How CACREP Uses your Website

One of the tasks that the CACREP takes on each fall is a check of our accredited programs’ websites. This probably makes us something of an expert on trends in college and university website design, but we don’t always easily find the items we need to see on your website. We’d like to go through the information that needs to be posted on your program’s website as it relates to the CACREP Standards and Policies. The purpose of publically posting this information is not to report this data to CACREP [again], but to inform prospective students and the public about your program.

1. **Annual Program Evaluation Reports** – this relates to 2009 Standard I.AA.6 and 2016 Standard 4.D. This annual report includes a summary of program evaluation results and any modifications to the program based on those results.
2. **Program Outcomes Data** – Programs accredited under the 2009 Standards need to demonstrate their compliance to *Accreditation Maintenance Standard 9: Outcomes Reporting* , and programs accredited under the 2016 Standards need to show compliance with Standard 4.E. This is a requirement from the Council for Higher Education Accreditation (CHEA), which CACREP must require in order to maintain its recognition status. The program post the following information EACH YEAR for each specialty area accredited:
   1. Number of graduates in the past academic year
   2. Pass rates on appropriate credentialing exams
   3. Program completion rates
   4. Job placement rates

Publishing this data can be accomplished in a number of ways. Because this data is submitted every year through CACREP’s Vital Statistics Survey, some programs choose to meet this requirement by posting a link to their Vital Statistics Report. Other programs combine this data with the Program Evaluation Report from item 1 above. We have also seen programs post the data on its own each year. Any of these ways will meet the requirement, but it should be easy to find for prospective students and the public .

1. **Institutional Media –** The 2016 CACREP Standards (Standard 1.B) have a new requirement that institutional media (of which the program’s website is included) accurately describe (and identify) the core faculty who teach in the program. We realize this may present a problem for some of our larger institutions, but it is an important element for prospective students to know who will be teaching them. This will be verified for any programs undergoing a review using the 2016 CACREP Standards.
2. **CACREP’s Certification Mark** – We used to allow institutions to post the CACREP logo on their websites when they were granted accreditation, but we have created a better advertising aid – a Certification Mark that says, “CACREP Accredited.” We have been asking institutions to switch over from the logo to the new Certification Mark, so if you are still displaying the CACREP logo, we will be reaching out to your program to make a change. (Please note this is optional: You do not need to use CACREP’s Certification Mark on your website).

The first three items above must be present on your program’s website in order to be compliant with the 2009 or 2016 CACREP Standards and. It appears as if some programs are not able to easily modify content on their department’s website. , This article should serve as notice that CACREP is checking the sites and will be following up on items that are missing. This information can be shared with the IT/Marketing people to inform them of the content that needs to be posted on each program’s website for accredited status to be maintained.