

ADVERTISING PROGRAMS

College catalogs and other promotional materials must clearly specify what college offerings are transcribed as the state approved programs (associate degrees and Certificates of Completion) and what offerings lead to collegiate level non-transcribed awards.

Community College Catalog Guidelines

1. Promote programs of courses only after they are approved by the Higher Education Coordinating Commission (HECC), unless they have received specific indication of pending approval.
2. Explain the differences and relationships between state approved associate degrees, Certificates of Completion, Non-Credit Training Certificates, and college recognition awards.

Note: *State statutes and rules for Oregon community colleges do not specifically address marketing and advertising. It should be noted, however, that private career schools, colleges and universities (approved by the Office of Private Postsecondary Education) are held to specific expectations as defined in the Oregon Revised Statutes and Oregon Administrative Rules; colleges may consider using the same guidance in order to ensure equality in the marketplace.*