

**CEC §94897(f)** An institution shall not do any of the following: Solicit students for enrollment by causing an advertisement to be published in "help wanted" columns in a magazine, newspaper, or publication, or use "blind" advertising that fails to identify the institution.

**CEC §94897(i)** An institution shall not do any of the following: Use a name in any manner improperly implying any of the following:

- (1) The institution is affiliated with any government agency, public or private corporation, agency, or association if it is not, in fact, thus affiliated.
- (2) The institution is a public institution.
- (3) The institution grants degrees, if the institution does not grant degrees.

**CEC §94897(l)** An institution shall not do any of the following: Use the terms "approval," "approved," "approval to operate," or "approved to operate" without stating clearly and conspicuously that approval to operate means compliance with state standards as set forth in this chapter. If the bureau has granted an institution approval to operate, the institution may indicate that the institution is "licensed" or "licensed to operate," but may not state or imply either of the following:

- (1) The institution or its educational programs are endorsed or recommended by the state or by the bureau.
- (2) The approval to operate indicates that the institution exceeds minimum state standards as set forth in this chapter.

**CEC §94897(o)** An institution shall not do any of the following: Require a prospective student to provide personal contact information in order to obtain, from the institution's Internet Web site, educational program information that is required to be contained in the school catalog or any information required pursuant to the consumer information requirements of Title IV of the federal Higher Education Act of 1965, and any amendments thereto.

**CEC §94897(p)** An institution shall not do any of the following: Offer an associate, baccalaureate, master's or doctoral degree without disclosing to prospective students prior to enrollment whether the institution or the degree program is unaccredited and any known limitation of the degree, including, but not limited to, all of the following:

- (1) Whether a graduate of the degree program will be eligible to sit for the applicable licensure exam in California and other states.
- (2) A statement that reads: "A degree program that is unaccredited or a degree from an unaccredited institution is not recognized for some employment positions, including, but not limited to, positions with the State of California."
- (3) That a student enrolled in an unaccredited institution is not eligible for federal financial aid programs.

**To the best of my knowledge, I declare that the information submitted is true and correct.**

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Printed Name and Title*