



**Title of Proposed Procedure:**

MHEC Approval as Prerequisite for Marketing Academic Programs

**Applies to (check all that apply):**

**Full-time PIN Faculty**      **Full-time PIN Staff**

**All Personnel**  **Division /Department:**

**Students**                  **Adjuncts**      **Other**

**Topic/Issue:**

MHEC Approval as prerequisite for Marketing

**Background to Issue/Rationale for Policy:**

Baltimore City Community College can offer degree and certificate credit programs or noncredit courses only if approved to do so by the Maryland Higher Education Commission (MHEC).

The College is potentially liable to legal sanctions and penalties if found to have marketed or promoted a degree or certificate credit program or noncredit course not approved by MHEC.

**State/Federal Regulatory Requirements (cite if applicable):**

State COMAR regulation 13B.02.03.03 E (4): "Public institutions may not implement a program without the prior approval of the (Maryland Higher Education) Commission."

Education Article 11-107 grants MHEC powers to impose on public institutions (effective October 2009) serious penalties for not following regulations such as the program approval process.

**Proposed Procedures:**

Before promoting enrollment (via commercials, print ads, press releases, College publication, mailings, etc.) into any BCCC degree or certificate credit program or noncredit course, the Division of Institutional Advancement, Marketing and Research shall consult the posted MHEC approval list and confirm the inclusion of the program or course in question.

Before promoting enrollment (via mailings, posters, oral presentations, etc.) in any BCCC degree or certificate credit program or noncredit course, faculty, student recruiters and other staff members shall consult the posted MHEC approval list and confirm the inclusion of the program or course in question.

**Proposed Implementation Date:**

**Approved by the Board of Trustees:** October 27, 2009

**Originator/Branch-Department:**

Institutional Advancement, Marketing and Research