

ADVERTISING: CATALOG REQUIREMENTS AND CHECKLIST¹

A prospective student is entitled to sufficient data to make an informed choice of training opportunities and institutions. An institution is therefore obligated to provide sufficiently detailed information in advance of enrollment to assure that prospective students clearly understand their opportunities, limitations, and obligations.

Prior to signing an enrollment agreement (contract), an institution is required to provide each applicant with a publication which is readily identifiable as a catalog. The catalog is designed, written and printed to convey an accurate and dignified impression of the institution. It avoids false, misleading and exaggerated statements. Illustrations and copy pertain directly to the institution, and sources of illustrations are clearly identified.

The catalog must be an organized collection of the items listed below; however, it is not necessary to adhere to any particular sequence or phrasing when including this information. Items marked with one asterisk (*) must appear both in the catalog and on the contract.

A copy of this checklist is to accompany each catalog copy sent to the Commission, and this form is also a required exhibit for the Institutional Self-Study for Standard IV, Criterion I. For each of the items below, review the relevant section of your catalog to determine if it contains all of the information required by the item in the NACCAS Catalog Requirements. Write the item number from the Catalog Requirements next to the requirement in the catalog and list the appropriate page number(s) from the catalog on this checklist where the information can be found.

- _____ 1. *Name and address of the institution for each location. An unaccredited institution must be identified as such or omitted from the catalog.
- _____ 2. Date of publication.
- _____ 3. The school's mission statement.
- _____ 4. The admission requirements (criteria) used by the institution for each program or course. The institution's admission policy must comply with the NACCAS ability-to-benefit policy.
- _____ 5. The name of each program and the name, nature and level of occupations for which training is provided must be identified.

¹ Approval of an institution's catalog is effective for one year from the date on the letter of the approval provided that all information contained within the catalog is factual, accurate, and current.

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- _____ 6. Length of Program or Course: Number of clock hours, credit hours, or competencies in each program offered by the institution in sufficient detail to show the scope and sequence of units included. (Clearly identify the coverage of each program or course).
- _____ 7. Description of the institution's general facilities and equipment.
- _____ 8. The grading system used by the institution. Identify the full range of grades that students may earn. (Must be consistent with the institution's Satisfactory Progress Policy).
- _____ 9. *Graduation requirements for each program. List any special conditions or requirements.
- _____ 10. Type of document (certificate, diploma, etc.) awarded upon graduation from each program.
- _____ 11. *Refund Policy: Refund policy must comply with the NACCAS Cancellation and Settlement Policy and Minimum Refund Guidelines and state or federal mandated policies.
- _____ 12. *Employment Assistance: A clear statement that the institution does not guarantee employment. Describe employment assistance.
- _____ 13. A school calendar of beginning dates of classes for each program or course. Indicate holidays and school closures.
- _____ 14. Statement that the institution does not discriminate on the basis of sex, race, age, color, ethnic origin, or religion.
- _____ 15. Names of the owner.
- _____ 16. The institution's policy guaranteeing the right of students to gain access to their files.
- _____ 17. The institution's policy for releasing information about an individual student.
- _____ 18. Scholarship and fee waiver policies (if applicable).
- _____ 19. Specifics describing the extent of other available services, such as housing (if applicable), career counseling, etc.

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- _____ 20. The name(s), address(es), and telephone number(s) of the appropriate state agency(ies) which license the institution, as well as the name(s), address(es) and telephone number(s) of the agency(ies) which accredit the institution.
- _____ 21. Any other material facts concerning the institution or the program of instruction which are likely to affect the decision of the student to enroll therein.

The following items may appear on a dated catalog insert as long as there is a clear indication in the catalog's table of contents that this information is so provided.

- _____ 22. Policies related to tardiness, excused and unexcused absences, make-up work, conduct, termination and other rules and regulations of the institution.
- _____ 23. Administrative staff and faculty.
- _____ 24. Costs for each program or course:
 - _____ a. Tuition – Total tuition for each course;
 - _____ b. Books and supplies – Must be actual cost to the student;
 - _____ c. All fees – Must be separately identified;
 - _____ d. Other costs; and
 - _____ e. Payment – Methods and terms of payment of monies owed to the institution must be identified.

If an institution chooses to use a catalog format which is comprised of inserts or separate pages, the following requirements apply:

- a. All pages or inserts must be dated and numbered.
- b. The main body of the catalog must contain a complete table of contents which clearly indicates all inserts or separate pages and the corresponding page numbers.

If One Catalog Is Used For Several Schools

- _____ 1. All institutions which use a common catalog must be of common ownership and this must be indicated.

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- _____ 2. Any pictures of the physical facilities must be captioned to identify the particular institution depicted.
- _____ 3. The members of the headquarters administration who have supervisory responsibilities for the institutions must be clearly identified.
- _____ 4. Any information contained in the catalog which is not common to all institutions must be clearly identified.
- _____ 5. The names and addresses of the institutions which utilize the catalog must be included.