

# Branding Guide for Accredited EPPs

May 2018



Council for the  
Accreditation of  
Educator Preparation

# CONGRATULATIONS! NOW WHAT?

## Using This Guide to Promote Your Accreditation

Your EPP has achieved CAEP accreditation. Be proud! Now it's time to get the word out to potential candidates and other stakeholders.

This guide will cover these topics, provide tips and ideas, to help you promote your accomplishment:

- Promoting Your Accreditation Achievement
- Language
- Logo Use
- Media
- Download the Toolkit: [caepnet.org/PromoteAccreditation](https://caepnet.org/PromoteAccreditation)

# How to Think about Marketing your Accreditation Achievement

- National accreditation can and should be used in recruiting; it is a sign of distinction.
- Sharing your accreditation status is important for consumers. A national accrediting body, with rigorous national standards and levels of peer review, has determined your educator preparation programs are high quality.
- Potential candidates may ask about your accreditation status. Let academic advisors and faculty know about this accomplishment and what it means.
- CAEP accreditation also promotes using evidence for self-reflection and continuous improvement. Consider how these features have helped your work.
  - For example, North Carolina State University & Florida Atlantic University [shared their experiences](#) earning CAEP accreditation in October 2016.

# How to Think about Marketing your Accreditation Achievement

- Did any of your programs earn National Recognition by a Specialized Professional Association (SPA)? If so, you may want to highlight the strength of such programs. For logos and information, you can contact an appropriate [SPA representative](#).
  - Sample language: “The elementary mathematics program at [EPP name] earned National Recognition through the National Council of Teachers of Mathematics (NCTM). Not only will teacher candidates [at EPP name] receive a quality teacher preparation experience, they can be sure that they are gaining state-of-the-art content knowledge in this area.”

# LANGUAGE

## Short Form: Explaining CAEP Accreditation Succinctly (website, brochures)

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- The Council for the Accreditation of Educator Preparation (CAEP) accredits [EPP Name]. CAEP promotes excellence in educator preparation through quality assurance and continuous improvement.
- [EPP Name] meets rigorous national standards for educator preparation set by the Council for the Accreditation of Educator Preparation.
- [EPP Name] has earned national accreditation by demonstrating excellence in the areas of content and pedagogy, clinical experiences, selectivity, program impact, and capacity for continuous improvement.
- [EPP Name] just earned CAEP accreditation for [number of years (usually seven)] years. CAEP is the national accreditor for educator preparation.
- [EPP Name] is accredited based on the Council for the Accreditation of Educator Preparation (CAEP) Standards through 20XX. CAEP is the only recognized national accreditor for educator preparation.

# LANGUAGE

## Tweetables: Promoting in Under 140 Characters

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- Want to become a great teacher? Start with a great program! [We are/EPP Name is] accredited by @caepupdates
- [EPP Name] just earned @caepupdates national accreditation through 20XX.
- Our @caepupdates accreditation means we practice learning & improving #teacherprep
- Earning @caepupdates accreditation shows our teacher candidates will be ready to teach on day one

# LANGUAGE

## What is CAEP?

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- CAEP is the only recognized national accreditor for educator preparation.
  - **Vision:** Excellence in educator preparation accreditation.
  - **Mission:** CAEP advances excellent educator preparation through evidence-based accreditation that assures quality and supports continuous improvement to strengthen P-12 student learning.
- Accreditation is a nongovernmental activity based on peer review that serves the dual functions of assuring quality and promoting improvement.



# LOGOS

## CAEP Accredited Provider Logo

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- While required to be visible and legible, the placement of the logo should be secondary to the branding of the EPP.
- Provide a link to CAEP's website through the CAEP logo. Suggested landing pages:
  - What is Accreditation? <http://caepnet.org/accreditation/about-accreditation/what-is-accreditation>
  - Why it Matters. <http://caepnet.org/accreditation/about-accreditation/why-it-matters>



# LOGOS

## CAEP Logos & Options

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- The toolkit contains three logo options, each with variations that will support various types of websites and collateral items.
  - CAEP Accredited EPP Logo
  - CAEP Accredited EPP Badge
  - Standard CAEP Logo
- Modification of any of the CAEP logos is not permitted. The CAEP Logo Style Guide is included in the toolkit for guidance. If any modifications are needed, please contact [communications@caepnet.org](mailto:communications@caepnet.org) for support.

# LOGOS

## CAEP Accredited EPP Logo

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- This logo is appropriate for brochures and EPP websites. It contains the CAEP logo, denotes the EPP is accredited, and includes CAEP's vision statement.
- The toolkit includes three versions of this logo:
  - 4C: Four-color. Appropriate against white/light backgrounds.
  - BW\_KO: Black & White, Reversed. Appropriate against black/dark backgrounds, with gray swoosh.
  - 4C\_KO: Four-color, Reversed. Appropriate against black/dark backgrounds, with gold swoosh.

# LOGOS

## CAEP Accredited EPP Badge

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- This logo is appropriate for brochures and EPP websites. It contains the CAEP logo, denotes the EPP is accredited, and includes CAEP's vision statement. The badge is a graphic alternative to the CAEP Accredited EPP Logo.
- The toolkit includes three versions of this logo:
  - 4C: Four-color. Appropriate against white/light backgrounds.
  - BW\_KO: Black & White, Reversed. Appropriate against black/dark backgrounds, with gray swoosh.
  - 4C\_KO: Four-color, Reversed. Appropriate against black/dark backgrounds, with gold swoosh.

# LOGOS

## Standard CAEP Logo

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- The Standard CAEP Logo is familiar.
  - It is preferable to use the Accredited EPP Logo or Badge to denote an EPP's accreditation status visually.
  - It may be appropriate for use in an EPP's materials, such as when it appears alongside logos of other accrediting or credentialing bodies.
- The toolkit contains four versions of the CAEP logo:
  - Standard logo – rectangular, in JPEG, PNG, and EPS formats
  - Stacked logo – square, CAEP appears above the full organization name
  - Reversed logos (2) – Appropriate against black/dark backgrounds, with gray or gold swoosh

# MEDIA

## Press Releases

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- Consider using this Press Release Template to help EPPs to contact local press.
- Press releases are standard issue for promoting positive news like this. Consider the following when crafting yours:
  - Who are you trying to reach? (Local press? Competitors? Prospective candidates?)
  - What specific accomplishments and differentiators can you highlight? (What are your continuous improvement goals? What are your candidates & graduates accomplishing?)
- Beyond the press release: get creative!
  - Encourage your PR colleagues, students, and faculty to talk about accreditation and continuous improvement. Share pictures and successes online and tag your EPP, use your EPP's tagline or hashtag.

# MEDIA

## Press Interviews

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- Media Pitch: Contact your local press. Your new accreditation is the headline; your faculty and candidates are the story.
  - How will the work you've put into your successful CAEP accreditation help your candidates become quality teachers?
  - What stories do your candidates have to tell?
- Create a few points your friends or family would read. If you do some of the journalist's work for them, a pitch is more likely to land.
- Share your interviews with CAEP!
  - Tag @CAEPupdates on Twitter
  - Email [communications@caepnet.org](mailto:communications@caepnet.org)

# PUBLIC DISCLOSURE: A REMINDER

- Annual Reporting & Component 5.4: Measures of Completer Impact
  - CAEP will “Monitor how the EPP publicly reports candidate performance data and other consumer information on its website.” (Policy 6.01; p. 20, [CAEP Policy Manual](#))

Annual Reporting Measures (CAEP Component 5.4   A.5.4)	
Impact Measures (CAEP Standard 4)	Outcome Measures
1. Impact on P-12 learning and development (Component 4.1)	5. Graduation Rates (initial & advanced levels)
2. Indicators of teaching effectiveness (Component 4.2)	6. Ability of completers to meet licensing (certification) and any additional state requirements; Title II (initial & advanced levels)
3. Satisfaction of employers and employment milestones (Component 4.3   A.4.1)	7. Ability of completers to be hired in education positions for which they have prepared (initial & advanced levels)
4. Satisfaction of completers (Component 4.4   A.4.2)	8. Student loan default rates and other consumer information (initial & advanced levels)



# PUBLIC DISCLOSURE: A REMINDER

- Component 5.4: Measures of completer impact
  - CAEP’s annual outcome and impact measures and their trends are “posted on the EPP website and in other ways widely shared.” (p. 68, [CAEP Accreditation Handbook](#))
- Accreditation Decisions: “All accreditation decisions will be posted on both the CAEP website and that of the provider.” (p. 86, CAEP Accreditation Handbook)
  - Stipulations must be noted on the EPP website until they are removed.
  - Areas for improvement (AFIs) do not need to be posted to EPP websites.
- Public Disclosure: “Accreditation status, candidate performance data, and accreditation information [is] available on the EPP’s website.” (p. 187, CAEP Accreditation Handbook)

# PUBLIC DISCLOSURE: A REMINDER

- Per [CAEP Accreditation Policy Manual](#), pp. 30-31
  - Policy 8.04: Representation of Accreditation to the Public
    - The EPP has a responsibility to accurately report its accreditation decision:
    - “When representing its accreditation to the public, an EPP must report the accreditation decision accurately, including the specific academic or instructional programs covered by the accreditation, and the address and telephone number of the Council for the Accreditation of Educator Preparation as provided on the CAEP website. The official statement to be publicly displayed on the EPP’s website is provided by CAEP following Accreditation Council action, as defined by the CAEP Communication Guidelines.”
  - Policy 8.05: Misleading or Incorrect Statements
    - If CAEP becomes aware that an accredited EPP has misrepresented any action taken by CAEP with regard to its accreditation, the EPP will be contacted to issue a corrective communication.

# Questions?

Contact us at [communications@caepnet.org](mailto:communications@caepnet.org) if you have any questions, requests, or suggestions. We are committed to supporting your efforts in promoting your accreditation status!

- CAEP's External Affairs & Communications Team