

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
OFFICE OF THE PRESIDENT OF THE UNIVERSITY
AND COMMISSIONER OF EDUCATION
ALBANY, NEW YORK 12234



July 16, 1980

No. 80-15

MEMORANDUM TO CHIEF EXECUTIVE OFFICERS
OF POSTSECONDARY INSTITUTIONS IN NEW YORK STATE

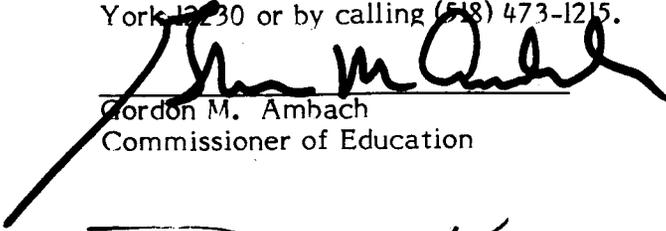
Subject: Code of Ethics for Advertising

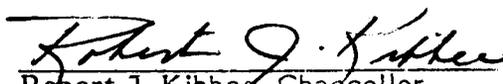
The Commissioner's Advisory Group on Postsecondary Regulations recently discussed ways of assuring that degree-granting institutions maintain high standards in their advertising and recruitment efforts. The Group decided that a code of ethics, rather than new regulations, was the better way of monitoring institutions as they compete for students in the face of declining enrollments. The attached code of ethics was adopted by the Commissioner's Advisory Group on March 25, 1980.

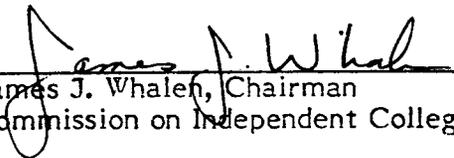
The code has been endorsed by the leadership of each of the four major sectors of higher education in New York State. Degree-granting institutions are urged to adhere closely to the standards set forth in this code of ethics. The Education Department will handle complaints concerning violations of the code. The Department's role will be to review alleged violations and call justified complaints to the attention of the offending institution's Chief Executive Officer. The institution will be urged to bring its advertising and recruitment efforts into conformity with the code.

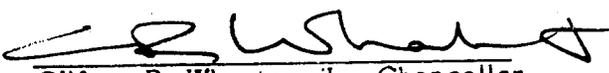
A code of ethics, rather than a regulation, has been selected because New York's colleges and universities have generally exercised self-restraint in this area. However, the pressure of declining enrollments has led some institutions to use advertising and recruiting techniques which are inappropriate. It is hoped that together we can quickly correct any such activities by calling attention to the code of ethics.

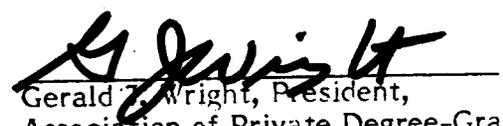
Any questions concerning the code of ethics, or any complaints concerning advertising, promotional literature, or recruitment activities, should be directed to the Bureau of Academic Information and Reports, State Education Department, Cultural Education Center, Albany, New York 12230 or by calling (518) 473-1215.


Gordon M. Ambach
Commissioner of Education


Robert J. Kibbee, Chancellor,
City University of New York


James J. Whalen, Chairman
Commission on Independent Colleges and Universities


Clifton R. Wharton, Jr., Chancellor,
State University of New York


Gerald T. Wright, President,
Association of Private Degree-Granting Institutions

Degree Granting Institutions'

Code of Ethics

For Advertising, Promotional Literature and Recruiting

All degree granting institutions, or individuals acting on their behalf, should adhere to the following principles concerning advertising, promotional literature, and recruiting.

1. The primary emphasis of all advertisements, promotional literature and recruitment activities should be the educational services offered by the institution.
2. All statements and representations should be clear, current, accurate, and factual. Materials to support all such statements should be kept on file and should be available for review.
3. Any endorsement or recommendation should include the author's identity and qualifications (e.g. graduate, employer) and should be used only with the author's consent. No remuneration should be paid for such endorsement or recommendation.
4. Students should not be recruited or enrolled by:
 - (a) Assuring or seeming to assure employment for graduates in any business, establishment, or occupation unless actual arrangements for such employment have been made;
 - (b) Misrepresenting the true cost of, or the abilities required to complete, the intended programs of study;
 - (c) Offering money or inducements other than approved educational services in exchange for the student's enrollment.
5. Prior to enrolling, all prospective students should be informed of both: (a) the tuition, fees, and other costs for the program to be undertaken, and (b) the refund policies pertaining to those charges.
6. Financial aid should not be used as the sole enrollment incentive in recruiting students. Financial aid which is available only at a particular institution should be distinguished from aid available at most institutions (such as TAP and BEOG).
7. When recruiting students, representatives of an institution should state clearly their credentials, purpose, and position or affiliation with the institution.
8. Recruiters should be volunteers or paid employees of the institution and should not be paid on the basis of the numbers of students recruited.
9. References to the New York State Board of Regents or the New York State Education Department should be limited to a statement concerning actual approvals (e.g. charter, licensure, registration) granted by the Regents or Department.