

Branding Guide for Accredited EPPs

Guidelines & Tips for Promoting Your Accreditation Status

FALL 2018



Congratulations on receiving your CAEP Accreditation! Now what?

Using this Guide to Promote your Accreditation

Your Educator Preparation Provider (EPP) has earned CAEP Accreditation. Congrats! Now it's time to get the word out to potential candidates and other stakeholders.

Download the EPP Toolkit here: caepnet.org/PromoteAccreditation

This guide offers ideas and tips to help newly accredited EPPs start to promote what you've accomplished while upholding CAEP branding guidelines. The toolkit covers things like language, logo usage, media, and sample materials including a press release and drafts of potential social media posts to announce your accreditation.

Using your accomplishment to attract potential candidates

How to Think about Marketing your EPP's Accreditation

- National accreditation can and should be used in recruiting efforts. It is a label of distinction for your EPP that denotes commitment to educator preparation and continuous improvement in how we prepare educators for future students.
- Potential candidates may ask about your accreditation status. For this, it's important to disseminate this information amongst academic advisors and faculty and to explain what this accomplishment means.
- CAEP Accreditation also promotes using evidence for continuous improvement. Consider how these features can help your work.
 - Example: North Carolina State University and Florida Atlantic University [shared their experiences](#) on earning CAEP Accreditation in October 2016.

Did any of your programs earn National Recognition by a SPA?

How to Think about Marketing your EPP's Accreditation

- If any of your programs earned National Recognition by a Specialized Professional Association (SPA), you should consider highlighting this accomplishment too. Similar to this toolkit, SPAs also have additional information on promotion of your EPP's national recognition. If interested, contact your appropriate SPA representative.

Explaining CAEP Accreditation Succinctly for mention in website and brochures

Language

- 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 [year of accreditation expiration]. CAEP is the only recognized national accreditor for educator preparation.

Sample Tweets: Promoting in Under 160 Characters

Language

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

What is CAEP?

Language

- 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.

CAEP Accredited Provider Logo

Logos

- 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
- 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?](#)
 - [Why it Matters](#)
- 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 for support.

Standard CAEP Logo

Logos

- 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

Press Releases

Media

- 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?)
- Go beyond the press release, and get creative!
 - Encourage your PR colleagues, students, and faculty to talk about accreditation and continuous improvement.
 - Share pictures and successes online, use your EPP's tagline or hashtag, mention @CAEPupdates, and connect with the #educatorprep and #accreditation fields.

Press Interviews

Media

- 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

A Reminder for EPPs Regarding the Reporting of Performance Data & Other Information

Public Disclosure

- 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)

A Reminder for EPPs Regarding the Reporting of Performance Data & Other Information

Public Disclosure

- 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)

A Reminder for EPPs Regarding the Reporting of Performance Data & Other Information

Public Disclosure

- 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.

We're Here to Help!

Questions?

We are committed to supporting your efforts in promoting your accreditation status! Should you have any questions, requests, or feedback regarding the promotion of your accreditation and this guide, let us know! You can reach us via email at: communications@caepnet.org.

Thank you for taking time to review the branding guidelines – and congratulations on your accreditation!

- CAEP's External Affairs & Communications Team