

ACAOM COMPREHENSIVE STANDARDS AND CRITERIA

STANDARD 10: PUBLICATIONS AND ADVERTISING

Criterion 10.01: ACCURACY, HONESTY AND CLARITY OF INFORMATION 1
Criterion 10.02: CATALOG 2

Criterion 10.01: ACCURACY, HONESTY AND CLARITY OF INFORMATION	
<i>Related Policies:</i>	ACAOM Public Disclosure Policy
<i>References:</i>	

INSTITUTIONAL COMPONENTS

All institutional published materials and electronic media must:

- A. be honest, complete, accurate, and clear.
- B. be readily available to relevant stakeholders.
- C. accurately identify current programs and services where applicable.
- D. accurately list the professional education and credentials of current faculty, guest lecturers, and leadership where applicable.
- E. clearly and accurately differentiate core faculty, faculty, and guest lecturers.
- F. accurately describe employment, career, and licensure opportunities for graduates where applicable.
- G. report the institutional accreditation status and relationship with the Commission using only the language provided by the Commission where applicable.

PROGRAMMATIC COMPONENTS

ALL PROGRAMS

All programmatic published materials and electronic media must:

- A. be honest, complete, accurate, and clear.
- B. be readily available to relevant stakeholders.
- C. accurately identify current programs, services, courses, and faculty where applicable.
- D. accurately list the professional education and credentials of current faculty, guest lecturers, and leadership where applicable.

- E. clearly and accurately differentiate core faculty, faculty, and guest lecturers.
- F. accurately describe employment, career, and licensure opportunities for graduates where applicable.
- G. report the institutional accreditation status and relationship with the Commission using only the language provided by the Commission where applicable.

Criterion 10.02: CATALOG	
<i>Related Policies:</i>	
<i>References:</i>	

INSTITUTIONAL COMPONENTS

- A. The institution must publish a catalog or comparable official publication(s).
- B. The institution's catalog or comparable official publication(s) must be made available to current students, prospective students, and the public.
- C. The institution's official publication(s) must honestly and accurately describe the institution's programs.
- D. The institution's official publication(s) must include, but is not limited to, current:
 - 1. mission statement;
 - 2. description of all programmatic offerings;
 - 3. governance structure, including membership of the governing board and, if appropriate, the advisory board;
 - 4. administrative leadership;
 - 5. opportunities and requirements for financial aid, if applicable;
 - 6. procedures for discipline and/or dismissal for academic or other reasons;
 - 7. grievance procedures for students;
 - 8. non-discrimination policy;
 - 9. available learning and other physical resources.

PROGRAMMATIC COMPONENTS

ALL PROGRAMS

The institutional catalog or official publication(s) that refer to the program must include the program's:

1. statement of purpose and goals;
2. learning outcomes;
3. admissions requirements and procedures;
4. admissions and transfer credit policies;
5. rules and regulations for student conduct;
6. attendance policy;
7. grading policy;
8. satisfactory performance requirements;
9. completion requirements;
10. tuition and fee structures;
11. equitable refund policies;
12. administrative staff and academic leadership;
13. academic calendar;
14. curriculum, including credits and descriptions of each course;
15. schedule of course offerings by academic term;
16. professional education and credentials of program faculty, guest lecturers, and leadership;
 - a) for listed degrees, the degree-granting institution must be listed;
 - b) for listed doctorate degrees, designation of the country of origin, other than the U.S., in which the degree is conferred must be listed, e.g., Ph.D. (China), M.D. (China);
 - c) publications and advertising must clearly and accurately differentiate core faculty, faculty, and guest lecturers.
17. resources that provide the legal requirements for licensure and entry into the profession in the state in which the program is located and other states in which the program is explicitly approved for its graduates to sit for licensure. The program must state whether its graduates are eligible for licensure in the state in which the program is located.