

## NACCAS' Policies January 2014

### Policy III.02 – Administrative Services: Policy on Advertising

The National Accrediting Commission of Career Arts & Sciences, recognizing the desire of schools to make known their special offerings and resources, encourages schools to hold to a high standard of truthfulness in advertising and requires schools, at a minimum, to meet the standards set out in this policy on advertising. Advertising for the institution must be factual. All institutions are required to be in compliance with applicable local, state, and federal oversight agencies with respect to advertising the institution, attracting prospective students, or promoting the institution for any reason whether using written copy, web-based information, or any other media format.

Schools applying for, denied, or in candidacy status shall not use the candidacy or application for candidacy in any way to imply, either publicly or privately, that the institution has the approval or accreditation of the institution or its programs by the Commission. A school that has never been accredited, has voluntarily relinquished accreditation by NACCAS, or has had its accreditation withdrawn by the NACCAS Board of Commissioners, may not advertise itself as accredited by NACCAS. An institution that has been granted “candidate status” may use the phrase “candidate for accreditation” in its advertising.

1. Advertising materials and any public statements and disclosures shall clearly distinguish the institution as a school. When advertising its accredited status, or the accredited status of its programs, an institution shall accurately describe such status by:
  - a. Using the name under which accreditation was granted;<sup>1</sup>
  - b. Specifying the status of any and all of its separate facilities;
  - c. Representing as accredited only those programs and courses that were evaluated and approved during the institutional accreditation process or subsequently reviewed and approved by the Commission;
  - d. Each year, a school may advertise a maximum of one pilot program or course that does not yet have NACCAS approval in order to determine if a market exists for it. All advertising must clearly indicate that the pilot program or course is not yet accredited.

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<sup>1</sup>When an institution submits its application for accreditation, if any other names are used, a list of these must be attached to the application. The Commission allows use of a shortened version of the school name in certain instances where the school is clearly identifiable as the same institution.

Example: International Academy of Hair Design, Inc. has “International Academy” on its exterior sign.

Example: Charles and Alice Beauty School, A Partnership, uses “C&A Beauty School” in its advertising.

An expanded campus facility that offers different programs than the main facility may be identified as a separate department of the main campus. Example: Charles and Alice Beauty School – Department of Massage. The main campus’ name must be clearly identified on any expanded campus facility.

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- e. Off-site advertising (not on the premises of the school) must include the approved name of the school; and
  - f. Words such as “salon” or “spa” may be used in the school’s name, so long as the institution is clearly identified as an educational institution (academy, college, institute, school, etc.).
2. When advertising its accredited status in advertising, promotional literature or letterhead, the school shall do so by using the NACCAS emblem alone and/or by using any one of the following descriptions:
- a. Accredited by the National Accrediting Commission of Career Arts & Sciences, Inc.;
  - b. Nationally accredited by the National Accrediting Commission of Career Arts & Sciences, Inc.; or
  - c. Accredited by NACCAS.

Either statement above may be followed by “The National Accrediting Commission of Career Arts & Sciences is recognized by the United States Department of Education as a national accrediting agency for postsecondary schools and departments of cosmetology arts and sciences, and massage therapy.” If other wording is used, written authorization from the Commission is on file at the school.

3. Any advertising by an institution or by its agents and representatives, with particular attention to advertising directed at prospective students, shall be accurate with regard to the institution or program, in terms of:
- a. Resources;
  - b. Admission requirements;
  - c. Academic progress policy;
  - d. Graduation requirements;
  - e. Fees and other charges;
  - f. Student financial assistance programs, whatever the source (advertising of financial aid includes a qualifying statement that financial aid is available to those who qualify);
  - g. Refund policy; and
  - h. Administrative policies and standards.

Any quantitative claim made (i.e., graduation rates, licensure or certification rates, percentage of graduates employed), or any claim that draws a qualitative comparison between the advertising institution and another institution or institutions, in any advertising, shall be supported by current data sufficient to prove the truthfulness of the claim.

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Supporting data for such claim shall be maintained for a minimum of 3 years and shall be available for review by the Commission and the general public.

4. The laboratory does not represent itself as providing services by licensed professionals. In the case of electrology, or massage, the practical laboratory of a school shall not be called, labeled, referred to or advertised as an electrologist's or massage therapist's private or occupational clinic.

If an institution wishes to identify its clinic either with the term "salon" or "spa" it must be identified as a student-training area.

5. An accredited institution, its agents and representatives may not offer any monetary or other incentive to students or prospective students to induce them to enroll in, attend, continue in, or graduate from said institution unless all of the following requirements are met:
  - a. The incentive must be bona fide;
  - b. The incentive must be available, on the same terms and conditions, to all students or prospective students for the period in which the incentive program is in effect;
  - c. The terms and conditions of the incentive must be fully set forth in writing and each student qualifying for the incentive must be furnished with a copy of the terms and conditions prior to the student taking any course of action based on the incentive;
  - d. All public statements and advertising concerning the incentive program must be truthful, complete and accurate;
  - e. The incentive program must not be conducted in a manner that is misleading or deceptive or that leads to abuse of student financial aid programs or of students or prospective students;
  - f. The incentive offered must in fact be provided to all qualifying students;
  - g. The incentive program must comply with all applicable federal, state, and local laws, regulations, and ordinances; and
  - h. The particulars concerning an incentive must remain on file for 3 years.
6. A school shall not use any trade or business name, label, insignia, or designation that misleads or deceives prospective student or the public as to the nature of the school, its accreditation, programs of instruction, methods of teaching, or any other material fact. No advertising by an institution, its agents and representatives shall be:
  - a. Fraudulent;
  - b. Deceptive;
  - c. Misleading; and/or

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d. False

**The term “advertising,” as used in this policy, refers to school name, “.edu”, letterhead, public disclosures, publications, websites, public information releases, advertisements, published notices, public statements, recruitment practices, promotional practices and materials, and disclosures by an institution, its agents or representatives.**