

Standard Three - Students

Policy 3.1 Institutional Advertising, Student Recruitment and Representation of Accredited Status

All candidate and accredited institutions, or individuals acting on their behalf, must exhibit integrity and responsibility in advertising, student recruitment, and representation of accredited status. Responsible self-regulation requires rigorous attention to principles of good practice.

A. Advertising. Publications, Promotional Literature

1. Educational programs and services offered should be the primary emphasis of all advertisements, publications, promotional literature, and recruitment activities.

All of TMCC's publications and promotional literature promotes and explains its academic programs and student services and activities to current and prospective students. As stated in TMCC's Administrative Manual, section 4,666, all promotional brochures, fliers, posters or pamphlets for external distribution must be approved by PPIO (Publications and Public Information Office) before printing (see attached section of the Administrative Manual). PPIO has conducted outreach to make sure that all departments and individuals know and understand the process of having a promotional item approved. The director has attended the president's cabinet, instructional deans' meetings, departmental/division meetings, as well as, published the process on the Web site and in the Administrative Handbook. Despite all the outreach done on the part of PPIO, there are faculty and departments who still continue to develop their own materials without having them approved by PPIO. Although there are cases of departments developing materials on their own, that number has diminished through the support of an administration that supports standardization of materials.

TMCC's catalog provides a detailed listing of all student services, programs and activities within the first 20 pages of the publication. The catalog not only explains the services and programs but it also provides names, locations and contact information necessary for students to contact those responsible for the services and how to access the services.

TMCC degree programs, advisors and worksheets are available from pages 21 to 156. Degree programs offered at the college, as well as the advisor and phone numbers are listed in this section of the catalog. TMCC also differentiates which programs offer either certificates, degrees, classes, training and workshop to assist the student to better identify their academic and career needs and goals while attending TMCC. Each degree and certificate worksheet lists career choices in the field, salary ranges, job openings and program length in order to assist students in making an informed choice regarding their academic goals while attending TMCC.

The problem TMCC faces is that once the catalog is published it becomes dated because services and academic programs are constantly changing to meet the needs of the students it serves. TMCC decided to change from a printed catalog to an online catalog for the 2004-2005 academic year. For those who have limited access to computers there will be limited hard copies of the catalog for students to access as well as CD ROMS for them to use either by access the on-campus computer labs or at home. Counselors and advisors at the college as well as counselors and career technicians in the area high schools will receive a hard copy of the catalog to assist those students who are unable to access a computer at home. The college has also supplied each of their campus branch libraries with a hard copy of the 2004-2005 catalog. Other departments such as the starting point, academic advisement and the career center all have hard copies of the catalog. By publishing the catalog online, the college will have the ability to update services and programs offered by the college as well as changes made to course requirements. Currently, it is planned that approved catalog changes will be made twice a year and notations will be made on the online catalog.

Academic departments are required to review the course catalog content on a yearly basis. The publications and public information office also works with instructional departments to develop marketing plans. A reminder to update the career information on the instructional worksheets is included in that marketing plan. Career and job placement information is also updated for press kits that are sent to community agencies.

TMCC has shown a tremendous amount of growth in the quality and quantity of the promotional publications it produces. TMCC's publications have become more consistent and professional since programs and departments have been required to send everything through the publications and public information office (PPIO) at TMCC. The public information staff, in coordination with student service and academic departments have worked together to present a consistent and professional image to the community. All promotional items and brochures must go through PPIO to ensure accuracy and that each department using the Associated Press (AP) style in all publications. When publications go through PPIO it also ensures that the format and information is consistent and accurate.

Since the last accreditation report, changes have been made to the catalog to make it more "user friendly" to current and prospective students. Program worksheets have been developed which include not only program requirements, but also general information about the career such as career choices, salary ranges, job openings and program length. TMCC has also combined all steps and paperwork needed to enroll into one concise high school enrollment and financial aid packet. The packet won a Gold Medallion of Excellence Award from the National Council for Marketing and Public Relations (NCMPR). This packet is used, almost exclusively, with graduating seniors interested in attending TMCC. This packet includes general information regarding steps to enroll and services at TMCC as well as academic information, financial aid information and the admission and scholarship application. This publication is reviewed each year by college and high school personnel to maintain its effectiveness in the community.

TMCC also published its first student handbook/academic planner for the 2004-2005 academic year. The student handbook/academic planner consists of the following: academic calendar, tips for success in college information on student life and campus resources, services for student and academic and enrollment information. This publication has been distributed through classes, student service programs, large social activities and orientation programs. All students who received a student ID were also encouraged to pick up a free student handbook in the student government office (ASTM). TMCC will conduct focus groups and individual surveys to measure student satisfaction with the document and gather input for changes to improve the handbook.

Strengths:

TMCC has gone to an online catalog format in order to better reach the general population. The online catalog also allows the college to update information and requirements routinely in order to make the catalog a static document.

TMCC has shown a tremendous growth in the quality and quantity of the promotional publications it produces.

Recommendations:

It is recommended that the college academic and student service programs continue to send all external publications through PPIO to ensure consistency and accuracy of said publications.

TMCC needs to develop a plan as to how to inform students that the catalog is online and how to provide access to those without access to a computer.

It is also recommended that TMCC develop a general college brochure that may be used in the community. This publication should be ready for distribution by September 2004.

2. All statements and representations should be clear, factually accurate, and current. Supporting information should be kept on file and readily available for review.

The college involves all necessary departments and academic programs when creating and editing all publications and promotional items. The information submitted by individuals and departments is then checked by supervisors and cross checked by outside departments to ensure accuracy. TMCC publications and public information office then performs a final check to make sure that the documents are accurate and consistent and uses a standard AP standard text style. TMCC's Webmaster also checks the Web pages and sends out regular reminders for departments to update the information and respond to any student inquiry.

The admissions and records office keeps archival information from academic and course changes in the master course and master degree files. The Elizabeth Strum Library also keeps archival information regarding academic and course changes.

3. Catalogs and other official publications should be readily available and accurately depict:

a. Institutional mission and goals;

TMCC's mission statement and vision for the college are clearly stated on page 5 of the 2004-2004 catalogs. TMCC's planning council developed a new mission statement and goals for the college which reflects the UCCSN (University and Community College System of Nevada) strategic goals in the spring of 2003. The new strategic goals and mission statement are clearly stated on page 5 of the 2004-2005 catalog and on the TMCC Website at <http://www.tmcc.edu/about/mission.asp>.

b. Entrance requirements and procedures;

TMCC clearly states that it embraces an open door policy which encourages the entire community to become involved in the college's programs on page 6 of the 2003-2004 catalog. Students who are less than 18 years old and have not graduated from high school complete a separate admission application and the details for eligibility for admission are listed in Appendix A. Both applications are available on-line and from admissions and records. The catalog does indicate that admission to many of the health science programs is limited and does require special admission procedures. The programs included in health sciences are: veterinary technician, nursing, radiologic technology, paramedic, dental hygiene and dental assisting. The catalog does refer students to the program worksheets, admissions and records as well as the health sciences department for more information regarding special admission procedures. Each health science major has a program worksheet which clearly states the admission procedures. Each health science area provides monthly information sessions where admission, career options and the academic program is explained to prospective applicants.

TMCC's ATEC (Automotive Technician Educational Cooperative) program requires special admission requirements but that is not clearly stated in the catalog. The fall and spring 2003 and 2004 semester schedules does state that students must be enrolled in the ATEC program and must contact the department for special admission procedures in order to register for the classes. All of TMCC's technical programs housed at the Technical Institute, Edison Campus are listed on a separate Web page: <http://www.tmcc.edu/edison/>

The apprenticeship program requires that students contact the apprenticeship office or the student's sponsoring indentured apprenticeship training program for required courses. There is no mention of the apprenticeship program on the TMCC Web page except in the 2004-2005 online catalog.

TMCC's cosmetology program has special admission process which is mentioned in the 2003-2004 catalog and semester class schedules. The cosmetology program also has a Webpage on TMCC's Website. Students are directed to complete the application to the cosmetology program and submit the application no later than three weeks prior to the start of the semester.

TMCC's veterinary technician program alludes to a special admission process but does not clearly outline what is required to get into the program. Their Webpage discusses that the program is limited to 25 students but students must contact the department to get more information. The catalog does not discuss special admission procedures for the program.

International students who choose to attend TMCC fall under certain admission requirements which are clearly stated on the TMCC Website at <http://www.tmcc.edu/admissions/international/>. Admission requirements for international students can also be found in Appendix A in the course catalog.

TMCC also offers a middle college high school on its campus entitled TMCC High School. TMCC High School is a Washoe County School District high school that accommodates juniors and seniors. TMCC High School is responsible for admitting qualified students.

c. basic information on programs and courses, with required sequences and frequency of course offerings explicitly stated;

The TMCC catalog is designed to provide students with general information about the course numbering system, transfer of credits, applicability of courses to degrees and the courses that satisfy general education and diversity requirements. Then each degree, certificate or program has a worksheet outlining courses required for the degree and, in certain programs, the required sequence of courses. Each course is then listed alphabetically by rubric with credits, prerequisites and the course description.

d. degree and program completion requirements, including length of time required to obtain a degree or certificate of completion;

The heading of each worksheet describes the program; potential for various employment opportunities and salary ranges; and the length of the program.

e. faculty (full-time and part-time listed separately) with degrees held and the conferring institution;

In the 2003-2004 college catalog, all full-time academic and administrative faculty are listed with their title, department, when their employment began and their degrees earned. In the past, TMCC has not listed its part-time faculty in this portion of the catalog because of their transient nature and there was concern about any legal ramifications if the college was unable to extend a contract to the part-time faculty due to class cancellation. There is a link from the online 2004-2005 which lists all part-time faculty and the institution they attended and degree they earned.

f. institutional facilities readily available for educational use;

Instructional classrooms are the primary focus of each TMCC facility. When building the class schedule for each term, classes are booked in the scheduling program according to special needs, such as wet or dry lab, maximum class size and

desired location for the class. After all classes are booked, rooms are available for scheduling on an ad hoc basis through the on-line room scheduler. The staff responsible for scheduling rooms continues to make adjustments as classes are cancelled or added throughout the semester. The assigned room is printed in the class schedule and the on-line schedule is updated nightly and reflects any changes.

g. rules and regulations for conduct;

Appendix L of the college catalog outlines the Rules and Disciplinary Procedures for Members of the University Community. These rules of conduct apply to students, staff, and faculty – all members of the college community. These are further described along with procedures for reporting misconduct in the Conduct Policy (attached) which is available on the web site, in the Associate Dean of Students' office; and referenced in the Student Handbook.

h. tuition, fees and other program costs;

Tuition, fees, methods of payment are on page 10 of the college catalog (2003-04). These are also listed in the class schedule and on the college's web site. Each class listing in the class schedule states the fees and any special fees, such as lab fees.

i. opportunities and requirements for financial aid;

Descriptions of types of financial aid available, process and deadlines for application, student's rights and responsibilities are printed on pages 12-14 of the catalog. These are also printed in the class schedules and on the college's web site.

j. policies and procedures for refunding fees and charges to students who withdraw from enrollment;

The refund policy is on pages 11-12 of the 2003-04 catalog and printed in the class schedules and on the college's web site.

k. academic calendar.

The academic calendar is printed on page 2 of the catalog. The calendar is printed in more detail in the class schedule and on the web site.

Strengths:

TMCC went through an extensive re-writing of its mission statement and vision of the college which was inclusive of the entire campus. The mission statement not only reflects the goals and mission of the UCCSN but also reflects TMCC's diverse community.

Recommendations:

Students and community members might not know how to access TMCC's mission and goals through the online catalog. The college might want to more clearly state where various items can be found on the online catalog. The mission and strategic goals may also be found on the TMCC Website on its own page (see attached).

The process that students must complete in order to enroll in the apprenticeship program could be more clearly stated. Because students must contact TMCC's apprenticeship program or their indentured apprenticeship training program, apprenticeship is not mentioned in the class schedules.

TMCC must clearly state the requirements to enter the veterinary program on its Website and in its publications.

TMCC's fire and police academy also require special admission. The High Sierra Regional Law Enforcement Academy clearly states that there are limited spaces and the cost of the program which must be paid upfront. It also states the requirements that must be met prior to be enrolled in the academy (page 72, 2003-2004 catalog). The Firefighter Academy's special admission status, tuition and costs and expectations are clearly stated on its Webpage but not in the catalog.

The Northern Nevada Firefighting Academy needs to clearly state where students can find its special admission requirements and fees in the catalog.

- 4. In college catalogs and/or official publications describing career opportunities, clear and accurate information should be provided regarding:**
 - a. national and/or state legal requirements for eligibility for licensure or entry into an occupation or profession for which education and training are offered;**
The worksheets describing each degree in the college catalog discusses special requirements for each program.
 - b. any unique requirements for career paths, or for employments and advancement opportunities in the profession or occupation described.**
The worksheets describing each degree in the college catalog discusses unique requirements for each program.

TMCC makes available to students relevant information regarding career opportunities, including appropriate legal requirements for licensure or entry into a profession or occupation for which education and training are offered. TMCC also provides information regarding any unique requirements for career paths, or for employment or advancement opportunities in the profession or occupation described. Students can access this information by means of various institutional publications, including the college catalog, and relevant department or program web pages.

The 2003-2004 TMCC catalog clearly explains the types of programs and courses in which students may enroll, program advisors and corresponding phone numbers. This information can be found on pages 22 – 26. For further explanation of the types of courses offered, students can refer to page 29 of the TMCC Catalog, where the General Education Requirements for Occupational Degrees are described. Here, students can be made aware of the types of courses they are able to take in order to obtain their degree. Particular courses of interest to Associate of Applied Science degree-seeking students are courses that are designated "B" courses. The catalog defines them as such:

Occupational courses with a “B” designator do not usually transfer toward baccalaureate degrees. Occupational courses without the “B” designator can be applied as electives toward an associate of science degree and may transfer to institutions granting baccalaureate degrees. The transferability decision rests with the receiving institution. Developmental courses, (courses numbered less than 100), do not transfer and do not count toward any TMCC degree.

Therefore, students enrolled in an occupational degree program are made aware that occupation courses are those designated “B” courses. When these students then reference the guides for the specific degree or certificate program in which they are interested within the pages of the catalog (31-149), they should therefore be aware of the types of courses in which they are enrolling and how these courses will benefit them in their educational pursuit. A program of study worksheet is available for students to fill in on page 150 of the catalog. This worksheet serves the purpose of giving students the opportunity to track their educational progress.

Beginning with a Business Certificate of Achievement for Accounting Technology and ending with the Certificate of Achievement for Welding Technology, the TMCC Catalog provides specific and detailed information about each program. Included for each listed degree or certificate are the following designations: “Career Choices,” “Salary Range,” “Job Openings,” and “Program Length.” These indicators allow students further information about their program of choice, including relevant information about current salaries and local and/or national opportunities for possible jobs.

Also included in these pages for each program of study are corresponding General Education Requirements, and Core Requirements, as well as possible Major/Emphasis Requirements. A tally is included at the bottom of each page to indicate how many total requirements are needed to complete the degree or certificate. Further information for any relevant program or degree is provided regarding “national and / or state legal requirements for eligibility for licensure or entry into an occupation or profession for which education and training are offered” and for “any unique requirements for career paths or for employment and advancement opportunities in the profession or occupation described.” For example, the following information is given for the Automotive Technician Educational Cooperative Associate of Applied Science degree:

In collaboration with area fleet shops, dealers and independent garages, and supported and endorsed by the Department of Motor Vehicles, three programs of study are provided.

This program has been recognized at national technology conferences. It contains all of the components of successful School-to-Work/Tech Prep Programs. The program is certified by the NATEF (National Automotive Technical Education Foundation); the curriculum (based on ASE standards), shop space, equipment and faculty meet or exceed NATEF

certifying standards. Motivated students can complete an associate of applied science (AAS) degree in 24 months. In addition to and AAS degree, students may elect to complete studies for a certificate of achievement or a competency-based skills certificate. Students are prepared for eight ASE examinations, smog certifications and refrigerant licenses. Through highly structured internship training at participating garages, students learn and earn.

Strengths

The institution ensures that our students are well-informed about their educational and career paths, and that the information provided is clear and accurate. The new online catalog provides substantial information as do program publications, including web pages. To access specific program web pages, a student may navigate from the “Instruction at TMCC” webpage at <http://www.tmcc.edu/instruction.asp>, which provides links to all TMCC academic websites.

TMCC has further invested in providing students career guidance by implementing a new Career Center that is now open in the V. James Eardley Student Center (RDMT 114). The TMCC Career Center provides career counseling with in-house career advisors, job placement advising and opportunities, and relevant technology, including 24 new computers for student use. Further information about this new center can be found at the following TMCC web address: <http://www.tmcc.edu/careerservices/>.

B. Student Recruitment for Admissions

1. Student recruitment should be conducted by well-qualified admissions officers and trained volunteers whose credentials, purposes, and position or affiliation with the institution are clearly specified.

TMCC employs one full-time employee whose main responsibility is to recruit high school students to TMCC. This position required at least a bachelor’s degree and it is preferred that the employee has a variety of experience in student services on a college level. It is also suggested that the recruiter has experience in public speaking. The college provides various training for the college recruiter such as academic advisement, FERPA, and specific college program information. The recruiter is also expected to maintain professional affiliations and attend, if possible, professional conferences which help maintain currency on the national and regional issues affecting college students today.

The recruiter is also partially responsible for on-campus recruitment events such as tours of campus, Day on the Hill (a high school day event), Spring Open House and Financial Aid Night, Latino and Latina Days.

The college also employs a student recruiter, who is a part of the Regent Award Program. This program was started in the state of Nevada to give students who meet the

qualifications (see attached Regent Award Program qualifications) a paraprofessional position to further their skills and assist them in the area they are interested in pursuing. This position is staffed by students so there is the possibility of high turn over rate. The college recruiter is responsible for training of the student recruiter.

TMCC also asks faculty volunteers to volunteer their time in high schools or at various recruitment events when needed. Faculty are primarily used for their specific expertise and not general college information. New student programs uses faculty extensively for their on-campus programs such as Days-on-the-Hill and Spring Open House and Financial Aid Night. Faculty are also asked to speak to high school classes in their area of expertise and to represent the college at college and career fairs in town.

TMCC has fostered a positive relationship with the area high schools and colleges which it feeds into. The office of new student programs does an excellent job at providing open communication between the high schools and the college. The recruitment staff meets with high schools on a regular basis and provides services based on the high school's needs rather than the college's needs. They also host an appreciation breakfast which bring high school counselors and career techs together as well as community members to thank them for their assistance in helping students as well as keeping them informed of the programs and services that TMCC offers.

Strengths:

TMCC has fostered a positive relationship with area high schools and maintains regular contact with the high school counselors and career technicians.

Recommendations:

Although TMCC's office of new student programs meets with high school staff on a regular basis, a formal evaluation of services has never been conducted. It is recommended that the college evaluate its service and programs with high school personnel to make sure they are meeting the needs of area high school students.

2. Independent contractors or agents used by the institution for recruiting purposes shall be governed by the same principles as institutional admissions officers and volunteers.

TMCC does not employ independent contractors or agents for recruiting purposes. TMCC relies on recruiters hired by and employed by the college and faculty and staff to recruit for its academic and occupational programs. Any person who is representing the college is a paid college employee.

3. The following practices in student recruitment are to be scrupulously avoided:

a. ensuring employment unless employment arrangements have been made and can be verified;

TMCC recruiters follow strict guidelines when discussing financial aid and student employment with prospective students. The guidelines followed are established by the federal government guidelines and Truckee Meadows Community College practices. Information regarding types of aid, eligibility requirements, types of student employment and employment opportunities can be found both on the TMCC Web site and on pages 12-14 in the 2003-2004 catalog. All written material regarding student employment states that “these programs provide eligible students with federal or state funds earned by working in an approved job. Preference is given to students who apply early using the FAFSA (Federal Application for Free Student Aid). (http://www.tmcc.edu/finaid/types_workstudy.asp) It also states that those who do not qualify for federal or state work student may apply for other on or off campus jobs as available.

Students who wish to apply for work study are asked to complete the FAFSA as soon as after January 2 of each year. It is also stated that financial aid is dispersed on a first come, first served basis. No where in any of the printed literature are students given the impression that student employment is guaranteed. All students are encouraged to apply.

TMCC’s financial aid office also publishes financial aid student rights in the catalog and on the Web site which states “Students have an equal opportunity to receive financial aid. After making proper application, students are entitled to expect an equitable determination for eligibility of available funds. Each student’s application is individually received using the same evaluation criteria”. <http://www.tmcc.edu/finaid/fees.asp>

b. Misrepresenting job placement and employment opportunities for graduates;

Assistance is available to guide students in the process of preparing to meet career and employment challenges. In general, students are not guaranteed job placement or employment opportunities while at the college. Opportunities are provided to develop skills (through workshops, career fairs, campus activities and individually) to locate resources and research career options online; to learn job search strategies, resume preparation, interview techniques, and participate in an internship; and be prepared to seek employment and future challenges. The job placement services provided to students are listed and explained in the 2003-2004 catalog on page 15. Job placement services are also listed on the TMCC Website under job placement services (see attached).

TMCC’s catalog also provides job openings information on each program worksheet for each major. No where in the catalog, the college Website or in any other publication does the college guarantee employment or job placement opportunities.

c. misrepresenting program costs;

Tuition and fees for in-state and out-of-state students are clearly stated in the catalog, course schedule and in the high school recruitment packet. Tuition and fees are also listed on TMCC’s Website with a detailed explanation. Tuition and fees for state funded classes are determined by the board of regents and any deviation of the standard

tuition must be approved by the board. The college also includes a disclaimer in each publication stating that fees might change based on board action.

Some instructional programs have additional fees which are clearly stated either in the TMCC catalog or on the TMCC Web page.

d. **misrepresenting abilities required to compete intended program; and**

TMCC embraces an open door policy and therefore will accept students with varying academic, intellectual and physical ability. Students are asked to complete the ACCUPLACER Placement Test to place into English and math classes as well as some business and science classes. Recruiters educate prospective students regarding the time commitment required for any class and fully explain the academic rigor of the academic and occupational programs offered.

e. **offering to agencies or individual person's money or inducements other than educational services of the institution in exchange for student enrollment. (except for awards of privately endowed restricted funds, grants or scholarships are to be offered only on the basis of specific criteria related to merit or financial need.)**

TMCC recruiters are not in a position to offer money or any other inducements in exchange for student enrollment. The recruiter is trained in basic financial aid policies and procedures and assist students in the application process but do not make any promises of any kind.

C. **Representation of Accredited Status**

1. **The term "accreditation" is to be used only when accredited status is conferred by an accrediting body recognized by the Council for Higher Education Accreditation and/or the Secretary of the U.S. Department of Education.**

The Northwest Commission on Colleges and Universities requires that the term "accreditation" be used only when accreditation is conferred by an accrediting body recognized by the Council for Higher Education Accreditation and/or the Secretary of the Department of Education.

Because Northwest Commission on Colleges and Universities is recognized by both the Council for Higher Education Accreditation and the Secretary of the Department of Education, TMCC uses the term "accreditation" in the statement that identifies the accreditation standing of the college on page 4 of the 2003-2004 TMCC catalog.

2. **No Statement should be made about possible future accreditation status or qualification not yet conferred by any accrediting body. Statements like the following are not permissible:**

The Northwest Commission on Colleges and Universities requires that no statement be made about possible future accreditation status or any other qualification that is not yet conferred.

TMCC is not in a position of future accreditation, because the college is accredited at this time. However, in the event of any change in status the college will utilize the format of the Northwest Commission on Colleges and Universities and will not endeavor to state any future status of accreditation.

a. (Institution) has applied for candidacy with (accrediting body).

The Northwest Commission on Colleges and Universities requires that the institution refrain from using any statement that implies the college has applied for candidacy with an accrediting body.

TMCC, while not in this status, conforms to this requirement.

b. (Institution) is a Candidate for Accreditation with (accrediting body) and full accreditation is anticipated.

The Northwest Commission on Colleges and Universities requires that TMCC refrains from statements anticipating being fully accredited.

TMCC conforms to this requirement because the college does not refer to anticipated accreditation. However, in the current 2003-2004 catalog and web based catalog the college states it is “fully” accredited. This error has been identified and corrected in the next publication of the catalog.

c. The (program) is being evaluated by (accrediting body) and accreditation is expected in the near future.

The Northwest Commission on Colleges and Universities requires that TMCC refrain from indicated that accreditation is expected in the near future.

TMCC conforms to this requirement in all the publications of the college.

3. Any reference to state approval should be limited to a brief statement concerning the actual charter, incorporation, license, or registration given.

TMCC does not make any reference to charter, incorporation, license or registration in any of the publications of the college because none are applicable to the operation of the college.

4. The phrase “fully accredited” is to be avoided, since partial accreditation is not possible.

The Northwest Commission on Colleges and Universities requires that the college may not use the term “fully accredited” in the college publications.

TMCC does use the term “fully accredited” in the college catalog for 2003-2004. This discrepancy has been identified and corrected for future publications of the college catalog and web sites for the 2004-2005 publications.

5. When accredited status is affirmed in institutional catalogs and other official publications, it should be stated accurately and fully in a comprehensive statement, including:

a. identifying the accrediting body as follows:

Northwest Commission on Colleges and Universities

8060 165th Avenue NE, Suite 100

Redmond, Washington 98052-3981

b. indicating the scope of accreditation as: 1) institutional (regional or national);

c. specialized (curriculum or unit accredited must be specified);

As noted above in section C-4, the college incorrectly identifies itself as “fully accredited” in the 2004-2005 catalog. The college has already corrected this in the web based catalog to remove the reference to “fully”. In the future the college will identify the status of accreditation as follows:

Truckee Meadows Community College is accredited by the Northwest Commission on Colleges and Universities, an institutional accrediting body recognized by the Council for Higher Education Accreditation and /or the Secretary of the U.S. Department of Education.

TMCC will not specify accreditation of curriculum or units because it is not applicable at this time.

6. The accreditation status of a program should not be misrepresented by implying that institutional accreditation extends to accreditation of individual programs by that accrediting body. Accreditation granted by an institutional accrediting body references the institution as a whole. Institutional accreditation does not extend to accreditation of any particular program in the institution. Thus, statements like “this program is accredited by” or “this degree is accredited by” are incorrect and misleading when referencing an institutional accrediting body.

TMCC has many separate programs at the college and all of them comply with the specifications of this requirement. The programs do not make any reference to their standing with the accreditation of TMCC by the Northwest Commission on Colleges and Universities.

Many of the programs having specific designations from separate entities within the State, many of which are required. Examples of this type of separate reference to program approval are as follows:

Automotive Technician Education Cooperative

The catalog states “In collaboration with area fleet shops, dealerships, and independent garages; and supported and endorsed by the Department of Motor Vehicles...”

High Sierra Regional Law Enforcement Academy

The catalog states, “The Academy is certified by the Nevada Peace Officer Standards and Training Commission to provide basic police academy training”.

Culinary Arts Program

The program web site states, “The culinary arts program was established in 1979 and is accredited by the American Culinary Federation”.

Dental Assisting Program

The catalog and web site states, “The TMCC program in dental assisting is accredited by the Commission on Dental Accreditation and has been granted the accreditation status of approval without reporting requirements”.

Dental Hygiene Program

The catalog and web site states, “The program is accredited by the Commission on Dental Accreditation. The commission is a specialized accrediting body recognized by the United States Department of Education. The Commission on Dental Accreditation can be contacted at 312-440-4653 or at 211 East Chicago Avenue, Chicago, IL 60611”.

Dietetic Technician

The catalog, Website and brochure states that “Truckee Meadows Community College is fully accredited by the Northwest Association of Schools and Colleges. The Dietetic Technician Program has received developmental accreditation by the Commission on Accreditation for Dietetics Education (CADE) of the American Dietetic Association (ADA), a specialized accrediting body recognized by the Commission on Recognition of Postsecondary Accreditation and the United States Department of Education”.

Legal Office Professional

The catalog states, “This legal program at TMCC is the only American Bar Association certified curriculum in Nevada”.

Massage Certificate Program

The catalog states, “This community services series of course is designed to follow the guidelines established by the local Nevada Ordinance as well as the National Certification Board of Therapeutic Massage and Bodywork”.

Nursing Program

The catalog states, “NLNAC, the accrediting agency for NLN, maintains information on TMCC’s nursing program with regard to tuition, fees and length. NLNAC’s address is 61 Broadway, 33rd Floor, New York, NY 10006. The telephone number is 1-800-669-1656, the web address is www.nlnac.org. Students may contact NLNAC directly”.

Paralegal/Law

The catalog states, “The legal program at TMCC is the only American Bar Association certified curriculum in Nevada”.

The above references to specific programs are separate relationships from the Northwest Accreditation Commission on Colleges and Universities. The exception is that the Dietetic Program does specifically reference accreditation by the Northwest Commission on Colleges and Universities. However, this reference specifically states the accreditation status is granted at the institutional level and therefore is not a violation of the guidelines.

Strengths:

TMCC conforms to the Northwest Commission on College and Universities guidelines for representing its accreditation status.

Recommendations:

In the future, TMCC should identify the status of its accreditation as follows:

Truckee Meadows Community College is accredited by the Northwest Commission on Colleges and Universities, an institutional accrediting body recognized by the Council for Higher Education Accreditation and /or the Secretary of the U.S. Department of Education.