

**Title of Policy: MHEC Approval as Prerequisite for Marketing Academic Programs**

**Policy (check one):** New \_\_\_\_\_ Revised  X

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

**Faculty** \_\_\_\_\_ **Staff** \_\_\_\_\_ **Students** \_\_\_\_\_

**Division/Department** \_\_\_\_\_ **College**  X

**Policy Purpose:**

To ensure Maryland Higher Education Commission (MHEC) approval as prerequisite for Marketing academic programs. Baltimore City Community College can offer degree or 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 a noncredit course not approved by MHEC.

State Regulatory Requirements outlined in COMAR 13B.02.03.03G states “Public institutions may not implement a program without the prior approval of the (Maryland Higher Education) Commission.” Additionally, the Maryland 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.

**Policy Statement:**

It is the policy of Baltimore City Community College to prohibit marketing and promoting to students or prospective students any program or course that has not received required approval from the Maryland Higher Education Commission (MHEC).

**Implementation Date:** October 27, 2009; March 20, 2024

**Originator/Division:** Institutional Advancement, Marketing and Research

**Approved by the Board of Trustees:** October 27, 2009; March 20, 2024

***\*This policy once approved by the Board of Trustees supersedes all other policies.***