

# HVAC Technical Institute

Standard Operating Procedure – 702E  
General Provisions – Misrepresentation  
Date Implemented: August 30, 2015  
Revised Date: 09/2015  
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34 CFR 668.71(c), 34 CFR 668.72; 668.73, 34 CFR 668.74

## **PURPOSE**

Misrepresentation, as defined by the Department of Education as any false, erroneous, or misleading statement made to a student or prospective student, to the family of an enrolled or prospective student, or to the Department. This includes disseminating testimonials and endorsements given under duress. Substantial misrepresentation as defined by the Department of Education is any misrepresentation on which the person to whom it was made could reasonably be expected to rely, or has reasonably relied, to that person's detriment.

Misrepresentation of the educational program includes, among others, false or misleading statements about the school's accreditation or the school's size, location, facilities, or equipment. Misrepresentation of financial charges includes but not limited to, the false or misleading statements about the cost of the program and the institution's refund policy if the student does not complete the program. It is also considered misrepresentation if the school gives false or misleading information as to whether a particular charge is a customary charge for that course at the school. Misrepresentation includes making any false or misleading statements about the employability of the school's graduates.

## **ROLES AND RESPONSIBILITY:**

HVAC Technical Institute strives to provide accurate, honest and clear information in print, online, broadcast media or oral presentations. The institution will make every effort to avoid misrepresentation to students and others in communications made in writing, visually, orally, or through other means. Such guidelines and procedures are stated in the employee handbook and strictly enforced.

All recruitment activities used by an institution **must** be truthful and avoid any false or misleading impressions of the institution, its programs and services, or employment.

The following practices in student recruitment **must not** be utilized:

- Guarantee employment
- Misrepresenting job placement, employment opportunities, or potential salaries for completers
- Misrepresenting program costs
- Misrepresenting abilities required to complete intended programs
- Misrepresenting recruiting personnel as career counselors
- Misrepresenting transfer of credit to another institution
- Misrepresenting its accreditation status

All media used by an institution **must** be truthful and presented with dignity to avoid any false or misleading impressions of the institution, its programs and services, or employment,

- All advertising seeking prospective students that is placed by the institution, its representatives, or third parties **must** appear under "instruction," "education," "training," or a similarly titled classification and **shall not** be published under any "help wanted" or "employment" classification
- All advertisements placed by the institution or its representatives through direct mail, radio, television, internet, or directories seeking prospective students **must** clearly indicate that education is being offered, and **shall not**, either by actual statement, commission, or intimation, imply that prospective employees are being sought
- Printed bulletins or other promotional information **must** be specific with respect to the prerequisites for admission to the institution's programs, the curricula, the content of courses, and the graduation requirements
- The institution **must** be emphasized more that accreditation in all promotional and institutional materials

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- A record or copy of all promotional and advertising material **must** be kept on file from one accreditation team visit until the next
  - Media comments which imply that the institution guarantees placement in employment is prohibited
  - An accredited institution assumes the responsibility for all representations made by its recruiting personnel or other employees in procuring students on its behalf
  - Media criticism toward other institutions is prohibited
  - The institution must accurately portray its physical facilities and educational programs in all web sites, bulletins, and other publications, whether printed or online

## **REPORTING:**

Concerns about possible misrepresentation may be reported to the Chief Executive Officer/Director:

Mario Recio  
773-927-9562  
[mrecio@hvac-tech.com](mailto:mrecio@hvac-tech.com)

