

ACCREDITATION PROCESS
BOOK
for
ACCREDITATION
of
BUSINESS CERTIFICATES



11520 West 119th Street
Overland Park, KS 66213
913-339-9356
www.acbsp.org

ACCREDITATION PROCESS BOOK for ACCREDITATION of BUSINESS CERTIFICATES

This book provides information for business and business-related certificates pursuing accreditation with the Accreditation Council for Business Schools and Programs (ACBSP). It contains important process information that is required to successfully accomplish ACBSP accreditation. The accreditation process continues to evolve as part of ACBSP's guiding principle of continuous improvement. The policies and procedures described in this publication are subject to change by the governing bodies responsible for approval of these changes. Please contact ACBSP offices or go to the ACBSP website, www.acbsp.org, to be certain this is the most recent version.

**ACCREDITATION COUNCIL FOR BUSINESS
SCHOOLS AND PROGRAMS**

11520 W. 119th Street
Overland Park, Kansas 66213 USA
PH:(913) 339-9356
EMAIL: info@acbsp.org
www.acbsp.org

Table of Contents

Introduction	4
Distinctions Between Members with Certificates and Members with Accredited Certificates	4
Publications Resources Available	4
ACBSP Conferences and Resources Available	4
Regional Meetings Resources Available	5
Staff Resources Available	5
Accreditation Policies.....	5
Accreditation Governance	5
Accreditation Processes	6
Privacy of Accreditation Process.....	6
Confidentiality Requirement	6
Conflict of Interest	6
Five-Year Limit on Candidacy	6
Informing the Public	6
Accreditation Timetable.....	7
Accreditation Evaluation Process Timetable Example.....	7
Cost - Concurrent – Non-Concurrent.....	8
Accreditation Eligibility.....	9
ACBSP Membership	9
Other Eligibility Requirements	10
Current ACBSP Members with Accredited Programs.....	10
New Certificates.....	10
Submitting the Application for Candidacy	11
Letter of Application for Candidacy Status	11
Candidacy Process.....	11
Candidacy Status	11
Appointment of a Mentor and Mentoring Activities.....	11
Fees During Candidacy — Mentor.....	12
Reports During Candidacy — Preliminary Site Visit Questionnaire.....	13
Reports During Candidacy — Action Plan.....	13

Reports During Candidacy — Annual Report	13
Recommendation to Proceed to Self-Study	13
Self-Study Report	14
Preparation of Self-Study	14
Evaluation Site Team Visit.....	14
Evaluation Team Appointment.....	14
Preparing for the Site Visit	15
Consensus Call.....	15
Site Visit Schedule.....	15
Evaluation Team’s Responsibilities	15
Following the Site Team Visit.....	16
Action by The Accreditation Governance Board AGB.....	16
Accreditation Granted.....	16
Accreditation Granted with Notes.....	17
Accreditation Granted with Conditions.....	17
Accreditation Action Deferred	17
Accreditation Withheld.....	18
Final Steps.....	18
The Process for Maintaining Accreditation	18
Quality Assurance Report.....	19
Reporting Institutional Changes	19
New Certificates.....	20
Certificate Termination	20
Change of Institution’s Name or Location	20
Change of Ownership.....	20
Closing of Institution.....	21
Voluntary Withdrawal by an ACBSP-Accredited Institution.....	21
Actions Taken While Accredited.....	21
Probation.....	21
Withdrawal.....	22
Appeal Process	23
Complaint and Resolution Procedure	24
Informal Resolution Procedure	25
Formal Resolution Procedure	25

Promoting Your Accredited Status.....	26
<i>Use of Logo</i>	26
Publications.....	26
Website	27
Mini Gonfalons	27
Lapel Pins	28

Introduction

This introduction provides an overview of recognition for those seeking to understand certificate accreditation. The contents can be especially valuable for those seeking to make the case for recognition of your certificates.

Distinctions Between Members with Certificates and Members with Accredited Certificates

ACBSP maintains three categories for institutions that have paid dues to join ACBSP to describe certificates.

- All institutions with certificates enter as members of ACBSP and may refer to their certificates as a Member Only of ACBSP.
- Upon making a decision to become accredited and after approval of the application for the certificate, administrators may represent candidacy for accreditation and can be referred to as a Candidates for Accreditation.
- Once accreditation is granted, certificate administrators may communicate that the certificates that were identified in the self-study are accredited.

The ACBSP website (www.acbsp.org) is updated regularly as certificates change from one status to another.

Publications Resources Available

In addition to this book which describes accreditation processes, several other publications are referenced in this book and on the ACBSP website - www.acbsp.org.

- ***Application for Candidacy for Accreditation Form and Cover Letter (Word document)***
This document allows you to prepare and send the application form and letter without retyping from a printed or PDF document.
- ***Estimated Costs for Accreditation*** — This two-page document provides approximate budgeting and cost information for the accreditation process.
- ***ACBSP Standards and Criteria for Demonstrating Excellence in Certificate Accreditation*** — This document presents the standards and criteria for institutions to demonstrate compliance with the accreditation standards.

ACBSP Conferences and Resources Available

There are two conference each year. The first conference is held in a major city in the United States during the month of June. The second conference is held in a major city outside the United States every November. The conferences offer workshops on the accreditation process and content of accreditation standards and criteria, an opportunity to meet individually with ACBSP staff to discuss specific issues and questions and to meet with the mentors and members of the AGB. Some features of the conference include:

- **Pre-Conference Workshops:** Offered most years just prior to the Conference, these sessions usually focus on accreditation processes and standards, some of the sessions may be offered during the conference (see the description below). This is an ideal way

to learn more about accreditation processes and standards and criteria if your schedule does not permit attending the conference or you want to attend other concurrent sessions during the conference.

- **Meeting of the AGB:** This meeting takes place in June. This is the annual meeting of all Commissions where business that relates to the accreditation process is conducted. This includes adopting changes in the standards, election of members to the AGB, recognition of schools entering candidacy, and other business. All Commission members may attend and vote, regardless of their accredited status.
- **Accreditation Concurrent Sessions:** These educational tracks are offered during the conference and focus on a review of the standards and criteria, best practices used by certificates in achieving and maintaining accreditation, a review of the reaffirmation of accreditation processes, and training sessions for site evaluators and mentors. The specific sessions offered vary from year to year.
- **One-On-One Sessions:** These sessions take place at the conference in June. Conference attendees may set appointments to meet individually with a member of the AGB and/or staff during these 15- to 30-minute sessions. This is a time for your specific questions and discussions as you seek or maintain accredited status.
- **Accreditation Gala:** This gala takes place at the conference in June. This banquet includes the recognition of all schools that have achieved initial accreditation or have achieved reaffirmation of accreditation during the past year.
- **Networking Opportunities:** In addition to the networking that occurs during scheduled sessions, there are ample opportunities to set appointments with specific individuals involved in accreditation processes and visit exhibitors that offer services and products to assist you along the path toward maintaining accreditation.

Regional Meetings Resources Available

ACBSP membership is divided into geographic regions. Every year, each region conducts a meeting. Many regional meetings include presentations on accreditation processes by member institutions or by an ACBSP staff member. Both institutions seeking accreditation and those that are accredited benefit. Members may attend a meeting in another region. The cost to attend a regional meeting is often lower than the cost to attend the ACBSP Conferences.

Please check the Regions landing page at www.acbsp.org for dates, locations and registration procedures for each regional meeting.

Staff Resources Available

The ACBSP staff is always available to assist individuals from institutions that are considering accreditation or are in the process of accreditation of their certificates. The staff includes a Chief Accreditation Officer who leads the overall effort, Associate Director of Accreditation, and Accreditation Coordinators. Other staff at the ACBSP office may be able to respond to your questions and requests for information.

Accreditation Policies

Accreditation Governance

The Accreditation Governance Board assists each Board of Commissioners in establishing, documenting and periodically reviewing broad accreditation policies and procedures essential to

accomplishing the objectives and appropriate functioning of the two Commissions and the administration of the accreditation staff.

The governance of the accreditation process for associate certificate accreditation is the primary responsibility of the elected members of the AGB. The AGB is responsible for determining eligible institutions to be accredited and for all accreditation decisions.

Accreditation standards (including changes) are initiated by the AGB and must be approved by the institutional members of ACBSP (also known as the Commission). Interpretation of the standards is the sole responsibility of the AGB.

Accreditation Processes

Privacy of Accreditation Process

All reasonable efforts will be made by ACBSP to protect the confidentiality of the information gathered and reviewed during the accreditation process. The accreditation decisions made by the AGB and the basis for the decisions must be made public. It should be noted, that legal requests for information pertaining to an institution's accreditation process involving ACBSP may require certain disclosures unforeseen at the time this document was prepared.

Confidentiality Requirement

Only evaluators, staff and commissioners of ACBSP ("Qualified Persons") who need to know the confidential information may review the confidential information. ACBSP will require all such Qualified Persons to abide by this confidentiality requirement. All evaluators sign an agreement outlining their ethical responsibility pertaining to conduct before, during and after an accreditation site visit with which they are involved. This means that matters pertaining to an accreditation visit are not to be discussed in public and are to be treated confidentially. The AGB also requests that all ACBSP accreditation materials (e.g. - Feedback Report, etc.) be maintained by the accredited institution as confidential information.

Conflict of Interest

Every reasonable effort will be made to have commissioners, staff and evaluators excluded from involvement in the accreditation process in which they have had, or might sometime have in the foreseeable future, a professional or personal conflict of interest. ACBSP policy requires that all active commissioners and board members of ACBSP remove themselves from any of the Council's discussions about their own institution's accreditation and all other institutions where they have a relationship that could involve a conflict of interest. A signed conflict of interest statement is requested annually of all active commissioners.

Five-Year Limit on Candidacy

The institution must complete the accreditation process within five years of beginning candidacy, be granted an extension of candidacy, or be dropped from candidacy.

Informing the Public

In communicating with the public, certificate administrators must accurately distinguish between certificates that have achieved accredited status and those that have not. This is accomplished through brochures, catalogs, websites or other means of effective public

communications.

The certificate administrators must routinely provide reliable information to the public on their performance, including student achievement, such as one or more of the following: graduation, retention, licensure, job placement, etc., in responding to the ACBSP Standards and Criteria for accreditation in the self-study. There must be a link on the certificate main page that will provide the public access to the information required. The certificate administrators must continue to inform ACBSP of this activity through interim quality assurance reports after the accreditation process is completed.

ACBSP will inform the public of the basis for accreditation decisions made by the AGB at their two meetings per year, held in April and November, by posting the decisions on www.acbsp.org under a section called Accreditation Decisions.

Accreditation Timetable

The two questions most often asked at the start of the process are: “What is the timetable for accreditation?” and “What is the cost to achieve accreditation?” The short answer is 6-12 months and an estimated \$8,100. A longer time will be required if an outcomes assessment process or other processes are not in place. Cost will vary depending on many factors, including the size, number of campuses, readiness to achieve accreditation, the speed at which the Certificate administrators wish to move through the process and other factors. ACBSP always looks to the Certificate administrators to establish a timetable that suits their own needs.

Accreditation Evaluation Process Timetable Example

- The process begins with completion of the Application for Candidacy. At this time, the certificates are considered candidates for accreditation. For our purposes here, we assume the application is submitted in the fall.
- A mentor will be assigned.
- The accreditation coordinator and team begin work on the preliminary questionnaire in the online reporting portal. The work is shared with the mentor and Chief Accreditation Officer through the portal.
- The mentor provides feedback on opportunities to improve.
- The accreditation coordinator and team develop an action plan to close the gaps.
- The accreditation coordinator and team will decide if they want the mentor to travel to the campus for face to face feedback.
- Work begins on the timetable and plan of work outlined in the action plan. The mentor must recommend, and the Chief Accreditation Officer must approve, that the school is ready to begin self-study. We assume this occurs by spring, following the start of work in the fall.
- The mentor and the Chief Accreditation Officer will coordinate the time frame in which the certificate administrators will submit the self-study, and the certificate administrators will send in an Intent to Submit a Self-Study Form.
- Under one scenario, the school is determined to be ready to begin the self-study immediately, with the self-study completed by December 15th.
- Under another scenario, the school determines that a year or more is required. In this case, work on the self-study is not concluded until the next July 15th. Inform the mentor the self-study is ready for review in the online reporting portal.

- For schools outside the United States, the self-study loaded into the online reporting portal must be in English.
- Intent to Submit a Self-Study Form must be received by
 - September 1st for a December 15th submission, or
 - March 1st for a July 15th submission.
- An evaluation site-visit team is assigned to an institution after ACBSP headquarters receives the Intent to Submit a Self-Study form.
- Visits are scheduled each February and March, and permit review and action by the Board in April.
- Visits in September and October would permit review and action by the Board in November.
- The team of evaluators receive access to the self-study four weeks prior to the site-visit.
- A consensus call will be made by the team to discuss strengths, opportunities for improvement, and site-visit issues two weeks prior to the visit.
- The team chair should share site visit issues with the campus accreditation coordinator.
- The site team visits the campus and files a feedback report to ACBSP within ten business days following the visit.
- The findings of the evaluators are first reviewed by the ACBSP staff for completeness and then access is provided to the certificate accreditation coordinator and President for review.
- The president's response is provided in the reporting portal at least ten business days prior to the meeting of the AGB.
- The AGB review the self-study, evaluators' report and institutional response by the president at its meeting each April or November to consider accreditation requests and to award accreditation to those institutions that are in compliance with ACBSP standards.
- Action by the AGB is informally reported to the institution immediately following the meeting. The formal notice of board actions taken can take up to two months to complete. As ACBSP is a proponent of continuous improvement, most institutions receive accreditation with conditions and notes.
- Accreditation is effective immediately. Accredited status can be released to the public after all expenses are paid.
- Accredited certificates receive their accreditation recognition during the accreditation banquet at the conference held every June. The celebration will be in June, although many certificates will have held that status for several months.

Cost - Concurrent – Non-Concurrent

Certificate accreditation can be obtained at the same time the business programs is pursuing business accreditation or as a separate process. Both scenarios are described below. The same requirements with regard to site visit fees paid in advance, expense reimbursement and other details described in the previous section apply.

The costs related to obtaining accreditation by ACBSP will vary from institution to institution because of location and expenses for visits by the mentor and site visit team.

It is recommended the cost of accreditation be allocated over a one-year period. ACBSP will work with the certificate administrators and the timetable set forth in the action plan to properly

prepare invoicing and payment consistent with the budget set forth by the certificate administrators.

The costs shown are subject to change. They do not include the prorated or annual membership dues, nor do they include the costs for individuals to attend the regional meeting or the ACBSP Annual Conference.

The separate evaluation requires the expense of a separate site visit based on two persons for three days. If conducted concurrently, one additional evaluator is added to the site visit team, and the honorarium provided to the chair increases to \$1000/visit.

Table of Estimated Costs for Certificate Accreditation

	<u>CONCURRENT</u>	<u>NON-CONCURRENT</u>
Application Fee	\$ 2,500	\$ 2,500
Mentor Visit & Consultations (recommended)	\$ 0	\$ 2,000
Site Visit Travel (one additional/two evaluators)	\$ 800	\$ 1,200
Site Visit Honorarium (two days)	\$ 1550	\$ 1,400
Site Visit Food and Lodging	\$ 700	\$ 1,000
Estimated TOTAL	\$ 5,550	\$ 8,100

A \$4,000 site-visit deposit is required prior to the site visit. ACBSP will pay each evaluator individually after they file an expense claim and attach receipts for the site visit expenses. An honorarium of \$850/\$1000 visit is provided to the chair of the site visit team and \$550/visit to other members of the site visit team. The certificate authorities are responsible for reimbursing ACBSP on a timely basis for additional expenses. Any unexpended funds are returned to the certificate authorities.

Accreditation Eligibility

To be accredited the certificate must be eligible for higher education credit. the certificate must be made up 75 percent or more from the accredited business program’s curriculum. It must be 12 or more credit hours at the level of the award, associate, baccalaureate, masters, doctorate.

ACBSP Membership

To be eligible for consideration to become accredited, the institutions with certificates must be a member of ACBSP. For membership to be granted, three conditions must be met:

If you are already a member of ACBSP this section does not apply to you.

- The institution must be accredited by one of the six regional accrediting bodies or, if the institution is located outside the United States, the institution may submit a certified translation of an official document from an appropriate government organization in its respective country stating recognition, accreditation and/or the institution’s right to grant degrees. At the current time, ACBSP does not recognize accreditation from national accrediting agencies, such as the Accrediting Council of Independent Career and Technical Colleges.

- The institutions with certificates pay the appropriate membership dues.
 - Membership Only
 - July 1 - June 30 \$2,000.00
 - Prorated on a quarterly basis.
- The institutions with certificates submit a Member Enrollment Form listing a CHAMPION for the institutions with certificates, a CO-CHAMPION, valuable information about the institution and a listing of all those designated to receive member benefits.

Other Eligibility Requirements

In addition to membership, prior to applying to enter candidacy for accreditation, the institution must:

- Have offered (a) certificate(s) in business for at least two years and have graduates.
- Have a publicly-stated purpose appropriate to a college or university that has been approved by the institution’s governing body (i.e. Regents, Trustees, etc.).

Current ACBSP Members with Accredited Programs

Members that have accredited business programs can have certificates accredited using the following process, if the certificate curriculum is made up 75 percent or more from the accredited business program’s curriculum.

There is a one-time accreditation fee of \$1,000 plus \$400 per year in membership fees for all certificates to be accredited.

Members that have accredited business programs will use the following process in the online reporting portal to accredit certificates.

New Certificates

If a business school or program expands or plans to expand its curriculum by offering new certificates after it has been accredited, then ACBSP must be notified during the early stages of the program planning and expansion. If the new certificate is at a level currently accredited by ACBSP, then report the following information in the online reporting portal:

- student enrollment
- certificate objectives
- instructional resources
- facilities and equipment
- faculty qualifications
- admissions requirements
- completion statistics
- outcomes assessment processes and results

If the new certificate is at a higher level than what is currently accredited, the school must complete a self-study to add the certificate.

If the new certificate is determined to be substantially different from other certificates offered by the institution, ACBSP, at its discretion, may direct a new visit to be conducted. If, as a result of a new program visit, ACBSP determines that the overall quality of an institution is being diminished, the institution may be scheduled for a complete reevaluation.

Submitting the Application for Candidacy

If programs at an ACBSP institution are accredited the school will not need to utilize the candidacy/mentor process for certificate accreditation.

Once the school determines it meets the eligibility requirements, an application for candidacy is submitted. Following acceptance into membership, the institutions with certificates must verify it has reviewed the eligibility requirements and submit:

Letter of Application for Candidacy Status

The process is described as follows:

- The letter and appropriate application for accreditation must be authorized in writing by the CEO/president/rector/director of the institution.
- Payment of half of the initial accreditation fee of \$1,250 must accompany the application materials. The initial application fee is applied toward the \$2,500 fee for certificate accreditation. The remaining balance of the accreditation fee may be paid at any time but must be paid before accreditation is granted.

Candidacy Process

Candidacy Status

Upon review and approval of the application documents, the institutions with certificates become a “Candidate for Accreditation” and is in “candidacy status.” This title may be used in communicating the certificates status to the public. A special logo is available from ACBSP for the school to use in promoting its candidacy status.

A word of caution is in order at this point. While ACBSP wants to actively help the institutions with certificates achieve accreditation, and while it has established this program for that purpose, ACBSP is not able to guarantee that the institutions with certificates will receive accreditation by becoming a Candidate for Accreditation. The expectations, however, are that the institutions with certificates will successfully achieve accreditation. Candidates for Accreditation are held to all the standards for accreditation.

Appointment of a Mentor and Mentoring Activities

If programs at an ACBSP institution are accredited the school will not need to utilize the candidacy/mentor process.

After receiving notice of being granted candidacy status, ACBSP will assign a mentor for the certificates and, if applicable, determine, in cooperation with the head of the certificate administrators. The institution and ACBSP will mutually agree upon mentors.

Contact information will be provided to the mentor and the designated person (institutional contact), as specified in the application for candidacy. The mentor and the institutional contact person should communicate as soon as possible about expectations on timing to complete the preliminary questionnaire and any support the certificate administrators require from the mentor. The mentor and institutional contact person should communicate approximately once a month to determine the requirements needed to assist with the accreditation process and monitor the progress along the timeline suggested by the certificate administrators.

The institutional contact person will inform the mentor the preliminary questionnaire is ready to be reviewed. The mentor should review the information and provide feedback to the certificate administrators using the online reporting portal. This is normally done within one month after receipt of the questionnaire.

The mentor and the institutional contact person should discuss the feedback and prepare a timeline and an action plan to improve any processes identified by the mentor. Communication with the mentor and the institutional contact person should occur at least once a month to determine the progress on the action plan.

When the mentor believes the action plan has progressed sufficiently to allow the certificate administrators to conduct a self-study that can meet the ACBSP standards, the mentor will notify ACBSP on or before March 1st for a July 15th self-study submission, or on or before September 1st for a December 15th self-study submission.

ACBSP staff will notify the institutional contact person with the timelines for submittal of the self-study after notification by the mentor that the certificate administrators are ready to write their self-study. The institutional contact person will complete the Intent to Submit a Self-Study Form and send it to ACBSP.

The certificate administrators should send the mentor each section of the self-study to review after the section is completed. Feedback will be provided to the certificate administrators. Suggested improvements can include providing sufficient data and information to show evidence of improving educational processes and, whenever possible, including the data or data summaries in the self-study document rather than in the appendices.

Fees During Candidacy — Mentor

The costs related to having the mentor include an honorarium of \$500 per year and reimbursement of travel expenses. During the first year, if a visit to the school is not required, and work is done via e-mail and phone, the mentor is paid an honorarium of \$500 for desk time upon completion and submittal of an expense report. The mentor is not paid for desk time in subsequent years, only for visits to the campus. If more than \$500 honorarium, in a calendar year is requested, it must be approved by the program accreditation coordinator in candidacy and ACBSP prior to the mentor visit.

The mentor must submit documentation of an expense report to ACBSP the same calendar year of the expense. Late reports may not be accepted due to budgeting constraints. ACBSP takes responsibility to provide payment to the mentor and the certificate administrators take responsibility to reimburse ACBSP in a timely manner.

Reports During Candidacy — Preliminary Site Visit Questionnaire

Once the candidacy letter and application have been received, the ACBSP office and mentor will ensure the institution receives, or has previously received, access to *Preliminary Site Visit Questionnaire* and the *Standards and Criteria* through the online reporting portal.

The first report submitted for certificate accreditation is the *Preliminary Site Visit Questionnaire* responses. The responses are provided by members of the certificate administrators in candidacy. ACBSP anticipates that this will be submitted within the six months following appointment of the mentor.

The accreditation coordinator notifies the mentor when the responses to the preliminary questionnaire are ready to be reviewed in the online reporting portal. The mentor provides feedback on the responses and may schedule a visit to the institution to review the materials submitted.

The results of the preliminary review should not be construed as an approval or rejection of accreditation – it is simply a test of readiness for accreditation.

Reports During Candidacy — Action Plan

A valued option is for the accreditation coordinator and team to develop an action plan based on mentor feedback to the *Preliminary Site Visit Questionnaire*. The action plan includes a description of what needs to be accomplished and a timetable for completion.

It is also an ideal opportunity to outline the anticipated costs of accreditation, a plan for budgeting expenses and for anticipating the expenses for which ACBSP will invoice and require payment.

Reports During Candidacy — Annual Report

The certificate administrators in candidacy should submit an annual candidacy report to the ACBSP office in September. The annual report will address progress in meeting the accreditation standards and set forth a timetable for meeting program deficiencies.

The mentor or mentors will also file an annual mentoring report to the ACBSP office in September of each year regarding progress and will inform ACBSP of anticipated readiness for proceeding to the self-study.

Recommendation to Proceed to Self-Study

The certificate administrators must receive a recommendation to proceed to the self-study or self-studies from the mentor or mentors, with concurrence of the Chief Accreditation Officer before starting the self-study process.

The Chief Accreditation Officer, or designated staff, will coordinate the timeline for submitting the self-study. The certificate administrators must submit an Intent to Submit a Self-Study Form to the ACBSP accreditation staff to be placed on the site-visit schedule.

This must be received by September 1st to be on the December 15th accreditation cycle, or by March 1st to be on the July 15th cycle. The self-study for accreditation should take place within five years of the date on the application for candidacy.

Self-Study Report

While still in candidacy, the accreditation process enters a key stage with the beginning of the self-study. The institution may not proceed with a self-study until after it has been given permission to do so. The purpose of the self-study is for the certificate administrators to demonstrate and record that it is in compliance with the ACBSP accreditation standards or to outline activities that will lead to achievement. Typically, it takes the accreditation coordinator and team about six months to prepare the self-study and enter it in the online reporting portal.

Preparation of Self-Study

The self-study documents must be loaded into the online reporting portal in English. The report will be examined, and the necessary arrangements will be made for a team of trained evaluators to access the report.

The self-study includes specific responses to all ACBSP accreditation standards criteria. It should include a candid assessment of the certificates strengths and weaknesses regarding each criterion, including whether it complies with the standards and criteria, or how it will comply with the standards and criteria, with a timetable. Unique characteristics of the certificates not referenced in responses to individual standards, but which are significant in making the case for accreditation, should be set forth and highlighted in the overview section of the self-study document.

Applicants are encouraged to ask questions throughout the preparation of the self-study. The ACBSP staff is more than willing to help.

Evaluation Site Team Visit

ACBSP will assemble a well-balanced team of trained program evaluators to conduct a site visit. ACBSP selects visiting team members from a pool of well-qualified individuals who have experience in the Council's evaluation process. The person designated as the chair of the team will be responsible for ensuring that the visit is conducted objectively. The size of the team (usually two members) and the qualifications of its members are determined by the type of institution being evaluated and the certificates offered by that institution. If the accreditation is for a system of campuses, the size and length of the visit may increase.

Evaluation Team Appointment

To minimize potential conflicts of interest, ACBSP will try to the best of its ability to construct evaluation teams that do not include former employees or a close relative of a former employee, a graduate of the institution, someone having previously expressed a personal opinion, or someone who is in the immediate competitive area of the institution. The institution will be aware of proposed appointees and be provided an opportunity to object to anyone designated to serve on the evaluation team.

After the site visit dates are agreed upon and the team is appointed, the program accreditation coordinator and team chair, in cooperation with ACBSP staff, will be responsible for all logistical arrangements, including, but not limited to: hotel reservations, a meeting room on campus for

team meetings, announcements of the arrival of the visiting team, and arrangements for the visiting team to meet with key administrators, faculty, students, alumni, business advisers, and community groups. These arrangements will be coordinated with the chair of the ACBSP site visit team and ACBSP staff, typically the associate director of accreditation or the accreditation coordinator.

Preparing for the Site Visit

Access to the self-study report will be provided to each member of the evaluation team and to a member of the AGB assigned to the institution by ACBSP through the online reporting portal. Team members are expected to carefully examine all materials received from ACBSP and the institution prior to the site visit. The chair will establish which team member will be responsible for writing specific portions of the report.

Consensus Call

About two weeks prior to the site visit, a consensus call is conducted with all team members. The assigned member of the AGB and the mentor are invited to participate in the call. Contact may be made with the institution by the site team chair or commissioner following this consensus call to share site visit issues, request information, or raise specific questions to be discussed during the visit.

Site Visit Schedule

The precise length of the team's visit will depend on the location(s), size and number of certificates offered by the institution. The schedule is typically as follows: first day - arrival; second - extensive meetings; and third day - departure in the afternoon. It may take extra days for extensive off-campus sites and system-wide accreditation.

In conjunction with the institution's accreditation coordinator, the team chair is responsible for working on logistics, agenda, gathering information, etc. The chair also keeps team members informed about how the site visit arrangements are progressing and communicates the team's arrival and departure times. Team members will usually arrive the afternoon before the first day of the official visit. The chair will notify team members of the time and place of their first team meeting. At this meeting, the chair will review specific plans for the visit and generally organize the team to ensure a successful visit.

Evaluation Team's Responsibilities

During its first day on campus, the team should meet with the president of the institution, the head of the certificate administrators and others as deemed appropriate. The team begins the process of evaluation by considering the certificates in entirety.

As representatives of ACBSP, the evaluation team is responsible for verifying the information in the self-study report and evaluating the certificates to help determine whether the standards for accreditation are met.

The team should try to accumulate as much pertinent information as it can, and use sampling techniques where appropriate to review the accumulated data. The team's findings should reflect its collective judgment about the clarity of mission of the certificates and the ability of the certificates to deliver a quality educational experience to its students.

A final team meeting will be held during the last day of the site visit at which time the team will seek to reach agreement on the proposed content of its report. At this same meeting, the team chair should finalize plans for an exit interview with the head of the certificate administrators. The head of the certificate administrators should not be surprised by information presented at the exit interview. At the exit interview, the team chair will provide the institutional representatives with an oral summary of the major points that will be in the team's written report, no more than ten top strengths and ten top opportunities for improvement. The team chair will make it clear in the exit interview that the AGB will make the final decision on accreditation. The team is not to express any opinions as to whether the certificates will be accredited — that is the sole prerogative of the AGB

Following the Site Team Visit

The findings of the evaluators are first reviewed by the ACBSP staff for completeness and then access is provided to the institutional representative (CEO/President/Rector/Director) to respond to the evaluators' feedback report. A response by the institutional representative is provided in the online reporting portal within ten business days of receipt of the feedback report. It then becomes part of the material reviewed by the AGB.

Action by The Accreditation Governance Board AGB

The AGB is comprised of ten elected members of ACBSP and one public member. Members are elected at the annual meeting by members of both commissions. The chief accreditation officer is an ex-officio member of the Boards (non-voting).

During the accreditation cycle, the AGB reviews the appropriate self-study materials, the evaluation team's feedback report, and the institution's response and determines:

- If the team's report is complete and supported with information,
- if the team's findings support the granting of accreditation, and
- if the institution's response to the team's report is substantially in agreement with the team's report. If not, the commissioners will obtain clarification of conflicting information.

After careful review of the visiting team's findings, the response of the certificate administrators, and other relevant materials, the AGB determines the basis for an accreditation decision.

After careful review of the self-study report, the visiting team's findings, the response by the institution, and other relevant materials, the AGB determines the basis for an accreditation decision and makes a determination of whether the certificates meet the accreditation standards of ACBSP. The AGB renders one of the following actions on the institutional requests for accreditation:

Accreditation Granted

Accreditation shall be granted to those certificates judged by the AGB to be in compliance with the ACBSP accreditation standards. The Certificate administrators must have paid its current

membership dues and the site visit expenses before accreditation can be promoted. The program will be notified, in writing, of its accreditation status.

Certificate administrators must accurately distinguish between certificates that have achieved accredited status and those that have not in all public communication. This is accomplished through brochures, catalogs, websites or other means of effective public communications. ACBSP will also list this information on our website, www.acbsp.org.

Accreditation Granted with Notes

Certificates found to be in compliance with ACBSP standards, but not some of the criteria, may be accredited “with notes.” Notes represent concerns of the AGB and until those concerns are dealt with by the institution and accepted by ACBSP, the progress on improving the process to remove the notes must be submitted to ACBSP every two years.

Accreditation Granted with Conditions

There are occasions when the AGB may grant “Conditional Accreditation.” This means that most criteria are met, but there are some deficiencies in fully meeting all the ACBSP criteria. For example, if the basic requirements for the standard are met but some of the overall criteria are not met, a condition could be placed on that criteria.

The president/rector or person in a similar position of the institution has pledged that the deficiencies will be remedied within a four-year time frame. Progress on improving the process to remove the conditions must be submitted to ACBSP every two years, asking for a review so the conditions can be removed.

When deemed necessary, a commissioner will visit the campus and make a determination of whether the deficiencies have been corrected. The report of these findings is made at the April or November AGB meeting for its final disposition. Requests for a one-year extension, with justification, may be considered or the program accreditation will be placed on probation for one year. If the deficiencies are not corrected within the time allowed, the institution will be notified that its conditional accreditation status has been rescinded and its current status is unaccredited.

Accreditation Action Deferred

When an institution is found to be in noncompliance with an ACBSP standard, the AGB may defer action or withhold accreditation until a later date (usually within three years) pending remedial action and/or receipt of additional information.

The reasons for the deferral will be stated in writing by the Commissioners, along with an invitation to respond. A deferral is, in effect, a ruling of no action at that time, and therefore cannot be appealed. This action differs from conditional accreditation in two main respects: first, the noncompliance areas are extensive; and/or second, adequate information concerning compliance with standards was not included in the self-study document or other related documents.

When an institution has corrected the deficiencies that caused the deferral, the institution is required to write a letter notifying ACBSP of the corrective action it has taken. A Commissioner may then be assigned to make a one-day visit to validate that the deficiencies have been eliminated.

Each April and November, the AGB meets to review removal of deferred status, and therefore requests should be sent to ACBSP headquarters several months in advance of the AGB Meeting in April or in November. The institution will be notified of the Commissioners action after the meeting.

Accreditation Withheld

Accreditation withheld applies to an initial or new application for accreditation. If accreditation is withheld, the AGB will give written reasons for the denial of the application. The applicant has the opportunity to present its case, including new evidence, in a fair and impartial hearing before the AGB at its next scheduled meeting. The procedures for this type of hearing are as follows:

- The request for such a hearing must be made within 15 days of the date of notification of the denial, it must be in writing, and it must be signed by the chief executive officer of the institution. The arguments and reasons in support of the request must be limited to the points enumerated in the written statement of denial.
- The institution may present only evidence not already considered. The institution may send one or more representatives, including legal counsel, to present its argument contesting the action taken by the AGB. ACBSP records and subsequently transcribes all proceedings of this type for its own use.
- Based on the kind of new evidence presented, the AGB may affirm, modify, or reverse its previous decision to deny accreditation. If the previous action of denial is upheld, the denial becomes final and no further remedy is available to the institution for the period of one year, after which the institution may reapply for accreditation.

Final Steps

Following action by the Board, the institution is notified of the final action and made aware of any remaining fees due as a result of the accreditation process. Upon payment of final fees and any membership dues, the accreditation is granted. The certificate administrators will be notified, in writing, of its accreditation status. ACBSP will inform the public of decisions on accreditation status through the ACBSP website.

ACBSP staff will then invite the champion, co-champion, and others to join in the celebration of all member institutions that have been granted initial accreditation and reaffirmation of accreditation during the current academic year. This occurs at the ACBSP Annual Conference in June and includes attendance at the Accreditation Banquet and at a special breakfast.

The Process for Maintaining Accreditation

While the certificate of accreditation is formally presented at the Annual Conference each June, the effective date of the accreditation begins earlier with the issuance of a letter notifying the institution they have achieved accredited status. At that time the institution may begin to promote its accredited status.

Accreditation is granted for ten years. During this time, the certificate administrators will be required to file Quality Assurance (QA) Reports, in year four and year eight and to notify ACBSP of certain actions taken that may impact the accreditation status. If notes or conditions are part of the accreditation, these must be addressed every two years and the continued services of a mentor can be offered. For all institutions, the timetable for these reports is tied to the official date of accreditation rather than the Annual Conference where the granting of accreditation is celebrated.

Quality Assurance Report

By successfully completing the process of accreditation, members from the institution agree to abide by the accreditation policies and procedures of ACBSP. The accredited certificate administrators will keep ACBSP fully informed of the activities being conducted with certificates periodically as determined by the AGB. In their quality assurance reports, the certificate unit must inform ACBSP of the ways in which they routinely provide reliable information to the public on their performance, including student achievement.

To assist the certificate unit in complying with this requirement, ACBSP provides the format of the most current report to be filed by each certificate unit in year four and year eight. This report form can be found on the ACBSP website. The purpose of the report is to keep ACBSP apprised of the activities and changes that take place at an institution, so a determination can be made that the certificate unit remains in compliance with ACBSP accreditation standards. Any activity or change within the institution and/or the certificate unit that alters the status of the certificate faculty, the certificate curriculum, the resources in support of the certificate unit or other ACBSP accreditation standards must be reported.

In addition to requiring quality assurance reports, ACBSP reserves the right to conduct special visits to, or request specific reports from or about, accredited certificates at any time. These are rendered under conditions within a time frame to be decided by ACBSP. Refusal of the certificate unit to respond to, or cooperate with, such requests shall be grounds for suspension or revocation of its accreditation status or grounds for some type of conditional accreditation.

If, at any time, ACBSP has substantive evidence that an institution is in danger of having its eligibility status with a government agency that establishes requirements for educational institutions or regional accrediting body withdrawn or made conditional, ACBSP may direct a special visit to that institution's certificate administrators. The specified purpose of such a visit will be to ensure that the students attending the institution are not being harmed academically because of the institution's alleged noncompliance with requirements of the government agency or the regional accrediting body.

Reporting Institutional Changes

This section provides the details on how member institutions are to provide ACBSP with information concerning substantive institutional changes that impact their certificate, which have occurred since the institution received accreditation from ACBSP. Substantive changes need to be set forth in a letter to ACBSP prior to implementation. These institutional changes will also be included in a quality assurance report after implementation.

Approval and/or acknowledgement of all substantive changes are required by ACBSP. This section also explains the procedures ACBSP will follow in approving such changes.

New Certificates

If a certificate expands or plans to expand, offering new certificates after it has been accredited, then ACBSP must be notified during the early stages of the program planning and expansion. If the new certificate is at a level currently accredited by ACBSP, then report information on:

- student enrollment
- certificate objectives
- instructional resources
- facilities and equipment
- faculty qualifications
- admissions requirements
- graduation statistics
- outcomes assessment processes and results

If the new certificate is at a higher level than what is currently accredited, the school must complete a self-study to add the certificate. New certificates must be in effect for at least two years and have graduates before accreditation will be granted.

If the new certificate is determined to be substantially different from other certificates offered by the institution, ACBSP, at its discretion, may direct a new visit to be conducted. If, because of a new certificate visit, ACBSP determines that the overall quality of an institution is being diminished, the institution may be scheduled for a complete reevaluation.

Certificate Termination

A decision to voluntarily terminate certificates should be communicated to all interested parties which include, but are not limited to, students, governmental agencies, the local community, and ACBSP.

New students should not be allowed to enroll in any program that is scheduled to be terminated if they cannot complete their work prior to the closing date for which public notice has been given. The institution is obligated to continue to offer appropriate courses, including prerequisites, so that the currently enrolled students will be able to complete the program. For this purpose, the period of time need not extend beyond sufficient time for students already enrolled, and maintaining normal academic progress, to complete the program.

Change of Institution's Name or Location

ACBSP should be notified immediately if an institution is contemplating changing its name and/or physical location.

Change of Ownership

The transfer of ownership or a major change in the controlling mechanism of an institution is considered to be a substantive change. ACBSP will handle changes of this nature as follows:

- **Automatic Discontinuation.** Any change in ownership or control of an institution automatically results in immediate discontinuation of accreditation by ACBSP.

Reinstatement of accreditation may be regained only upon application to and reconsideration by ACBSP. Because this discontinuation decision occurs without action or prior approval by ACBSP, this change of status does not constitute withdrawal of accreditation and is not a negative action.

- **Reinstatement.** When automatic discontinuation occurs, the accreditation may be reinstated at the discretion of ACBSP. The reinstatement will occur according to terms and conditions that it has established or may establish at that time. The burden of application for reinstatement is entirely upon the institution. The Chief Accreditation Officer of ACBSP has authority to grant a temporary reinstatement of accreditation for a period of time sufficient to allow for the consideration of all appropriate documentation. The temporary reinstatement period is not to exceed 12 months.
- **Effect.** Until the application for reinstatement (either permanent or temporary) has been granted, the accreditation of the institution is in abeyance. If the reinstatement is withheld, the matter shall be treated as a deferral or a denial.

Closing of Institution

When ACBSP receives information, from whatever source, that an institution has ceased to operate, it shall immediately take steps to verify the information. If an institution has ceased to function, the grant of accreditation is summarily suspended. Such action is authorized without prior notice or hearing and with immediate public notice.

The institution shall be notified in writing of the suspension at its last known address. If no petition to lift the suspension is received within 60 days of this notification, the suspension automatically becomes a revocation.

Voluntary Withdrawal by an ACBSP-Accredited Institution

There may be reasons for an ACBSP-accredited institution to withdraw from ACBSP membership and thereby lose its accredited status. The most typical reason is failure to pay the required dues amount. ACBSP requests that the institution place this type of action in writing and forward it to ACBSP headquarters.

The institution is then required to make a public statement of its withdrawal and to strike any reference to ACBSP accreditation from its catalog and other public documents.

Actions Taken While Accredited

Probation

When an accredited institution is found to be in noncompliance with the ACBSP standards, the AGB may declare the accreditation of that institution to be probationary. Probation is a serious status that places the institution's accreditation in jeopardy and may be preliminary to the consideration of withdrawal. The AGB will inform the institution in a written statement of the reasons for probation, along with an invitation to respond. A commissioner on the AGB will be assigned to work with the institution to satisfy the conditions for the removal of probation. Probationary status requires a decision regarding continued accreditation by the AGB within one year of the Board's action.

It is a principle of the AGB that accreditation brings with it the good faith understanding by the accredited institution that continued accreditation requires that the institution remain in

compliance with the standards and concurs with ACBSP's Principles of Accreditation. Consequently, probationary action may occur when an institution is determined by the AGB to be out of compliance with the standards or with the policies and procedures of ACBSP. This may include, but is not limited to, situations where an accredited institution:

- Demonstrates a consistent pattern of non-compliance with the standards.
- Fails to remove conditions of accreditation within the allotted time frame.
- Fails to respond to directives or information requested by the Board.
- Fails to comply with ACBSP directives with regard to promotional materials, and/or public perception of accreditation.
- Demonstrates other significant inconsistencies with ACBSP accreditation policies and procedures.
- Meets any of the conditions listed as reasons for suspension. During the probationary period the institution maintains its accreditation status.

Withdrawal

Withdrawal of accreditation differs significantly from withholding of accreditation; withholding denies an institution something it is seeking, while withdrawal takes away something the institution already has, i.e., accreditation. Accreditation may be withdrawn by ACBSP through two types of actions: (1) suspension of accreditation and (2) revocation of accreditation.

Suspension of accreditation may occur when, in the judgment of ACBSP, an institution no longer substantially complies with the Standards of ACBSP. A judgment of suspension will always specify the time, conditions and terms by which an institution may regain accreditation through correction of the conditions that led to the suspension.

Listed below are several, but not all, of the reasons for suspension:

- When any component of an accredited certificate is thoroughly examined and found not to be in compliance with current ACBSP standards.
- When Quality Assurance reports filed by the accredited administrators fail to conform to ACBSP reporting requirements.
- When any substantial or significant changes in the operation, structure, governance, ownership, control, location, facilities or certificates of the institution are made without notification to ACBSP.
- When the institution fails to respond to inquiries or to cooperate in completing arrangements for a scheduled evaluation.
- When the institution has deviated from standards or directives of ACBSP.
- When the institution fails to file a Quality Assurance report on a timely basis as required by ACBSP.
- When the institution has failed to pay its annual membership dues or accreditation fees.

Outright revocation of accreditation rarely occurs except in cases where the institution fails to pay the appropriate dues and fees amount required to maintain accreditation. Other than nonpayment of dues and fees, revocation most often follows suspension by ACBSP, and thereafter, the failure of the institution to correct deficiencies noted by ACBSP. A judgment of

revocation by ACBSP requires that the institution begin anew the process of accreditation in order to regain it.

In all cases where accreditation is subject to withdrawal, either by suspension or revocation, the institution is afforded the following procedural guarantees:

- Opportunity for a hearing before the AGB on all material issues in controversy.
- Written prior notice of the proceedings, the charges levied, and the standards by which the institution is ultimately judged.
- A right of appeal as set forth in the section titled “Appeal Process.”

Appeal Process

Certain appeal procedures have been established for institutions whose accreditation is subject to withdrawal. These procedures are intended to provide due process to institutions claiming to be aggrieved by the withdrawal actions but do not apply to decisions by ACBSP to withhold accreditation by means of denial of application.

An institution must file an appeal with ACBSP, signed by the chief executive officer of the institution, making the appeal within 15 days after withdrawal notification by ACBSP. An appeal of withdrawal of accreditation by ACBSP must be on the grounds that such a decision was:

- Arbitrary, capricious or otherwise in substantial disregard of the standards or procedures of ACBSP, or
- Not supported by substantial evidence in the record upon which the Commissioners based the withdrawal action.

The Board of Appeal is comprised of five individuals, each of whom must be a certificate faculty member or academic administrator of an ACBSP member institution in good standing. The appointment is made by the Executive Committee of the Board of Directors of ACBSP which will also appoint the chair of the Board of Appeal. Terms of appointment are also set by the Executive Committee.

The qualifications of each member appointed to the Board of Appeal must include knowledge of, and experience with, the accreditation process. An appointee may not be currently serving as a Commissioner.

The Board of Appeal has no jurisdiction or authority concerning whether or not the accreditation standards and procedures are reasonable. Nor will the Board of Appeal consider any evidence that was not in the record for review by the AGB.

The Board of Appeal is a separate, independent appeals body established by ACBSP for the purpose of hearing appeals by institutions whose accreditation has been withdrawn. The Board of Appeal serves as another level of due process for institutions whose accreditation has been withdrawn.

The Board of Appeal is empowered to review, upon notice of appeal by an institution, the withdrawal of accreditation of that institution. The Board of Appeal has the authority to:

- Affirm the decision of the AGB.
- Remand the case to the AGB with recommendations for further consideration if it finds the appeal to have been well-founded or justified.

When a case is remanded to the AGB, the recommendation of the Board of Appeal shall not bind or limit the AGB in any way.

When the decision of the AGB is affirmed by the Board of Appeal, the appeal shall be deemed to be finally disposed of upon issuance of the Board of Appeal’s decision. An appeal remanded to the AGB by the Board of Appeal shall be deemed to be finally disposed of when the AGB takes final action on the remand.

Briefs may be submitted prior to the hearing by the institution and the AGB in a manner prescribed by the Board of Appeal. The Chair, or the member of the Board of Appeal designated in the Chair’s absence, will preside at the hearing. The Chair will rule on all procedural matters.

The hearing shall be as informal as possible and appropriate under the circumstances. The institution may waive personal appearance, in which case the matter will be handled solely on the basis of the submitted briefs.

Every decision must have the concurrence of a majority of the Board of Appeal. Within a reasonable time following the conclusion of the hearing (approximately 30 days), the Board of Appeal shall issue a written statement of the decision along with its reasons for the decision and recommendation, if any, to the AGB. Dissenting opinions may be filed. The majority opinion, with any dissenting opinions will be furnished to the institution and the AGB.

Publication of the decision is the responsibility of ACBSP; however, it has no authority to withhold publication. The appealing institution shall bear the following expenses in connection with the appeal:

- Travel, housing and subsistence for the members of the Board of Appeal participating in the review, and
- Cost of the hearing room.

An appeals deposit of \$2,000 must be made with ACBSP at the time the described appeals notice is filed. This deposit shall be applied to the expenses to be paid by the institution, as described above. Prior to the hearing, ACBSP may increase the amount of the deposit required to meet a realistic estimate of expenses involved should they be likely to exceed \$2,000.

Complaint and Resolution Procedure

This policy provides two avenues in which to pursue a resolution—an informal resolution procedure and a formal resolution procedure. An individual may utilize this policy to process a complaint about ACBSP, or any certificate accredited by ACBSP. The Director of Administration has a process for tracking all formal complaints. Individuals seeking information regarding the process of complaint resolution may consult with any of the following individuals for advice and assistance. Contact information for these individuals is available on the ACBSP website under the tab “contact Us” using the link for “Staff & Departments.”

- Director of Administration
- Chief Accreditation Officer/CAO
- President/CEO
- Associate Director of Accreditation

Informal Resolution Procedure

Complainants are required first to seek informal resolution of their grievances or concerns with the person or entity that is the subject of the complaint. This informal procedure is intended to encourage communication between the parties involved, either directly or through an intermediary, to facilitate a mutual understanding of what may be different perspectives regarding the act or directive prompting the complaint.

If the informal process does not result in the resolution of the complaint to the satisfaction of the complainant, the complainant may utilize the formal complaint procedure.

Formal Resolution Procedure

The formal complaint shall be in writing and shall set forth a statement of the facts, the ACBSP policy or procedure allegedly violated, and the specific remedy sought. It must document that informal resolution has been attempted but failed. If possible, include documentation exchanged between the two parties.

The written complaint will be acknowledged within five business days. If an acknowledgement is not received, it is incumbent on the person submitting the complaint to immediately contact the ACBSP office to verify receipt or to determine the process for re-submittal.

The formal complaint normally shall be filed as follows:

All formal complaints shall be filed with the Director of Administration. The complaint will be logged in and given a control number. If the complaint concerns an accreditation issue, the complaint will be forwarded to the Chief Accreditation Officer. If the complaint concerns a Council issue, the complaint will be forwarded to the Executive Director. Each Director may select a representative, other than the one designated in this paragraph, to handle these complaints.

These individuals or their offices shall also continue to monitor and coordinate the complaint resolution process.

Absent extraordinary circumstances, the Director to whom the complaint was referred to shall, within ten (10) business days, forward a copy of the written complaint to the respondent. One extraordinary circumstance would be to consider the complaint beyond the scope of the ability for ACBSP to resolve, such as a grade dispute between a professor and a student. Another circumstance that will cause the complaint process to stop at any time will be upon discovery that there is pending litigation in a court of law or action underway that may cause such litigation to be filed. Under these circumstances the Director will confer with the complainant and document why ACBSP cannot be of further assistance.

Within ten (10) business days after forwarding the written complaint to the respondent, the Director will communicate with the complainant, requesting additional information, securing additional information in response to questions. The Director shall also communicate with the respondent and conduct such additional investigation as he/she deems necessary.

Absent extraordinary circumstances, a written recommendation shall be rendered via email within ten (10) business days of the communications unless an extension is mutually agreed upon by the parties. The recommendation shall be sent to the complainant and respondent. The written recommendation shall state the background information, the rationale for the recommendation, and the recommended remedy (if any). For monitoring purposes, a copy of the report shall be sent to the Assistant Director of Administration who received the initial complaint.

Promoting Your Accredited Status

Use of Logo

You and those at the institution are justifiably proud of obtaining this status. Based on practices at other institutions, we encourage you to display the ACBSP logo on your stationery, in brochures and on your certificate school website. The logo may also be used on transcripts for accredited certificates. ACBSP offers two logos for use in promoting this status. The logos shown below are one-color; the logos are also available in two-color and are offered in a variety of formats from the ACBSP office or from the ACBSP website. Please call 913-339-9356 or send a message with your specific request to info@acbsp.org. Electronic files are provided in the press kits sent shortly after the institution receives notification from the AGB and can be used to promote your accredited status.

Publications

ACBSP permits a wide range of wording to promote your accredited status. ACBSP staff can provide assistance in developing proper wording or approval of wording you develop, but it is not required. Some wording suggestions are as follows:

The (Certificate at Our University) is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) based on standards that required our school to demonstrate teaching excellence.

The (Certificate) was accredited by the Accreditation Council for Business Schools and Programs (ACBSP) in (year) and must regularly demonstrate that it maintains the ACBSP standards of excellence.

The (Certificate at Our University) has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP), demonstrating it has met standards of certificate education that promote teaching excellence.

You must accurately distinguish between certificates that have achieved accredited status and those that have not. This is accomplished through brochures, catalogs, websites or other means of effective public communications.

Two brochures are available that help you communicate the value of ACBSP accreditation. These brochures are print-quality and available for your campus print shop to download and produce the needed quantity. The brochures can also be ordered directly from ACBSP. A third option allows you to customize the back panel of either brochure with your content and logo. Visit the "Promote Your Accredited Status" link under the Accreditation Tab at www.acbsp.org to order.

Website

The website of the institution and the certificates will probably be the most visible way to promote your ACBSP accreditation. Nearly all institutions have a section devoted to "accreditation" where the regional accreditation of the institution is noted. This is one location for placement of the ACBSP logo and wording that notes which certificates are ACBSP accredited and which certificates are not.

Another location is the home page of the certificates. Again, the logo or wording, such as "Accredited by the Accreditation Council for Business Schools and Programs," can be displayed. Since Web pages are interactive, it may be helpful to place a link to the ACBSP website. We recommend using the link: www.acbsp.org, which opens to our home page.

To view how other institutions have developed content on their Web page to promote their accredited status, visit:

Lindenwood University:

<http://nces.ed.gov/collegenavigator/?q=Lindenwood+University&s=all&id=177968#programs>

Gardner-Webb University: <http://gardner-webb.edu/academic-programs-and-resources/colleges-and-schools/business/assessment/index>

Webster University: <http://www.webster.edu/business-and-technology/about/quality-assurance.html>

Mini Gonfalons

Mini versions of the gonfalons used at the Accreditation Banquet during the ACBSP Annual Conference each year are available for purchase. There are four versions of the mini gonfalons. Each measures 22" w x 32" h. The cost is \$35 per gonfalon. This includes shipping and handling.

Visit the “Promote Your Accredited Status” link under the Accreditation Tab at www.acbsp.org to order.

- Initial Accreditation - Associate Degree
- Initial Accreditation - Baccalaureate/Graduate Degree
- Reaffirmation of Accreditation - Associate Degree
- Reaffirmation of Accreditation - Baccalaureate/Graduate Degree

Lapel Pins

ACBSP offers lapel pins to proudly display your status. There is an accredited lapel pin and a lapel pin for certificates in candidacy. The pins are a gold-tone metal featuring the two-color “ACBSP Accredited” logo. The front of the pin is coated in enamel. Visit the “Promote Your Accredited Status” link under the Accreditation Tab at www.acbsp.org to order.