

## Misrepresentation Policy

California Baptist University strives to provide accurate, honest, and clear information in its print, online, and oral presentations. The university makes every effort to avoid misrepresentation in its communications to students and others. Employees are trained to avoid any form of misrepresentation as they communicate about the university and its activities.

California Baptist University is prohibited under federal regulations (CFR title 34 sections 668.71-74) from making any false, erroneous, or misleading statement directly or indirectly to a student, prospective student, member of the public, accrediting agency, state agency, or the U.S. Department of Education.

### Definitions

A ***misleading statement*** is defined as any statement that has the likelihood or tendency to deceive or confuse. A statement is any communication made in writing, visually, orally, or through other means.

***Misrepresentation*** is defined as any false, erroneous or misleading statement made by an institution or one of its representatives directly or indirectly to a student, prospective student, family of either, accrediting agency, state agency, any members of the public, or the U.S. Department of Education. This includes the dissemination of a student endorsement or testimonial made under duress or because the school required the student to provide the endorsement to participate in a program.

The definition of misrepresentation applies to statements made by:

- California Baptist University
- A representative of California Baptist University, or
- Any other institution, organization, or person with whom California Baptist University has an agreement to provide educational programs or to provide marketing, advertising, recruiting, or admissions services.

***Substantial misrepresentation*** is defined as “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.”

Substantial misrepresentations are prohibited in all forms, including those made in any advertising or promotional materials or in the marketing or sale of courses or programs of instruction offered by the university.

The regulatory provisions describe misrepresentation by the school itself, one of its representatives, or other related parties, with respect to:

- Nature of the educational program
- Nature of financial charges
- Employability of graduates
- Relationship with the Department of Education.

A Title IV eligible institution, its representatives, or any organization or person with whom the eligible institution has an agreement may not describe the eligible institution’s participation in

the Title IV, Higher Education Act programs in a manner that suggests approval or endorsement by the U.S. Department of Education of the quality of its educational programs.

### **Procedures**

California Baptist University prohibits the use of statements that tend to misrepresent the academic programs or related admissions and financial aid procedures.

The Office of Marketing and Communication maintains electronic copies of all promotional materials, including official quotes and statements made by university personnel.

The Dean of Admissions and Online and Professional Studies Dean of Enrollment Services are responsible for the training of personnel under their supervision regarding misrepresentation of admissions requirements and other university information.

The Director of Financial Aid is responsible for the training of personnel under the director's supervision regarding misrepresentation of university financial aid information.

### **Disciplinary Action**

Any violation of this directive will be taken seriously, and the university will ensure that it is not repeated. Any employee's conduct resulting in disciplinary actions from misrepresentation activity will be documented in Human Resources and maintained in the employee's personnel file.