

3332-1-12

Advertising, promotional literature and publicity.

- (A) Any advertisement or ~~piece of~~ promotional literature written or used by a school holding a certificate of registration with the board must carry the name, address, and registration number as listed on its certificate of registration.
- (B) No school or its agents shall advertise or imply that the school is "recommended" or "endorsed" by the board. If reference is made to the certificate of registration issued by the board, this official reference shall only read, "approved by the state board of career colleges and schools."
- (C) Any advertisement or piece of promotional literature written or used by a ~~private~~ school holding a certificate of registration with the board must be completely truthful and must be prepared and presented in such a manner as to avoid leaving any false, misleading or exaggerated impressions with respect to the school, its personnel, its courses and services, or the occupational opportunities for its graduates.
- (D) Schools or representatives shall not use a picture, photograph, cut, engraving, or illustration in bulletins, sales literature, web pages or other promotional material, in such a manner as to convey a false impression.
- (E) A guarantee of placement for graduates must not be promised or implied by any school, agent, or representative thereof. No school in its advertising or through its representatives or agents shall guarantee or imply the guarantee of employment before enrollment, during the pursuance of the courseprogram, or after the courseprogram is completed. ~~No school shall guarantee any certain wage, or imply earnings greater than the prevailing wage.~~
- (F) No school shall guarantee any certain wage, or imply earnings greater than the prevailing wage earned by the school's graduates as documented by the school's placement records. For new programs that have no current graduates, information provided to students about potential wages should be corroborated by verifiable documentation concerning entry level wages in the field of study.
- (G) No owner, partner, officer, employee, agent, or other person acting on behalf of any school shall make any fraudulent statement, misrepresentation, or misleading statement of fact.
- (H) Schools using classified columns of newspapers or other employment related publications, including web sites or internet search engines, to procure students must use only such classifications that are headed by "education," "schools," "instruction." "Help wanted," "employment," or " job opportunities," classifications may be used only to procure employees for the school.

(I) No school may advertise that it is endorsed by business establishments, manufacturers, organizations or individuals engaged in the line of work for which it gives training, until written evidence of this fact is presented to the board and approved by it.