



Misrepresentation of Information

The College will hold itself to the highest levels of integrity and will not provide any false, erroneous, or misleading statements to a student or prospective student, to the family of an enrolled or prospective student, or to the U.S. Department of Education. The College is committed to operating in an environment of integrity. Each team member of the College is responsible for assuring that the actions and activities conducted at the College promote such an environment. This includes the responsibility to report actions or activities that concern an individual which do not promote this environment. To protect consumers, the Department of Education proposed regulations to strengthen the DOE's authority to take action against institutions engaging in deceptive advertising, marketing and sales practices. The proposed regulations state that substantial misrepresentations are prohibited in all forms, including those made in any advertising, promotional materials, or in the marketing or sale of courses or programs of instruction offered by an institution.

Misrepresentation is defined as: "Any false, erroneous, or misleading statement by an institution, one of its representatives, or any person with whom the institution has an agreement to provide educational programs, or to provide marketing, advertising, recruiting or admissions services makes directly or indirectly to a student, prospective students or any member of the public." Basically, anyone making any statement in any form of communication (print, verbal or other means) that has the capacity, likelihood or tendency to deceive or confuse. will be in violation of this regulation. The broad definition requires clear and factual information be presented to students and covers the following types of information:

- Nature of educational programs, such as accreditation, program content, program termination, transferability of credits, and certification for practice in a field;
- Nature of financial charges, such as costs and refund policies, availability and type of financial assistance, and rights in applying or rejecting any particular type of financial assistance;
- and
- Employability of graduates, such as future conditions, compensation, or employment opportunities; and requirements that are generally needed in the field. Together, regulations on incentive compensation and misrepresentation will reduce the motivation for institutions to use aggressive and misleading recruitment tactics to increase enrollment. These protections will prevent institutions from enrolling students who are unable or unlikely to benefit from an educational program and from misusing taxpayer funds.

The College adheres to all the above regulations set forth by the Department of Education. Training and orientation is provided to all Employees upon hire regarding misrepresentation. In addition, departments with proven "high contact" with students and the community like the Financial Aid office, the Office of Admissions and Career Services provide training opportunities on more focused subject matters to provide clarity on this regulation.