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November 15, 2019

Dear DEAC Colleague:

At the October 2019 Accreditation Workshop held in Chicago, DEAC provided information regarding its ongoing recognition by the Council for Higher Education Accreditation (CHEA) and important changes CHEA has made to its recognition standards for public disclosure of information on student achievement. DEAC's Standards Committee has completed its work on a revised format for the disclosure. This letter provides you with a copy of the revised format – the [DEAC Student Achievement Disclosure for the Public Form](#) – and instructions for preparing this form for disclosure on your institution's website.

All DEAC-accredited institutions must complete this form, post it on their websites, and provide notice to Kimberly Cook (Kimberly.Cook@deac.org) by **December 15, 2019**.

As you know, DEAC Accreditation Standard V.C requires that an accredited institution routinely disclose on its website reliable, current, and accurate information on its performance, including student achievement, as determined by the institution. Information on performance and student achievement may include aggregated data on completion, graduation, retention, academic transfer, graduate school entry, employment, professional advancement or other indicators approved by DEAC.

Given the diversity in institutional missions and types, accrediting organizations are working to address the complexity of disclosures of student outcomes metrics. At the same time, regulatory requirements for public accountability as well as industry self-regulation required by, among others, CHEA, call for accreditors to continue to refine and improve institutional disclosure obligations in this area so that disclosures provide the public with objective, reliable and useful data on an institution's performance against its mission objectives.

The following guidance is intended to accommodate the complexity of outcomes disclosures across diverse institutions in a way that is also consistent with [revised standards published by CHEA](#) and furthers DEAC's ongoing efforts to expand transparency and public accountability with respect to institutional performance. The guidance below does not modify the previous requirements of DEAC Accreditation Standard V.C, but is intended to ensure that the data disclosed by institutions is reliable, objective, and presented with appropriate context in terms of timeframes, the populations represented by the figures, and performance relative to an institution's mission statement. In addition, the updated guidelines reinforce the goal for data comparability, both between similar institutions (as applicable) and from year-to-year for any given institution.

The disclosures should take the form of the [DEAC Student Achievement Disclosure for the Public](#). A link to the disclosure form must be included on the institution's website and located on the same landing page that provides information on DEAC accreditation. The link must be entitled "DEAC Student Achievement Disclosure for the Public." In addition,

- 1) the information provided on the DEAC Student Achievement Disclosure for the Public form must be relevant to the institution's mission and reflective of student achievement;
- 2) the information must be accurate, consistent (in terms of cohort definitions and applicable timeframes), based on quantitative or qualitative information with external verification as appropriate (e.g. in the case of license exam passage rates, employment placements, and graduation timeframes);
- 3) institutions should define the context of the metrics displayed including, e.g. (a) the cohorts whose performance has been measured and the parameters of the metrics such as timeframes and institutional mission objectives; cohort exclusions and other qualifications should be identified and explained; and
- 4) please note that the following do not provide evidence of student achievement: (1) descriptors of the expectations of student learning that are less demanding or comprehensive than the program outcomes represented by the institution, (2) student satisfaction survey results, (3) graduation data absent a frame of reference by which to determine effectiveness (e.g., graduation data unaccompanied by information on the total student population or time-frame).

The disclosure form and guidance are intended to reinforce DEAC's shared commitment to transparency, public accountability, and the effective delivery of quality education to enrolled students.

Finally, as you are certainly aware, there has been a push from both regulators and industry groups for the disclosure of more disaggregated program outcomes data, at the program level and particularly with respect to licensure-based programs. While the DEAC disclosure form does not require such additional disclosures, many institutions may find it of value to include additional disaggregated outcomes data where appropriate and useful.

If you have any questions with respect to the above, please do not hesitate to contact the DEAC staff for additional guidance.

Sincerely,



Executive Director
Distance Education Accrediting Commission

[SCROLL TO REVIEW FORM INSTRUCTIONS ON NEXT PAGE]

DEAC STUDENT ACHIEVEMENT DISCLOSURE FOR THE PUBLIC

DEAC accredited institutions offer a broad array of instructional programs and student support services to meet varied educational and professional goals of a highly diverse student population. Institutions determine appropriate performance criteria to measure the success of their students in achieving their goals in the context of the institution's specific mission and scope. You will find below (1) a summary of how this institution measures student achievement in the context of the institution's mission and educational programs, and (2) student achievement metrics which the institution believes best reflect student and program performance. [Click here to access and complete the Adobe Acrobat pdf form for the disclosure located on the DEAC website under Applications and Reports.](#)

Summary of Institution Mission and Student Achievement

INSTRUCTIONS: Provide a brief summary of how the institution measures student achievement in the context of the institution's mission and type/structure. The summary is limited to 200 words.

Note: you may type over or delete the placeholder text in the space provided for this summary on the Adobe Acrobat pdf form.

Aggregated Institutional Data on Student Achievement

INSTRUCTIONS:

1. Define, for each metric provided, at minimum: the cohort whose performance is measured (including an identification of and explanation for any exclusions from the cohort), the period over which the measurement is made, and the criteria used to determine achievement.

2. Provide aggregated institutional data on student achievement for two or more of the following:

- Institutional graduation rate
- Institutional retention rate
- Institutional performance data as reported on the U.S. Department of Education College Scorecard (if available for Title IV institutions)
- Institutional performance data as reported to comply with a state disclosure requirement (e.g., California BPPE placement rate disclosures)
- Institutional data on undergraduates accepted into accredited graduate programs (to include a frame of reference as determined by the institution)
- Institutional data on graduates who advance in their profession
- Total number of graduates by program
- Institutional data on graduates who obtain professional licensure
- Other aggregated data subject to prior approval by DEAC

Note: you may type over or delete the placeholder text in the space provided for this summary on the Adobe Acrobat pdf form.

