University Policy AC-30.01-08/14

Policy Title: Representation of Accreditation Status in Print and Electronic Media Policy

Originator: Dorothy J. Minear, PhD

Responsible Office: Office of the Provost

Reason for Policy/Purpose:
Accreditation in the United States plays a significant role in fostering public confidence in higher education, maintaining standards, enhancing institutional effectiveness, and improving higher education by establishing a common set of requirements with which accredited entities must comply. Any institution of higher education, or academic program or unit within the institution, seeking or holding accreditation from one or more accrediting bodies recognized by the U.S. Department of Education, must describe its accreditation status accurately and reference the accreditor in accordance with federal policy and the standards of the accrediting body. The U.S. Secretary of Education recognizes institutional-level accreditation by six regional accrediting bodies. The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) is the regional body for the accreditation of degree-granting higher education institutions in the Southern states.

Who Does this Govern and Who Needs to Know this Policy?
All units at the University of West Florida (UWF) that need to publish information regarding the accreditation status of the University or a specific discipline, college, or academic program within the University.

Policy Statement:
All units, programs, departments, colleges, and divisions, or any individual acting on behalf of the University, must receive written approval from the Office of the Provost before publishing information regarding the accreditation status of the University or one of its disciplines, colleges, or academic programs. UWF's institutional-level accreditation status must be accurately stated and must reference SACSCOC in accordance with federal policy and SACSCOC principles. SACSCOC has specified exact language for representation of the status of University accreditation. All information published regarding the University's accreditation status must reference the language specified by SACSCOC at http://uwf.edu/sacscoc. The accreditation status of any of UWF's disciplines, colleges, or academic programs must be accurately stated and must reference the accrediting body in accordance with federal policy and any standards or guidelines provided by the relevant accrediting body.
No statement may be made regarding any possible future accreditation status.

Procedures:

1. When publishing information about the University's institutional-level accreditation status, either electronically or in print, one must use the following format:

   **UNIVERSITY ACCREDITATION**

   For information about the University's institutional-level accreditation status, visit http://uwf.edu/sacscoc.

2. When publishing information about a discipline, college, or academic program’s specialized accreditation status or referencing the specialized accrediting body (e.g., AACSB, ABET), either electronically or in print, one must follow the requirements of federal policy and the specialized accrediting body. The accreditation status of specific UWF disciplines, colleges, and academic programs is available at http://uwf.edu/accreditation.

3. One must obtain approval from the Office of the Provost prior to publishing any information regarding the University’s institutional-level accreditation status or specialized accreditation status for a discipline, college, or academic program. To request permission to publish information regarding the University’s institutional-level accreditation status by SACSCOC or the specialized accreditation status for any discipline, college, or academic program, either electronically or in print, one must complete the following form at http://uwf.edu/academic.

4. One must follow University branding procedures and guidelines established by Marketing and Creative Services when publishing information about the University.

Authority and Related Documents:

SACSCOC Principles of Accreditation.

**APPROVED:** Dr. Judith A. Bense, President  **Date:** 8/11/14

**History:** Adopted August 2014.