



CSAAVE

CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION

1227 O Street, Suite 625, Sacramento, CA 95814 * tel 916.503.8317 * fax 916.653.1035 * email csaaveinfo@calvet.ca.gov

June 17, 2016

Stephanie Stewart
Ashford University
8620 Spectrum Center Boulevard
San Diego, CA 92123

RE: Initial Application for Approval of Accredited Proprietary Institutions

Dear Ms. Stewart:

On June 1, 2016, the California State Approving Agency for Veterans Education (CSAAVE), a division of the California Department of Veterans Affairs, received an initial Application for Approval of Accredited Programs for the training of Veterans at Ashford University (Ashford), 8620 Spectrum Center Boulevard, San Diego, CA 92123. In response to Ashford's application, CSAAVE immediately notified Ashford that the application was incomplete and required submission of additional documentation. On June 2 and June 6, 2016, Ashford provided the required documents to complete the application. On June 8, 2016, CSAAVE deemed the application complete and began a comprehensive review. Based on CSAAVE's review, it has been determined that Ashford's application fails to be sufficient for a grant of CSAAVE approval, at this time.

CSAAVE has authority and responsibility to approve an application when the school and its accredited courses are found upon investigation to have met all of the criteria found in 38 CFR §21.4253(d) and other applicable regulations. Institutions desiring to enroll veterans and other eligible persons in accredited courses may be deemed qualified, upon submission of a written application for approval of such courses. Applications must demonstrate an institution's full compliance with the requirements and standards defined in 38 CFR §21.4253 and other applicable regulations. An institution's application must also include detailed information and supporting documentation, clearly evidencing that approval requirements and standards are met and no deficiencies exist.

CSAAVE conducted a comprehensive review of Ashford's application submission and determined that there is insufficient evidence to support Ashford's full compliance with applicable approval standards. In an effort to assist the school address deficiencies in the application, the following is a summation of issues, information, and documentation that are necessary and required, before Ashford's application can be considered for CSAAVE approval. Ashford must provide a response to each identified question, as referenced in the application sections below.

ASH0001

Section 1- Institution Information:

7. Type of Ownership:

Ashford University identified itself as a Corporation. Information obtained from the California Secretary of State identifies Ashford's ownership status as Ashford University, LLC. Information found in the August 8-10, 2015, Report of the WSCUC Special Team Visit, page 3, Section I-Overview and Context, identifies that Ashford University was acquired by Bridgepoint Education, Inc. and became a for-profit limited liability company in 2005.

Please clarify the ownership status of Ashford University, San Diego and submit verifiable documentation, as filed with the Secretary of State and/or the Western Association of Schools and Colleges (WASC).

Section 2- Documentation required for all institutions:

2. Catalog:

CSAAVE is unable to determine the operational status of Ashford University, including its administrative structure, faculty resources, programs, policies, and available services administered at the proposed San Diego campus. Information contained in Ashford's 2016-2017 catalog fails to clearly define how the San Diego campus operates as a main campus, as prescribed by 38 CFR §21.4266(a)(3). While the catalog identifies policies, services, programs, administrators, and available resources, there fails to be delineation between the proposed San Diego campus and Ashford's out-of-state campus. Ashford's catalog makes reference to the proposed San Diego campus as "Administrative," but fails to include information evidencing that the proposed campus meets the definition of a school, educational institution, or institution, pursuant to 38 CFR §21.4200.

The proposed San Diego campus must possess adequate space, equipment, instructional material, and instructor personnel to provide training of good quality, pursuant to state and federal law. Additionally, the institution must demonstrate that it employs adequate directors, administrators, and instructors with educational and experience qualifications at the proposed institution and for which approval is sought.

Please submit to CSAAVE all of the following:

- I. A revised catalog specific to the proposed San Diego campus which includes each policy referenced in 38 CFR §21.4253(d). Submit three copies of the catalog.
- II. An organizational chart that specifically identifies and delineates the reporting structure of the campus director, administrators, and faculty members employed at the proposed San Diego campus.
- III. Copies of the duty statements or job descriptions for the campus director, each administrator, and faculty member, which includes sufficient detail to clearly identify their roles and responsibilities at the proposed San Diego campus.
- IV. A detailed description of available equipment, space, resources, and instructional materials utilized at the proposed San Diego campus to administer resident and online instruction.

3. Approval Criteria Form:

Submit a new Approval Criteria Form based on the updated catalog.

4. Signed True and Correct Form:

Submit a new True and Correct Form with each updated catalog

8. VA Forms:

The institution must designate a school certifying official at the proposed San Diego campus, pursuant to 38 CFR §21.4266(c)(2). Submit a new Form 22-9794 identifying the on-site school certifying official(s).

9. Certificate of Status:

If Ashford modifies its ownership status with the California Secretary of State, as referenced in Section 1.7 above, please submit a new Certificate of Status.

Section 3- Institute of Higher Learning (IHL) programs:

The application included website printouts of WASC's Statement of Accreditation Status dated May 26, 2016 and letters issued by WASC, all of which reference approval of distance education and onsite courses. The application requires submission of documentation, issued by the accrediting body.

Please submit a current list of approved programs as issued by WASC.

Section 4- Non-college degree (NCD) programs:

Ashford's application does not include a request for approval of NCD programs. No additional information is required for this application section.

Section 5- Documentation required for ALL institutions operating under the authority of the Bureau for Private Postsecondary Education (BPPE):

The application included a copy of a Bureau for Private and Postsecondary Education (BPPE) Approved Program List, printed April 28, 2014, and letters issued by the BPPE, demonstrating Ashford's approval for distance education and on-site courses. The application requires submission of documentation, as issued by the BPPE.

Please submit a current Approved Program List, as issued by the BPPE.

Section 6- Advertising and other public statements, pursuant to 38 CFR §21.4252(h):

Please submit any copies of any new or subsequent advertising or other statements disseminated to the public in any manner by the institution or its representatives that concern, describe, or represent the institution and each educational program offered by the institution, since filing the initial application. If advertising is broadcasted by television or radio, include a copy of the script.

Section 7- Program identification:

CSAAVE is unable to determine the course modality or proposed course offerings planned for the San Diego campus. Information in the catalog and included in the application submission identify several programs approved by the BPPE and WASC for in state and out of state instruction. It is not clear if the proposed San Diego campus course modality will include online, resident, or a hybrid of instruction. CSAAVE will not grant approval of any practical training, externship, or internship courses under the provisions of 38 CFR §21.4265 offered outside California.

Please submit a list of programs for the proposed San Diego campus. Each proposed program must be identified in the new Ashford University San Diego catalog referenced in Section 2.2 above.

This concludes CSAAVE's quantitative review of Ashford University's application submission. Should Ashford desire to continue with the application for approval of its proposed San Diego campus, Ashford must implement all of the application changes, modifications, and corrections identified in this communication and demonstrate that it fully meets the standards for approval. Once Ashford provides verifiable documentation and information, CSAAVE can begin a qualitative review for approval determination.

Ashford must submit all required materials and documents in one single mailing to CSAAVE by June 30, 2016, for further consideration.

Documents must be submitted to CSAAVE at:

California Department of Veterans Affairs
California State Approving Agency for Veterans Education
1227 O Street, Suite 625
Sacramento, CA 95814

CSAAVE is committed to working with Ashford University representatives, in its effort to serve veterans and other Title 38 beneficiaries. If you have any questions or need further clarification, please feel free to contact me at (619)-372-9121.

Sincerely,

Shane R. Ferrebee

Shane Ferrebee
Senior Education Specialist

CC: Vickie Schray, Bridgepoint Education Inc.



CSAAVE

CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION

1227 O Street, Suite 625, Sacramento, CA 95814 * tel 916.503.8317 * fax 916.653.1035 * web www.calvet.ca.gov/csaave

July 8, 2016

Dr. Craig Swenson, CEO
Ashford University
8620 Spectrum Center Boulevard
San Diego, CA 92123

Dear Dr. Swenson,

Your application for approval for the training of veterans and other eligible persons at Ashford University was initially received by the California State Approving Agency for Veterans Education (CSAAVE), a division of the California Department of Veteran Affairs on June 1, 2016. Subsequently, CSAAVE received the attached notification from your institution on June 30, 2016, requesting a withdrawal of the application submitted for approval.

Your application and all supporting documentation are enclosed. If you require additional information, please contact Shane Ferree at shane.ferree@calvet.ca.gov (619)-372-9121

Sincerely,

Shane R Ferree

Shane Ferree
Senior Education Specialist

ASH0005



CSAAVE

CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION

1227 O Street, Suite 625, Sacramento, CA 95814 * tel 916.503.8317 * fax 916.653.1035 * email csaaveinfo@calvet.ca.gov

APPLICATION FOR APPROVAL OF ACCREDITED PROPRIETARY INSTITUTIONS CHECKLIST

Reference# 35

☐ APPLICATION FOR APPROVAL

☒ INITIAL APPROVAL

☐ REVISED APPROVAL

Section 1- Institution information:

<input checked="" type="checkbox"/>	1. Name:
<input checked="" type="checkbox"/>	2. Physical Address: City/State/Zip: County:
<input checked="" type="checkbox"/>	3. Mailing Address (if different): City/State/Zip:
<input checked="" type="checkbox"/>	4. Institutions website address:
<input checked="" type="checkbox"/>	5. Application Contact Name: Phone #: () FAX No.: E-mail Address:
<input checked="" type="checkbox"/>	Has the institution experienced a: name change and/or change of location, <input type="checkbox"/> Yes <input type="checkbox"/> No (If yes, additional forms are required. Please contact csaaveinfo@calvet.ca.gov). Include the school facility code in all email communications.) (REVISED APPROVALS)
<input checked="" type="checkbox"/>	Has the institution experienced a change of accreditation status or ownership since its last approval? <input type="checkbox"/> Yes <input type="checkbox"/> No (If yes, this application may not be used. Please contact csaaveinfo@calvet.ca.gov for the appropriate application(s). Include the school facility code in all email communications.) (REVISED APPROVALS)
<input checked="" type="checkbox"/>	6. Type of institution: <input type="checkbox"/> Degree granting <input type="checkbox"/> Non-degree granting
<input checked="" type="checkbox"/>	7. Type of ownership: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation
<input checked="" type="checkbox"/>	8. Profit status: <input type="checkbox"/> Private profit <input type="checkbox"/> Private nonprofit
<input checked="" type="checkbox"/>	9. Agent for service of process

ASH0006

Section 2- Documentation required for ALL institutions:

- ☒ 1. Submit on your institutions letterhead a formal request for approval for accredited courses under 38 CFR 21.4253.
- ☒ 2. Three copies of the current catalog/VIB (mailed via US mail – hardcopy **ONLY**).
- ☒ 3. Approval Criteria form.
- ☒ 4. Signed True and Correct form.
- ☒ 5. Verification of non-contracted courses form.
- ☒ 6. VA Forms: (INITIAL APPROVALS)
 - a. VA 22-8794, Designation of Certifying Officials
 - b. VA 27-8206, Statement of Assurance of Compliance with Equal Opportunity Laws
 - c. VA 22-1919, Conflicting Interests Certification
- ☒ 7. A current Certificate of Status from the California Secretary of State (INITIAL APPROVALS)
- ☒ 8. Copy of the school's last accrediting agency visit Report of Findings and the school's response including all supporting documents.
- ☒ 9. Institutional and/or programmatic accrediting agency information:

The institution must submit copies of official documentation, as issued by the accrediting agency. Documentation must identify the status of the institution and its programs with the accrediting agency for the current or most recent calendar year.

Section 3- Institute of Higher Learning (IHL) programs*:

This Section is not applicable to deemed approved programs as defined in Public Law 111-377.

For IHL programs, submit all of the following, where applicable:

- ☒ 1. Submit a copy of the program approval notification issued by the accrediting agency
- ☐ 2. Submit the most recent completion/placement rates filed with your accrediting agency.
- ☐ 3. Provide the standards for completion/placement rates as published by your accrediting agency.
- ☐ Institutions not required to maintain completion/placement data by their accrediting agency must provide documentation published by the accrediting agency substantiating this fact.

Section 4- Non-college degree (NCD) programs*:

For NCD programs, submit all of the following, where applicable:

- ☒ 1. Submit the most recent completion/placement rates filed with your accrediting agency.
- ☒ 2. Provide the standards for completion/placement rates as published by your accrediting agency.
- ☒ 3. Provide the data used to compile completion/placement figures as required by the institutions accrediting agency.
- ☒ 4. For each new NCD program, submit a copy of the needs assessment utilized to demonstrate the geographical occupational need for each program.
- ☒ Institutions not required to maintain completion/placement data by their accrediting agency must provide documentation published by the accrediting agency substantiating this fact.

Section 5- Documentation required for ALL institutions operating under the authority of the Bureau for Private Postsecondary Education (BPPE):

- ☒ 1. The current approval status including the current BPPE Approved Program list. If expired, please provide documentation demonstrating the school's current status.
- ☒ 2. Provide the web link to the most recent *School Performance Fact Sheet filed with the BPPE (CEC 94928, CEC 74112).
- ☒ 3. Provide the web link to the most recent *Annual Report filed with the BPPE (CEC 94934(a), CCR 74110(a)).

*Documents must be current (as filed with the BPPE by September 1st of every calendar year).

Section 8- Program identification (Complete Tables 1-3):

Institutions must report programs in the appropriate tables located below.

- ☒ If there are no programs to report on a table, please indicate "N/A".



CONDITIONS OF APPROVAL

I, _____, _____ certify and declare
Print Name Title
under penalty of perjury under the laws of the State of California that I am an authorized
representative of _____ and that all of the information and
Name of institution
attachments contained herein and referenced in this application are true and correct.

Signature:		Date:	
------------	--	-------	--

Reviewed by: _____ Date: _____



CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION

1227 O Street, Suite 625, Sacramento, CA 95814 * tel 916.503.8317 * fax 916.653.1035 * email csaaaveinfo@calvet.ca.gov

June 1, 2016

Ms. Stephanie Stewart
Bridgepoint Education, DBA Ashford University
8620 Spectrum Center Boulevard
San Diego, CA 92123-1406

Dear Ms. Stewart:

Today, the California State Approving Agency for Veterans Education (CSAAVE), a division of the California Department of Veterans Affairs, received an initial application for approval for the training of Veterans at Ashford University (Ashford), 8620 Spectrum Center Boulevard, San Diego, CA 92123.

Please submit the following documentation to complete your application:

- Section 2.2 – Ashford's current printed catalog for operations in California, including relevant policies in accordance with all applicable state and federal requirements (the catalog received by CSAAVE is specific to Ashford's Clinton, Iowa campus).
- Section 2.5 – Verification of Non-Contracted Courses form (for your convenience, a blank copy of the form is attached);
- Section 2.7 – Current Certificate of Status issued by the California Secretary of State, (for your convenience, the certificate may be requested at the Secretary of State's website, <http://www.sos.ca.gov/business-programs>);
- Section 5.3 – Ashford's Web link to the most recent School Performance Fact Sheet filed with the California Bureau for Private Postsecondary Education; and

CSAAVE will begin the review of Ashford's application once all of the required documentation is received by CSAAVE.

Ashford University
June 1, 2016
Page 2

Please mail Ashford's information and documentation to:

California State Approving Agency for Veterans Education
1227 O Street, Suite 625
Sacramento, CA 95814

If you have questions, please feel free to email CSAAVE at csaaveinfo@calvet.ca.gov.

Sincerely



Latanya Johnson,
Education Administrator

Enc: Verification of Non-Contracted Courses form



CSAAVE

CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION

1227 O Street, Suite 625, Sacramento, CA 95814 * tel 916.503.8317 * fax 916.653.1035 * web www.calvet.ca.gov/csaave

VERIFICATION OF NON-CONTRACTED COURSES

School Name: _____

School Address: _____

Facility Code: _____

Catalog Year: _____

Courses Offered Under Contract:

38 U.S. Code of Federal Regulations 21.4252(m) states that VA may not approve the enrollment of a veteran, service member, reservist, or eligible person in a course as a part of a program of education offered by any educational institution if that institution or entity providing the course under contract has not obtained a separate approval for the course in the same manner as for any other course as required by VA Regulations.

We have read and understand the above referenced regulation. We certify that the school facility has complete administrative and curriculum oversight of all programs submitted for approval and that no contracted institution, entity or employee, which has not obtained approval to offer Title 38 benefits, has any part in the administrative or curriculum oversight of any program (to include deemed-approved degrees) submitted for approval.

Signature/Title of School Official

Date

The following program(s) do meet the definition of a contracted program of education. An SAA consultant will contact your facility for further discussion. **If none, annotate "N/A"**

PROGRAM TITLE	TOTAL UNITS	PAGE NO. IN CATALOG OR ADDENDUM



CSAAVE

CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION

1227 O Street, Suite 625, Sacramento, CA 95814 * tel 916.503.8317 * fax 916.653.1035 * email csaaveinfo@calvet.ca.gov

INITIAL APPLICATION FOR APPROVAL OF ACCREDITED PROPRIETARY INSTITUTIONS Title 38, U. S. Code 3671 (a) and 3672(a)

The California State Approving Agency for Veterans Education (CSAAVE), a division of the California Department of Veterans Affairs (CalVet) is responsible for the approval of courses/programs pursuant to requirements defined in the US Code of Federal Regulations (CFR), Title 38. Accredited courses are those recognized by a nationally recognized accrediting agency or association. The State approving agencies may use the accreditation of these accrediting agencies or associations for approval of the course specifically accredited and approved by the agency or association. Accreditation does not guarantee approval. CSAAVE will not issue a grant of approval under 38 CFR 21.4253, when the evidence of record demonstrates that an institution and/or its courses fail to fully comply with accrediting agency standards.

INSTRUCTIONS

The submission of an application is strictly voluntary. By submitting an application, the institution agrees to comply with all applicable federal and state statutory requirements for Title 38 approval. Failure to properly administer the program may result in an adverse administration action.

The application must be signed and include attachments, where applicable. Each section of the application must be completed with accurate and current information. A complete application for approval must include one (1) original and two (2) copies of all forms, addendums, attachments, and/or Catalog or VIB and be mailed to:

California State Approving Agency for Veterans Education (CSAAVE)
1227 O Street, Suite 625
Sacramento, CA 95814

Applications that fail to include all required documentation are deemed incomplete and will delay the review process and may be returned or denied approval.

Questions regarding the application, forms, or the approval process should be directed to CSAAVE at CSAAVEInfo@calvet.ca.gov. Please include your facility code in the subject line of email correspondence. You may also contact CSAAVE by calling (916) 503-8317.

Section 1- Institution information:

1. Name: Ashford University	
2. Physical Address: 8620 Spectrum Center Boulevard City/State/Zip: San Diego, CA 92123-1406 County: San Diego	
3. Mailing Address (if different): City/State/Zip:	
4. Institutions website address: www.ashford.edu	
5. Application Contact Name: Ms. Stephanie Stewart Phone #: (866) 974-5700 x18107 FAX No.: 866-514-0769 E-mail Address: Stephanie.Stewart@ashford.edu	
6. Type of institution: <input checked="" type="checkbox"/> Degree granting <input type="checkbox"/> Non-degree granting	
7. Type of ownership: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Corporation	
8. Profit status: <input checked="" type="checkbox"/> Private profit <input type="checkbox"/> Private nonprofit	
9. Agent for service of process:	
Name:	CT Corporation System
Physical address:	818 West Seventh Street, Suite 930 Los Angeles, CA 90017
Email address:	
Telephone number:	213-627-8252
Fax number:	
* The institution must notify CSAAVE within 30 days of a change in the designee.	

Section 2- Documentation required for ALL institutions:

1. Submit on your institutions letterhead a formal request for approval for accredited courses under 38 CFR 21.4253.
2. Three copies of the current catalog/VIB (mailed via US mail – hardcopy **ONLY**). The catalog must be prepared to include all items as shown within the Approval Criteria form (enclosed). The institution may submit its catalog without a VIB as long as the policies conform to those in the sample VIB. If the catalog policies do not conform to those in the sample VIB, the institution may prepare an addendum to the catalog to include the policies that are absent from the catalog. Ensure that all applicable criteria are met within the submitted materials. Enclosed is a sample VIB, for reference.
3. Approval Criteria form.
4. Signed True and Correct form.
5. Branch without Admin capability form, if applicable.
6. Practical Training form, if applicable.
7. Verification of non-contracted courses form.
8. VA Forms:
 - a. VA 22-8794, Designation of Certifying Officials
 - b. VA 27-8206, Statement of Assurance of Compliance with Equal Opportunity Laws
 - c. VA 22-1919, Conflicting Interests Certification
9. A current Certificate of Status from the California Secretary of State
<http://www.sos.ca.gov/business-programs/business-entities/information-requests/>
10. Copy of the school's last accrediting agency visit Report of Findings and the school's response including all supporting documents.
11. Institutional and/or programmatic accrediting agency information:

Name:	WASC Senior College and University Commission
Physical address:	985 Atlantic Avenue, Suite 100, Alameda, CA 94501
Email address:	swilliams@wascsenior.org
Telephone number:	510-748-9001
Fax number:	510-748-9797
Accreditation type*:	Institutional
Current status:	Accredited through July 15, 2018

Name:	International Assembly for Collegiate Education (IACBE)
Physical address:	11374 Strang Line Road Lenexa, KS 66215
Email address:	iacbe@iacbe.org
Telephone number:	913-631-3009
Fax number:	913-631-9154
Accreditation type*:	Programatic - Business Programs
Current status:	23 Accredited Programs - Comprehensive Visit in 2017

*Programmatic or institutional

The institution must submit copies of official documentation, as issued by the accrediting agency. Documentation must identify the status of the institution and its programs with the accrediting agency for the current or most recent calendar year.

12. The institution must disclose any and all material facts regarding regulatory actions pertaining to the current status of the institution, its owners and/or ownership structure, policies, branch locations and educational programs, certificates, diplomas and degrees. A material fact is one that without inclusion would reasonably result in a different determination. Additionally, the institution must submit copies of official documentation, as issued by the agency represented. Documentation must be relevant to the current or most recent calendar year and identify or include the following, where applicable:

- Name, address and telephone number of the issuing agency or body
- Name of the licensee, registrant or owner/operator
- Address of record for the institution, including branch and satellite locations
- License or approval status
- License, certification, registration or approval number
- Effective date and renewal and/or expiration date
- List certificate, diploma and degree programs

The institution must disclose any and all information that could impact the ability to fulfill its commitments to provide education, ensure proper operation, and maintain sufficient financial resources for long-term fiscal soundness, as it pertains to the requirements and standards of the institution's accrediting agency.

The institution must submit written notification to the CSAAVE within 30 days of any change in status. Notification must include a copy of the notice served upon the institution, the findings and recommendations, the response submitted by the institution and the final decision or action by the entity. A copy of all supporting documentation and attachments must be included with the submission. Failure to submit timely notification may result in an adverse administrative action.

Section 3- Institute of Higher Learning (IHL) programs*:

This Section is not applicable to deemed approved programs as defined in Public Law 111-377.

Pursuant to 38 CFR 21.4270(b), an educational objective is one that leads to the awarding of a diploma, degree or certificate which reflects educational attainment.

For IHL programs, submit all of the following, where applicable:

1. Submit a copy of the program approval notification issued by the accrediting agency
2. Submit the most recent completion/placement rates filed with your accrediting agency.
3. Provide the standards for completion/placement rates as published by your accrediting agency.

Institutions not required to maintain completion/placement rates by their accrediting agency must provide documentation published by the accrediting agency substantiating this fact.

Section 4- Non-college degree (NCD) programs*:

Institution must demonstrate two years of operation as a condition for approval for veterans training for all proposed NCD certificate programs.

Include copies of current advertising and other statements disseminated to the public in any manner by the institution or its representatives that concern, describe, or represent the institution and each educational program offered by the institution. If advertising is broadcasted by television or radio, include a copy of the script.

Section 7- Visits by Agency Representatives and Availability of Records:

After your application is deemed complete, but before CSAAVE issues approval and the U.S. Department of Veterans Affairs (DVA) accepts the approval, a CSAAVE Education Specialist will conduct an inspection visit to the institution to evaluate your facility and ensure that students eligible to receive veteran education benefits will be served as required by the VA.

Following issuance of approval, and once veterans enroll in your programs, representatives from the DVA and CSAAVE will visit your school facility to conduct Compliance Surveys during normal working hours. Pursuant to 38 CFR 21.4209, school administrators must make available all records to DVA and CSAAVE staff pertaining to the school and its operation.

Compliance Surveys are conducted by the CSAAVE and the VA in order to ensure proper administration of the GI Bill by the school or training establishment. Compliance Surveys are designed to prevent and/or correct deficiencies or violations by:

- Verifying the accuracy of educational benefit payments to eligible individuals
- Ensuring school officials understand the VA requirements and their responsibilities
- Assuring proper action is promptly taken to correct discrepancies, which may include discontinuance of benefits

Section 8- Program identification (Complete Tables 1-3):

Institutions must report programs in the appropriate tables located below.

If there are no programs to report on a table, please indicate "N/A".

TABLE 1- Degree programs submitted for approval (Pursuant to 38 CFR 21.7020(13), an educational objective is one that leads to the awarding of a diploma, degree or certificate which reflects educational attainment).

Program	Page
Bachelor of Arts in Accounting	130
Bachelor of Arts in Business Administration	131
Bachelor of Arts in Business Economics	132
Bachelor of Arts in Business Information Systems	132
Bachelor of Arts in Business Leadership	133
Bachelor of Arts in Consumer and Family Financial Services	134
Bachelor of Arts in eMarketing	135
Bachelor of Arts in Entrepreneurship	136
Bachelor of Arts in Finance	137
Bachelor of Arts in Human Resources Management	138
Bachelor of Arts in International Business	139
Bachelor of Arts in Operations Management and Analysis	139

(list continues on supplemental page)

TABLE 2- Non-College Degree (NCD) programs (Pursuant to 38 CFR 21.4270(b)(22)) submitted for approval (*Refer to Section 3)

Program	Page	# of Clock/ Credit Hours	Post- Baccalaureate Certificate Y/N
None			

TABLE 3- Programs that are not submitted for approval.

Degree, Diploma, or Certificate	Program
None	

SUPPLEMENTAL

TABLE 1 (Continued from page 6) - Degree programs submitted for approval (Pursuant to 38 CFR 21.7020(13), an educational objective is one that leads to the awarding of a diploma, degree or certificate which reflects educational attainment).

Program	Page
Bachelor of Arts in Organizational Management	140
Bachelor of Arts in Project Management	141
Bachelor of Arts in Public Administration	142
Bachelor of Arts in Public Relations and Marketing	143
Bachelor of Arts in Real Estate Studies	144
Bachelor of Arts in Service Management	145
Bachelor of Arts in Sports and Recreation Management	146
Bachelor of Arts in Supply Chain Management	147
Associate of Arts in Early Childhood Education	148
Bachelor of Arts in Child Development	150
Bachelor of Arts in Cognitive Studies	151
Bachelor of Arts in Early Childhood Education	152
Bachelor of Arts in Early Childhood Education Administration	154
Bachelor of Arts in Education Studies	155
Bachelor of Arts in English Language Learner Studies	157
Bachelor of Arts in Instructional Design	158
Bachelor of Arts in Library Science and Media	160
Bachelor of Arts in Applied Behavioral Science	161
Bachelor of Arts in Complementary and Alternative Health	162
Bachelor of Arts in Gerontology	163
Bachelor of Arts in Health and Human Services	163
Bachelor of Arts in Health and Wellness	164
Bachelor of Arts in Health Care Administration	165
Bachelor of Arts in Health Education	166
Bachelor of Arts in Psychology	167
Bachelor of Science in Health Information Management	168
Bachelor of Science in Nursing	170
Associate of Arts in Military Studies	171
Bachelor of Arts in Applied Linguistics	172
Bachelor of Arts in Communication Studies	173
Bachelor of Arts in Cultural Anthropology	174
Bachelor of Arts in English	176
Bachelor of Arts in Environmental Studies	176
Bachelor of Arts in History	177
Bachelor of Arts in Homeland Security and Emergency Management	178
Bachelor of Arts in Journalism and Mass Communication	179
Bachelor of Arts in Law Enforcement Administration	180
Bachelor of Arts in Liberal Arts	181
Bachelor of Arts in Military Studies	182
Bachelor of Arts in Political Science and Government	182
Bachelor of Arts in Social and Criminal Justice	183
Bachelor of Arts in Social Science	184
Bachelor of Arts in Sociology	185
Associate of Arts in Business	

Associate of Arts in Organizational Management	N/A
Bachelor of Arts in Adult Development	N/A
Bachelor of Arts in Education and Public Policy	N/A
Bachelor of Arts in Health Care Studies	N/A
Bachelor of Arts in Health Informatics	N/A
Bachelor of Arts in Health Marketing and Communication	N/A
Bachelor of Arts in Sustainable Enterprise Management	N/A
Master of Accountancy	208
Master of Arts in Organizational Management	210
Master of Business Administration	211
Master of Public Administration	213
Master of Arts in Education	214
Master of Arts in Special Education	221
Master of Arts in Teaching and Learning with Technology	223
Master of Arts in Health Care Administration	224
Master of Arts in Psychology	225
Master of Science in Criminal Justice	226

**EXPLANATORY NOTE TO TABLE 1 OF SECTION 8 (PROGRAM IDENTIFICATION)
OF ASHFORD UNIVERSITY'S INITIAL APPLICATION**

Ashford University has ceased new enrollments in the following programs and, as a result, does not reference them in its current catalog (and has noted these programs in the table as N/A):

1. Associate of Arts in Business
2. Associate of Arts in Organizational Management
3. Bachelor of Arts in Adult Development
4. Bachelor of Arts in Education and Public Policy
5. Bachelor of Arts in Health Care Studies
6. Bachelor of Arts in Health Informatics
7. Bachelor of Arts in Health Marketing and Communication
8. Bachelor of Arts in Sustainable Enterprise Management

Ashford University seeks CSAAVE approval for the foregoing degree programs to permit withdrawn students the opportunity to return to Ashford University to complete their educational programs. The institution will not certify new students for these programs, only returning students.

Published versions of these programs are available in prior academic year catalogs.

**CALIFORNIA DEPARTMENT OF VETERANS AFFAIRS,
CALIFORNIA STATE APPROVING AGENCY
FOR VETERANS EDUCATION (CSAAVE)
CATALOG APPROVAL CRITERIA FORM**

**PROPRIETARY ACCREDITED INSTITUTIONS
UNDER TITLE 38 VETERAN'S PROGRAM, U.S. CODE**

Institution name:	Ashford University
-------------------	---------------------------

***Instructions:** Please indicate the page number(s) where these items/policies are found in the catalog. If the catalog does not contain a required item/policy, please include an addendum or separate veterans' information bulletin to comply with federal regulations. Complete and return with the application for approval.*

Page Number(s)

GENERAL

- | | | |
|-------------------|----|--|
| <u>Title page</u> | 1. | Name of institution |
| <u>Title page</u> | 2. | Institutional address and telephone number, administrative address (if applicable) |
| <u>Title page</u> | 3. | Effective date of catalog |
| <u>273-292</u> | 4. | Listing of governing body, officials and faculty and their qualifications |
| <u>48</u> | 5. | Description of facility |
| <u>114</u> | 6. | Calendar (showing legal holidays, beginning and ending dates of each term) |
| <u>51-52</u> | 7. | Schedule of fees (tuition, books, equipment, lab fees, etc.) |

POLICIES

- | | | |
|-------------------------|----|---|
| <u>103-113, 197-201</u> | 8. | Enrollment/admissions policy, including specific entrance requirements for each course |
| <u>121-125, 203</u> | 9. | Policy for evaluation of credit for previous education and training. The policy should specify that the institution will maintain a written record of the previous education and training of veterans and eligible persons, that the record will clearly indicate that credit has been granted, if appropriate, with the training period shortened proportionately and the student notified accordingly, per 21.4253 (d)(3) |

Attendance Policy:

- | | | |
|-----------------|-----|---|
| <u>117, 204</u> | 10. | Leave of absence |
| <u>117, 204</u> | 11. | Tardiness |
| <u>116, 203</u> | 12. | Interruption for unsatisfactory attendance/unexcused absences |
| <u>116, 203</u> | 13. | Class cuts |
| <u>93</u> | 14. | Make-up work |

Satisfactory Progress Policy:

- | | | |
|------------------------|-----|--|
| <u>92-93</u> | 15. | School's grading system for each class |
| <u>119, 206</u> | 16. | Grade average required to remain in school/required grade point average (GPA) to graduate |
| <u>119-121, 207-08</u> | 17. | Conditions for interruption for unsatisfactory progress/dismissal policy and description of a probationary period, if any. (Note: The progress policy must be specific enough to determine the point in time when VA educational benefits will be discontinued when the veteran or eligible person ceases to make satisfactory progress. It should specify that no more than two terms, quarters or semesters on probation will be permitted.) |

- 121, 208 18. Conditions for reentrance after dismissal for unsatisfactory progress/re-enrollment policy
- 25-31 19. Student conduct policy

Tuition Refund Policy:

- 73-80 20. Pro-rata refund policy (consistent with Bureau and accrediting association guidelines)

EDUCATIONAL/VOCATIONAL OBJECTIVES

- 130-186, 208-228 21. Educational objectives (degree programs)
- N/A 22. Vocational objectives (certificate programs)
- Note: For each certificate submitted for approval, the catalog should include the occupational objective, a course outline detailing subjects or units in the course and/or skills to be learned, and total course length.
- 256 23. *Practical training/externships/internships (**requires signed certification form**)
- N/A 24. *Television courses
- N/A 25. *Teacher certification programs
- N/A 26. *Refresher and remedial courses
- N/A 27. *Studying abroad courses
- N/A 28. *Independent study/directed studies including on-line, self-paced courses
- N/A 29. *Combination programs/ dual majors)
- N/A 30. *Nursing field work (**requires signed certification form**)
- N/A 31. *Professional internship/clinical pastoral
- N/A 32. *Clinical training required for medical or dental specialty courses (**requires signed certification form**)
- N/A 33. Branches without administrative capability (**requires signed certification form**)
- N/A 34. Programs offered under contract (**requires signed certification form**)

***Not applicable for deemed approved programs**

TRUE AND CORRECT STATEMENT FOR SCHOOL CATALOG/BULLETIN

Instructions: Complete the statement and attach to each copy of the catalog or bulletin.

Original signature required.

Institution name: Ashford University	Facility Code: 21000415
--------------------------------------	-------------------------

Name changed? ☐ Yes ☒ No If yes, previous name: _____

Accredited? ☒ Yes ☐ No _____

Physical address: 8620 Spectrum Center Boulevard San Diego, CA 92123-1406	Mailing address, if different:
--	--------------------------------


Address changed? ☐ Yes ☒ No

If yes, prior address:	Effective date of change:
------------------------	---------------------------

Catalog/Bulletin Effective Month, Day, and Year: 07 / 01 / 2016

Catalog/Bulletin Ending Month, Day, and Year: 06 / 30 / 2017

THIS IS TO CERTIFY THAT THE ATTACHED SCHOOL CATALOG OR BULLETIN IS TRUE AND EXACT IN CONTENT AND POLICY, IN ACCORDANCE WITH THE REQUIREMENTS OF THE CODE OF FEDERAL REGULATIONS SECTION 21.4253(d)(1) and SECTION 21.4254(b). ALL ATTACHED MATERIALS AND DOCUMENTS ARE TRUE AND EXACT COPIES OF THE DOCUMENTS ISSUED BY THE EXTERNAL AGENCY OR ENTITY. WE UNDERSTAND THAT DOCUMENTS OR STATEMENTS FOUND TO BE FALSE, FICTITIOUS, FRAUDULENT, MISLEADING OR MISREPRESENTING THE INSTITUTION, ITS PROGRAMS AND/OR OWNERSHIP FOR THE PURPOSE OF OBTAINING A GRANT OF CSAAVE APPROVAL WILL RESULT IN THE IMMEDIATE SUSPENSION, WITHDRAWAL OR DENIAL OF APPROVAL.

Signature of authorized representative: 	Date: <u>6/6/2016</u>
--	--------------------------

Print name and title of authorized representative: Craig D. Swenson, President and CEO	Email address and Telephone Number: craig.swenson@ashford.edu 866-974-5700
---	---

Mail to:

DEPARTMENT OF VETERANS AFFAIRS
CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION
1227 O Street, Suite 625
Sacramento, CA 95834

<p align="center">PRACTICAL TRAINING/EXTERNSHIP/INTERNSHIP COURSES UNDER THE PROVISIONS OF 38 CODE OF FEDERAL REGULATIONS 21.4265</p>	
School Name:	Ashford University
School Address:	8620 Spectrum Center Boulevard, San Diego, CA 92123
Accreditation Agency:	WASC Senior College and University Commission (WSCUC)

☒ By checking this box we certify that all Practical Training/Externship/ Internship courses meet the specific conditions of each category and are conducted within the State of California exclusively.* We request that the following list of Practical Training/Externship/ Internship courses be approved under the provisions of 38 CFR §21.4265. Attach additional pages if necessary. **DO NOT REPORT PRACTICAL TRAINING COURSES FOR DEEMED APPROVED PROGRAMS.**

[illegible]

* Courses considered for approval by CSAAVE must be offered in California.

Craig D. Swenson, President and CEO

Name/Title

6/6/14

Date _____

Signature

craig.swenson@ashford.edu

Email Address



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form MUST ONLY be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

877.241.9893 ext. 20054

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

866.512.1729

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

Team Email: VACertification@ashford.edu
Individual Email: (See below)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Conan Stanley Conan.stanley@ashford.edu	Director of Military Financial Services	
(2)	Dawn Nardini Dawn.Nardini@ashford.edu	Director of Financial Services	
(3)	Jewel Odor Jewel.Odor@ashford.edu	Financial Services Manager	
(4)	(See attached pages)		

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form **MUST ONLY** be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Paige Grove Paige.Grove@ashford.edu	Financial Services Military Lead	<i>Paige Grove</i>
(2)	Anthony Ames Anthony.Ames@ashford.edu	VA Coordinator	<i>Anthony Ames</i>
(3)	Shantae Davis Shantae.Davis@ashford.edu	VA Coordinator	<i>Shantae D Davis</i>
(4)	(See attached pages)		

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form MUST ONLY be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Justin Fritz Justin.Fritz@ashford.edu	VA Coordinator	<i>Justin Fritz</i>
(2)	Ashley Goodwin Ashley.Goodwin@ashford.edu	VA Coordinator	<i>Ashley M Goodwin</i>
(3)	Jamie Jacobson Jamie.Jacobson@ashford.edu	VA Coordinator	<i>Jamie Jacobson</i>
(4)	(See attached pages)		

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form MUST ONLY be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Randi Long Randi.Long@ashford.edu	VA Coordinator	
(2)	Stefanie Louvar Stefanie.Louvar@ashford.edu	VA Coordinator	
(3)	Kevin Marik Kevin.Marik@ashford.edu	VA Coordinator	
(4)	(See attached pages)		

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form MUST ONLY be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

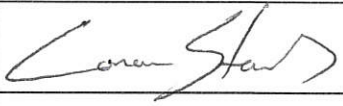
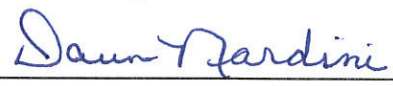
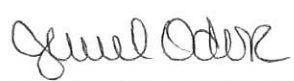
NO.	NAME	TITLE	SIGNATURE
(1)	Crystal Ward Crystal.Ward@ashford.edu	VA Coordinator	
(2)	Cody Zuidema Cody.Zuidema@ashford.edu	VA Coordinator	
(3)	Shannon Venema Shannon.Venema@ashford.edu	VA Coordinator	
(4)			

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL
OR TRAINING ESTABLISHMENT (Continued)

C. FOR POSTSECONDARY EDUCATIONAL INSTITUTIONS ONLY - OFFICIALS DESIGNATED TO SIGN THE SCHOOL PORTION OF
VA FORM 22-1990T, APPLICATION AND ENROLLMENT CERTIFICATION FOR INDIVIDUALIZED TUTORIAL ASSISTANCE ARE:

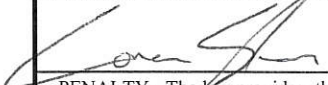
NO.	NAME	TITLE	SIGNATURE
(1)	Conan Stanley	Director of Military Financial Services	
(2)	Dawn Nardini	Director of Financial Services	
(3)	Jewel Odor	Financial Services Manager	

6. REMARKS

It is hereby certified that the Department of Veterans Affairs will be notified of any changes in the designations shown on this form as they occur.

7. SIGNATURE AND TITLE OF DESIGNATING OFFICIAL

8. DATE

 Director of Military Financial Services

7/17/16

PENALTY - The law provides that whoever makes any statement of a material fact knowing it to be false shall be punished by fine or imprisonment or both.

Privacy Act Notice: The VA will not disclose information collected on this form to any source other than what has been authorized under the Privacy Act of 1974 or Title 5, Code of Federal Regulations 1.526 for routine uses as identified in the VA system of records, 58VA21/22, Compensation, Pension, Education and Rehabilitation Records - VA, and published in the Federal Register. An example of a routine use is allowing VA to send educational forms or letters with a veteran's identifying information to the veteran's school or training establishment to (1) assist the veteran in the completion of claims forms or (2) for VA to obtain further information as may be necessary from the school for VA to properly process the veteran's education claim or to monitor his or her progress during training. Your obligation to respond is required to obtain or retain benefits. VA cannot recognize you as the proper certifying official unless the information is furnished as required by existing law (38 U.S.C. 3680(g)). The responses you submit are considered confidential (38 U.S.C. 5701). Information submitted by applicants, recipients, and others is subject to verification through computer matching programs with other agencies.

Important Notice About Information Collection: We need this information to identify you as the certifying official for your school or job training establishment when reporting pursuit of training for veterans and other eligible persons (38 U.S.C. 3684). Title 38, United States Code, allows us to ask for this information. We estimate that you will need an average of 10 minutes to review the instructions, find the information, and complete this form. VA cannot conduct or sponsor a collection of information unless a valid OMB control number is displayed. You are not required to respond to a collection of information if this number is not displayed. Valid OMB control numbers can be located on the OMB Internet Page at www.whitehouse.gov/library/omb/OMBINVC.html#VA. If desired, you can call 1-888-GI-BILL-1 (1-888-442-4551) to get information on where to send comments or suggestions about this form.

ASH0029

State of California
Secretary of State

CERTIFICATE OF STATUS

ENTITY NAME: ASHFORD UNIVERSITY, LLC

FILE NUMBER: 201334710047
FORMATION DATE: 12/13/2013
TYPE: DOMESTIC LIMITED LIABILITY COMPANY
JURISDICTION: CALIFORNIA
STATUS: ACTIVE (GOOD STANDING)

I, ALEX PADILLA, Secretary of State of the State of California, hereby certify:

The records of this office indicate the entity is authorized to exercise all of its powers, rights and privileges in the State of California.

No information is available from this office regarding the financial condition, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of May 25, 2016.

A handwritten signature in black ink, appearing to read "Alex Padilla".

ALEX PADILLA
Secretary of State

**CERTIFICATION FOR APPROVAL OF COURSES AND DEGREE PROGRAMS
AT A BRANCH OR EXTENSION WITHOUT ADMINISTRATIVE CAPABILITY
CFR 21.4266(c)(2)**

A branch is considered to be **without administrative capability** if the parent facility is within the same state and:

- a. maintains a centralized recordkeeping system;
- b. identifies the records of students at each branch; and
- c. specifies the branch location when certifying enrollments.

This is to certify that _____

Located at _____

Is a **BRANCH WITHOUT ADMINISTRATIVE CAPABILITY** of _____
Parent Facility

_____, located at _____.

The following conditions shall exist:

1. The parent facility maintains all records and accounts required by 38CFR §21.4209;
2. The parent facility designates a named certifying official;
3. The parent facility is able to furnish to the Department of Veterans Affairs, without resort to another facility, all reports and certifications required by 38CFR §§21.4203 and 21.4204.
4. The parent facility maintains a local mailing address.
5. The parent facility maintains a centralized recordkeeping system;
6. The parent facility can identify the records of students at each branch.
7. The parent facility specifies the branch location when certifying enrollments.

Both the **branch** location and the **parent** institution are accredited by _____,
a nationally recognized accrediting agency.

Administrative capability is the ability of an institution or branch to maintain all records and accounts required by 38 CFR 21.4209. If an institution maintains records, including financial aid, admissions, or academic files on site, the location does not qualify as a branch **without** administrative capabilities. A branch campus **without** administrative capability has limited onsite staffing. Staff located at the branch campus do not have designated authority to change, modify or update student records. Institutions that do not fully meet this criteria are required to maintain a separate approval.

A branch of a private school that offers courses that do not lead to a standard (i.e., accredited) college degree must meet the Two Year Rule, CFR 21.4251. To satisfy the Two-year Rule, a program must be taught continuously for twenty-four calendar months including reasonable vacations and holidays.

All courses offered at the branch or extension without administrative capability must meet the "two-year" rule in accordance with CFR 21.4251. The aforementioned branch or extension has been in continuous operation since:

First day of operation:	
-------------------------	--

Print name:	Signature:
Title:	Date:

**CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION
CALIFORNIA DEPARTMENT OF VETERANS AFFAIRS
1227 O Street, Suite 625
Sacramento, CA 95814**



CSAAVE

CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION

1227 O Street, Suite 625, Sacramento, CA 95814 ★ tel 916.503.8317 ★ fax 916.653.1035 ★ web www.calvet.ca.gov/csaave

July 8, 2016

Dr. Craig Swenson, CEO
Ashford University
8620 Spectrum Center Boulevard
San Diego, CA 92123

Dear Dr. Swenson,

Your application for approval for the training of veterans and other eligibly persons at Ashford University was initially received by the California State Approving Agency for Veterans Education (CSAAVE), a division of the California Department of Veteran Affairs on June 1, 2016. Subsequently, CSAAVE received the attached notification from your institution on June 30, 2016, requesting a withdrawal of the application submitted for approval.

Your application and all supporting documentation are enclosed. If you require additional information, please contact Shane Ferrebee at shane.ferrebee@calvet.ca.gov (619)-372-9121

Sincerely,

Shane R Ferrebee

Shane Ferrebee
Senior Education Specialist

ASH0032

From: Schray, Vickie <Vickie.Schray@bpiedu.com>
Sent: Thursday, June 30, 2016 4:46 PM
To: Johnson, Latanaya@CalVet; Ferrebee, Shane@CalVet
Cc: Boylan, Keith@CalVet; Irby, Todd@CalVet
Subject: Withdrawal of Pending Ashford University Application

Shane and Latanaya:

Ashford University and CSAAVE share a common interest in serving our nations' veterans. As you know, we at Ashford University care deeply about our veteran students and have worked tirelessly to protect their education benefits and to ensure that those benefits are not disrupted.

Beginning with our May 25th letter, which provided CSAAVE with official notice of our intent to submit an application for approval, we have worked diligently to respond to all deadlines and requests for information.

Although we were informed on June 8th that our application was deemed complete, we have subsequently been asked to provide substantial supplemental information. Thus, respectfully, based on CSAAVE's own requests, we view our application as not "complete" at this time. As I noted in my previous emails, we continue to have questions regarding CSAAVE's stated requirement that "all activities must be inside California's border," given that, at the present time, we are a primarily online institution that serves students all across the country, while also maintaining a residential teaching presence in Clinton, Iowa, until at least June 2017.

We appreciate that, in your email correspondence and June 17th letter, you offered to make yourself available to answer questions we may have. As you are aware, in each of our responses we have asked for time to meet with you either in person or by phone to get clarification and guidance. We did so to ensure that we could fully address CSAAVE's questions and thus demonstrate Ashford University's compliance with all applicable Title 38 regulations. Unfortunately, our requests for a meeting went unanswered, and I was only able to begin to address CSAAVE's questions and to explain Ashford University's structure and programs by traveling to Sacramento on June 28th. While the resulting meeting with Latanaya was helpful and much appreciated, given the late date and remaining open questions regarding what will be necessary to obtain CSAAVE approval (about which Latanaya was required to defer to Shane), our discussion was not sufficient to permit us to submit an application that we believe would be truly "complete" by today, tomorrow or even early next week. Given that fact (and the holiday weekend), even if we received responses to our remaining questions today, we do not reasonably see how CSAAVE could thoroughly review all of the relevant materials and conduct a site visit (which Latanaya said would be necessary) in time to issue a fully considered decision by July 8th.

Per our discussions beginning on June 6th, CSAAVE has made it clear that, while it would attempt to provide an approval decision on or before June 30th, CSAAVE's process typically takes between 60 to 90 days. Because IDOE granted our request to stay its withdrawal decision for 90 days, and given our need for further guidance and clarification, we respectfully requested an extension until August 5, 2016. CSAAVE recently indicated, however, that if the application remained pending, CSAAVE would have a contractual obligation to provide a decision on that application not later than July 8th.

Because CSAAVE has indicated that it must issue a decision by July 8th, and because CSAAVE has not yet responded to Ashford's inquiries, including its inquiry regarding the source of the requirement that essentially all staff members must be within California (which cannot be accomplished in a matter of days), we have no choice but to withdraw Ashford University's application, with the intent to resubmit on approximately August 5, 2016.

In the meantime, we are continuing to work diligently to provide the information requested in CSAAVE's June 17th letter in connection with our resubmission. To that end, Latanaya, I wanted to confirm my understanding of a few key points from our discussion on June 28th:

- Once an application is deemed complete, CSAAVE must consider it (and conduct a site visit) within 30 days. While full processing of an application can take 90 days, that timeframe is largely due to the need to confer with the federal VA.
- CSAAVE's review of an application does not provide the reviewer with substantive discretion in approving or rejecting an application. The review is conducted only to determine whether the application demonstrates compliance with BPPE standards, WASC standards, and the express requirements of the federal VA's regulations.
- CSAAVE understands that current regulations are not written to address institutions that only provide distance education programs; therefore, when it comes to demonstrating adequate space and equipment, among other items, the critical factor is whether the institution satisfies BPPE and WASC requirements. For these same reasons, CSAAVE understands that an institution that does not have a residential campus may commonly have faculty and staff located outside of California and that such personnel satisfy CSAAVE requirements, if they meet BPPE and WASC requirements.
- In the ordinary course, applications may be initially denied due to technical deficiencies or the need to provide supplemental information, and such initial denials are common. Institutions that receive such an initial denial may immediately resubmit an updated application and continue the process to obtain CSAAVE approval.

Please let me know if anything about my summary is inaccurate or if you have any further thoughts regarding our conversation or Ashford University's application.

Thank you again for your assistance. We look forward to continuing our discussions with you, and we look forward to resubmitting Ashford University's application on approximately August 5, 2016, once those discussions are complete.

Regards,
Vickie

Vickie Schray

SENIOR VICE PRESIDENT
REGULATORY AFFAIRS & PUBLIC POLICY
1455 Pennsylvania Avenue NW, Suite 800
Washington, DC 20004

P. 202.349.9040
C. 858.776.9772
F. 858.225.0290

Bridgepoint Education
INNOVATIVE SOLUTIONS THAT ADVANCE LEARNINGSM

Lisa Barry

EXECUTIVE ASSISTANT

P. 858.668.2586 x 11107
C. 858.774.3792
F. 877.228.9995

Bridgepoint Education
INNOVATIVE SOLUTIONS THAT ADVANCE LEARNINGSM



June 2, 2016

**VIA EMAIL AND
FEDEX PRIORITY DELIVERY**

Ms. Latanaya Johnson
Education Administrator
California State Approving Agency for Veterans Education
1227 O Street, Suite 625
Sacramento, CA 95814

Re: Ashford University -- Veterans Administration Facility Code 21000415

Dear Ms. Johnson:

I thank you for your letter dated June 1, 2016, requesting additional documents from Ashford University. In response to your request, I have enclosed an original and two copies of the following:

1. Verification of Non-Contracted Courses Form (signed);
2. Current Certificate of Status of the California Secretary of State dated May 26, 2016; and
3. Ashford's web link for the most recent School Performance Fact Sheets filed with BPPE.

For your convenience, although Ashford University will overnight these materials to you today, I have also attached convenience copies for you via email. The attached electronic version of the sheet of web links to our BPPE School Performance Fact Sheets will be especially useful to you as each hyperlink should bring you directly to the Fact Sheet relevant to the specific program. I note that we provided the Certificate of Status and BPPE weblinks with our application, but we understand that you only received the filing yesterday.

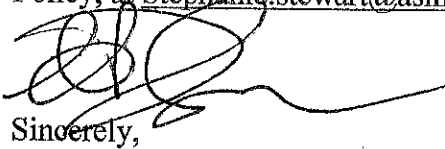
With reference to the Ashford University catalog, please note that the institution issues a single catalog for the Main Campus in San Diego, California and the Branch Campus in Clinton, Iowa. Accordingly, the three catalogs (and supplemental catalog materials) that we provided with our application encompass both campuses.

Finally, I have enclosed an original and two copies of a new VA Designation of Certifying Officials form. Please substitute this form for the form submitted with our original application yesterday.



Letter to Ms. Johnson
June 2, 2016
Page 2

I greatly appreciate your quick attention to this application. Should you have any questions or require any additional information, please contact Stephanie Stewart, Director, Financial Aid & Policy, at Stephanie.stewart@ashford.edu.



Sincerely,

Craig Swenson
President and Chief Executive Officer

Attachment

cc: Vickie Schray
Senior Vice President for Regulatory Affairs & Public Policy
Bridgepoint Education Inc.



CSAAVE

CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION

1227 O Street, Suite 625, Sacramento, CA 95814 * tel 916.503.8317 * fax 916.653.1035 * web www.calvet.ca.gov/csaave

VERIFICATION OF NON-CONTRACTED COURSES

School Name: Ashford University

School Address: 8620 Spectrum Center Boulevard San Diego, CA 92123

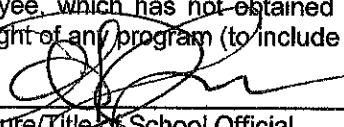
Facility Code: 21000415

Catalog Year: 2015 - 2016

Courses Offered Under Contract:

38 U.S. Code of Federal Regulations 21.4252(m) states that VA may not approve the enrollment of a veteran, service member, reservist, or eligible person in a course as a part of a program of education offered by any educational institution if that institution or entity providing the course under contract has not obtained a separate approval for the course in the same manner as for any other course as required by VA Regulations.

We have read and understand the above referenced regulation. We certify that the school facility has complete administrative and curriculum oversight of all programs submitted for approval and that no contracted institution, entity or employee, which has not obtained approval to offer Title 38 benefits, has any part in the administrative or curriculum oversight of any program (to include deemed-approved degrees) submitted for approval.


Signature/Title of School Official

6/2/2016
Date

The following program(s) do meet the definition of a contracted program of education. An SAA consultant will contact your facility for further discussion. If none, annotate "N/A"

PROGRAM TITLE	TOTAL UNITS	PAGE NO. IN CATALOG OR ADDENDUM
N/A	N/A	N/A

State of California
Secretary of State

CERTIFICATE OF STATUS

ENTITY NAME: ASHFORD UNIVERSITY, LLC

FILE NUMBER: 201334710047
FORMATION DATE: 12/13/2013
TYPE: DOMESTIC LIMITED LIABILITY COMPANY
JURISDICTION: CALIFORNIA
STATUS: ACTIVE (GOOD STANDING)

I, ALEX PADILLA, Secretary of State of the State of California, hereby certify:

The records of this office indicate the entity is authorized to exercise all of its powers, rights and privileges in the State of California.

No information is available from this office regarding the financial condition, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of May 25, 2016.

ALEX PADILLA
Secretary of State

Ashford University School Performance Fact Sheet links, as of 5/25/16

Program Name:	School Performance Fact Sheet location:
Associate of Arts in Early Childhood Education	http://www.ashford.edu/static/media/Associate of Arts in Early Childhood Education.pdf
Associate of Arts in Military Studies	http://www.ashford.edu/static/media/Associate of Arts in Military Studies.pdf
Bachelor of Arts in Accounting	http://www.ashford.edu/static/media/Bachelor of Arts in Accounting.pdf
Bachelor of Arts in Applied Behavioral Science	http://www.ashford.edu/static/media/Bachelor of Arts in Applied Behavioral Science.pdf
Bachelor of Arts in Applied Linguistics	http://www.ashford.edu/static/media/Bachelor of Arts in Applied Linguistics.pdf
Bachelor of Arts in Business Administration	http://www.ashford.edu/static/media/Bachelor of Arts in Business Administration.pdf
Bachelor of Arts in Business Economics	http://www.ashford.edu/static/media/Bachelor of Arts in Business Economics.pdf
Bachelor of Arts in Business Information Systems	http://www.ashford.edu/static/media/Bachelor of Arts in Business Information Systems.pdf
Bachelor of Arts in Business Leadership	http://www.ashford.edu/static/media/Bachelor of Arts in Business Leadership.pdf
Bachelor of Arts in Child Development	http://www.ashford.edu/static/media/Bachelor of Arts in Child Development.pdf
Bachelor of Arts in Cognitive Studies	http://www.ashford.edu/static/media/Bachelor of Arts in Cognitive Studies.pdf
Bachelor of Arts in Communication Studies	http://www.ashford.edu/static/media/Bachelor of Arts in Communication Studies.pdf
Bachelor of Arts in Complementary and Alternative Health	http://www.ashford.edu/static/media/Bachelor of Arts in Complementary and Alternative Health.pdf
Bachelor of Arts in Consumer and Family Financial Services	http://www.ashford.edu/static/media/Bachelor of Arts in Consumer and Family Financial Services.pdf
Bachelor of Arts in Cultural Anthropology	http://www.ashford.edu/static/media/Bachelor of Arts in Cultural Anthropology.pdf
Bachelor of Arts in Early Childhood Education	http://www.ashford.edu/static/media/Bachelor of Arts in Early Childhood Education.pdf
Bachelor of Arts in Early Childhood Education Administration	http://www.ashford.edu/static/media/Bachelor of Arts in Early Childhood Education Administration.pdf
Bachelor of Arts in Education Studies	http://www.ashford.edu/static/media/Bachelor of Arts in Education Studies.pdf
Bachelor of Arts in eMarketing	http://www.ashford.edu/static/media/Bachelor of Arts in eMarketing.pdf
Bachelor of Arts in English	http://www.ashford.edu/static/media/Bachelor of Arts in English.pdf
Bachelor of Arts in English Language Learner Studies	http://www.ashford.edu/static/media/Bachelor of Arts in English Language Learner Studies.pdf
Bachelor of Arts in Entrepreneurship	http://www.ashford.edu/static/media/Bachelor of Arts in Entrepreneurship.pdf
Bachelor of Arts in Environmental Studies	http://www.ashford.edu/static/media/Bachelor of Arts in Environmental Studies.pdf
Bachelor of Arts in Finance	http://www.ashford.edu/static/media/Bachelor of Arts in Finance.pdf
Bachelor of Arts in Gerontology	http://www.ashford.edu/static/media/Bachelor of Arts in Gerontology.pdf

Bachelor of Arts in Health and Human Services	http://www.ashford.edu/static/media/Bachelor of Arts in Health and Human Services.pdf
Bachelor of Arts in Health and Wellness	http://www.ashford.edu/static/media/Bachelor of Arts in Health and Wellness.pdf
Bachelor of Arts in Health Care Administration	http://www.ashford.edu/static/media/Bachelor of Arts in Health Care Administration.pdf
Bachelor of Arts in Health Education	http://www.ashford.edu/static/media/Bachelor of Arts in Health Education.pdf
Bachelor of Arts in History	http://www.ashford.edu/static/media/Bachelor of Arts in History.pdf
Bachelor of Arts in Homeland Security and Emergency Management	http://www.ashford.edu/static/media/Bachelor of Arts in Homeland Security and Emergency Management.pdf
Bachelor of Arts in Human Resources Management	http://www.ashford.edu/static/media/Bachelor of Arts in Human Resources Management.pdf
Bachelor of Arts in Instructional Design	http://www.ashford.edu/static/media/Bachelor of Arts in Instructional Design.pdf
Bachelor of Arts in International Business	http://www.ashford.edu/static/media/Bachelor of Arts in International Business.pdf
Bachelor of Arts in Journalism and Mass Communication	http://www.ashford.edu/static/media/Bachelor of Arts in Journalism and Mass Communication.pdf
Bachelor of Arts in Law Enforcement Administration	http://www.ashford.edu/static/media/Bachelor of Arts in Law Enforcement Administration.pdf
Bachelor of Arts in Liberal Arts	http://www.ashford.edu/static/media/Bachelor of Arts in Liberal Arts.pdf
Bachelor of Arts in Library Science and Media	http://www.ashford.edu/static/media/Bachelor of Arts in Library Science and Media.pdf
Bachelor of Arts in Military Studies	http://www.ashford.edu/static/media/Bachelor of Arts in Military Studies.pdf
Bachelor of Arts in Operations Management and Analysis	http://www.ashford.edu/static/media/Bachelor of Arts in Operations Management and Analysis.pdf
Bachelor of Arts in Organizational Management	http://www.ashford.edu/static/media/Bachelor of Arts in Organizational Management.pdf
Bachelor of Arts in Political Science and Government	http://www.ashford.edu/static/media/Bachelor of Arts in Political Science and Government.pdf
Bachelor of Arts in Project Management	http://www.ashford.edu/static/media/Bachelor of Arts in Project Management.pdf
Bachelor of Arts in Psychology	http://www.ashford.edu/static/media/Bachelor of Arts in Psychology.pdf
Bachelor of Arts in Public Administration	http://www.ashford.edu/static/media/Bachelor of Arts in Public Administration.pdf
Bachelor of Arts in Public Relations and Marketing	http://www.ashford.edu/static/media/Bachelor of Arts in Public Relations and Marketing.pdf
Bachelor of Arts in Real Estate Studies	http://www.ashford.edu/static/media/Bachelor of Arts in Real Estate Studies.pdf

Bachelor of Arts in Service Management	http://www.ashford.edu/static/media/Bachelor_of_Arts_in_Service_Management.pdf
Bachelor of Arts in Social and Criminal Justice	http://www.ashford.edu/static/media/Bachelor_of_Arts_in_Social_and_Criminal_Justice.pdf
Bachelor of Arts in Social Science	http://www.ashford.edu/static/media/Bachelor_of_Arts_in_Social_Science.pdf
Bachelor of Arts in Sociology	http://www.ashford.edu/static/media/Bachelor_of_Arts_in_Sociology.pdf
Bachelor of Arts in Sports and Recreation Management	http://www.ashford.edu/static/media/Bachelor_of_Arts_in_Sports_and_Recreation_Management.pdf
Bachelor of Arts in Supply Chain Management	http://www.ashford.edu/static/media/Bachelor_of_Arts_in_Supply_Chain_Management.pdf
Bachelor of Science in Health Information Management	http://www.ashford.edu/static/media/Bachelor_of_Science_in_Health_Information_Management.pdf
Bachelor of Science in Nursing	http://wac.6fdc.edgecastcdn.net/006FDC/AU/ashford.edu/bachelor_of_science_in_nursing_20160301.pdf
Master of Accountancy	http://www.ashford.edu/static/media/Master_of_Accountancy.pdf
Master of Arts in Education	http://www.ashford.edu/static/media/Master_of_Arts_in_Education.pdf
Master of Arts in Health Care Administration	http://www.ashford.edu/static/media/Master_of_Arts_in_Health_Care_Administration.pdf
Master of Arts in Organizational Management	http://www.ashford.edu/static/media/Master_of_Arts_in_Organizational_Management.pdf
Master of Arts in Psychology	http://www.ashford.edu/static/media/Master_of_Arts_in_Psychology.pdf
Master of Arts in Special Education	http://wac.6fdc.edgecastcdn.net/006FDC/AU/ashford.edu/master_of_arts_in_special_education.pdf
Master of Arts in Teaching and Learning with Technology	http://www.ashford.edu/static/media/Master_of_Arts_in_Teaching_and_Learning_with_Technology.pdf
Master of Business Administration	http://www.ashford.edu/static/media/Master_of_Business_Administration.pdf
Master of Public Administration	http://www.ashford.edu/static/media/Master_of_Public_Administration.pdf
Master of Science in Criminal Justice	http://www.ashford.edu/static/media/Master_of_Science_in_Criminal_Justice.pdf



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form **MUST ONLY** be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

877.241.9893 ext. 20054

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

866.512.1729

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

Team Email: VACertification@ashford.edu
Individual Email: (See below)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Stephanie Stewart Stephanie.Stewart@ashford.edu	Director of Financial Aid and Policy	
(2)	Conan Stanley Conan.Stanley@ashford.edu	Director of Military Financial Services	
(3)	Jewel Odor Jewel.Odor@ashford.edu	Financial Services Manager	
(4)	(See attached pages)		

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)	(2)
(3)	(4)



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form **MUST ONLY** be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Paige Grove Paige.Grove@ashford.edu	Financial Services Military Lead	
(2)	Anthony Ames Anthony.Ames@ashford.edu	VA Coordinator	
(3)	Shantae Davis Shantae.Davis@ashford.edu	VA Coordinator	
(4)	(See attached pages)		

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form **MUST ONLY** be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Justin Fritz Justin.Fritz@ashford.edu	VA Coordinator	<i>Justin M. Fritz</i>
(2)	Ashley Goodwin Ashley.Goodwin@ashford.edu	VA Coordinator	<i>Ashley Goodwin</i>
(3)	Jamie Jacobson Jamie.Jacobson@ashford.edu	VA Coordinator	<i>Jamie Jacobson</i>
(4)	(See attached pages)		

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	



Department of Veterans Affairs

DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form **MUST ONLY** be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)

Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Randi Long Randi.Long@ashford.edu	VA Coordinator	
(2)	Kevin Marik Kevin.Marik@ashford.edu	VA Coordinator	
(3)	Crystal Ward Crystal.Ward@ashford.edu	VA Coordinator	
(4)	(See attached pages)		

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	



DESIGNATION OF CERTIFYING OFFICIAL(S)

GENERAL INSTRUCTIONS

1. This form **MUST ONLY** be completed by a responsible official with the authority to designate certifying officials for the school or training establishment.
2. This form must be completed whenever there is a change in any of the information. Include the names, titles, and signatures of all certifying officials, not just the changed information.

SPECIFIC INSTRUCTIONS

1. Item 1: Enter the complete name and address of the school or training establishment.
2. Item 2: Enter the certifying official's telephone number.
3. Item 3: Enter the certifying official's fax number.
4. Item 4: Enter the certifying official's e-mail address. As an alternative, you may enter the e-mail address for the office where the certifying official works.
5. Item 5A: Enter the complete name and title for each designated certifying official. Have each person sign the form on the same line as his or her name and title. If any of the certifying officials have limited jurisdiction, note such limitations in Item 6, "Remarks". Use space below if needed.
6. Item 5B: If facsimile (e.g., rubber stamp) signatures will be used for any certifying officials, enter a sample in the appropriate block. In addition, have the individual initial next to the sample.
7. Item 5C: If veterans and other eligible persons will be claiming individualized tutorial assistance, complete these blocks.
8. Items 7 and 8: Sign and date the form. The person signing the form must be a person of significant authority, i.e., registrar, academic dean, or higher.

PURPOSE: This form is used to provide the names and signatures of those individuals who are authorized to certify enrollment information to the Department of Veterans Affairs.

1. NAME AND ADDRESS OF SCHOOL OR TRAINING ESTABLISHMENT (Include ZIP Code)
Ashford University Online
1310 19th Ave. NW
Clinton, IA 52732-3910
Fac Code 21000415

FOR VA USE ONLY

2. TELEPHONE NUMBER(S) OF CERTIFYING OFFICIAL(S) (Include Area Code)

3. FAX NUMBER OF CERTIFYING OFFICIAL(S) (Include Area Code)

4. E-MAIL ADDRESS OF CERTIFYING OFFICIAL(S)

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL OR TRAINING ESTABLISHMENT

A. OFFICIALS DESIGNATED TO SIGN VA ENROLLMENT CERTIFICATIONS, CERTIFICATIONS OF CHANGE IN STUDENT STATUS, CERTIFICATIONS OF DELIVERY OF ADVANCE PAYMENTS, CERTIFICATIONS OF PURSUIT, ATTENDANCE, FLIGHT TRAINING, ON-THE-JOB OR APPRENTICESHIP TRAINING (AS APPLICABLE), OTHER CERTIFICATIONS OF ENROLLMENT ARE:




NO.	NAME	TITLE	SIGNATURE
(1)	Cody Zuidema Cody.Zuidema@ashford.edu	VA Coordinator	
(2)	Shannon Venema Shannon.Venema@ashford.edu	VA Coordinator	
(3)			
(4)			

B. THE USE OF THE FOLLOWING FACSIMILE (e.g., rubber stamp) SIGNATURES FOR THE OFFICIALS LISTED IN ITEM 5A ABOVE ARE AUTHORIZED.

(1)		(2)	
(3)		(4)	

5. THE FOLLOWING ARE DESIGNATED AS CERTIFYING OFFICIALS OF THIS SCHOOL
OR TRAINING ESTABLISHMENT (Continued)

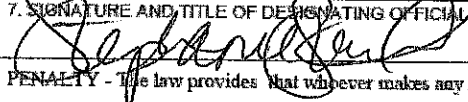
C. FOR POSTSECONDARY EDUCATIONAL INSTITUTIONS ONLY - OFFICIALS DESIGNATED TO SIGN THE SCHOOL PORTION OF VA FORM 22-1990T, APPLICATION AND ENROLLMENT CERTIFICATION FOR INDIVIDUALIZED TUTORIAL ASSISTANCE, ARE:

NO.	NAME	TITLE	SIGNATURE
(1)	Stephanie Stewart	Director of Financial Aid and Policy	
(2)	Conan Stanley	Director of Military Financial Services	
(3)	Jewel Odor	Financial Services Manager	

6. REMARKS

It is acknowledged that each of the individuals designated as certifying officials must successfully complete online training for new certifying officials prior to being granted access to VA's certification system. It is hereby certified that the Department of Veterans Affairs will be notified of any changes in the designations shown on this form as they occur.

7. SIGNATURE AND TITLE OF DESIGNATING OFFICIAL

 Director, Financial Aid Policy

8. DATE

5-31-16

PENALTY - The law provides that whoever makes any statement of a material fact knowing it to be false shall be punished by fine or imprisonment or both.

PRIVACY ACT NOTICE: VA will not disclose information collected on this form to any source other than what has been authorized under the Privacy Act of 1974 or Title 38, Code of Federal Regulations 1.576 for routine uses as identified in the VA system of records, 58VA21/22/23, Compensation, Pension, Education, Vocational Rehabilitation and Employment Records - VA, and published in the Federal Register. An example of a routine use (e.g., VA sends educational forms or letters with a veteran's identifying information to the veteran's school or training establishment to (1) assist the veteran in the completion of claims forms or (2) for VA to obtain further information as may be necessary from the school for VA to properly process the veteran's education claim or to monitor his or her progress during training). Your obligation to respond is required to obtain or retain education benefits. VA cannot recognize you as the proper certifying official unless the information is furnished as required by existing law (38 U.S.C. 3680(g)). The responses you submit are considered confidential (38 U.S.C. 5701). Any information provided by applicants, recipients, and others is subject to verification through computer matching programs with other agencies.

RESPONDENT BURDEN: We need this information to identify you as the certifying official for your school or job training establishment when reporting pursuit of training for veterans and other eligible persons (38 U.S.C. 3684). Title 38, United States Code, allows us to ask for this information. We estimate that you will need an average of 10 minutes to review the instructions, find the information, and complete this form. VA cannot conduct or sponsor a collection of information unless a valid OMB control number is displayed. You are not required to respond to a collection of information if this number is not displayed. Valid OMB control numbers can be located on the OMB Internet Page at www.reginfo.gov/public/do/PRAMain. If desired, you can call 1-888-GI-BILL-1 (1-888-442-4551) to get information on where to send comments or suggestions about this form.

Original Version



8620 Spectrum Center Boulevard
San Diego, CA 92123-1406
May 31, 2016

California State Approving Agency for Veterans Education
1227 O Street, Suite 625
Sacramento, CA 95814

*Re: Ashford University Initial Application for Approval of Accredited Proprietary Institutions
Veterans Administration Facility Code 21000415*

Dear Sir or Madam:

On behalf of Ashford University, this letter serves as the institution's formal request for approval for accredited courses under 38 C.F.R. § 21.4253. To that end, I have enclosed the original and two copies of Ashford University's initial application for approval to the California State Approving Agency for Veterans Education, together with the forms, addenda, attachments, and catalog materials required by the agency.

I appreciate your attention to this application. Should you have any questions or require any additional information, please contact Jim Smith, Vice President of Finance, at jim.smith@ashford.edu or Stephanie Stewart, Director, Financial Aid & Policy, at Stephanie.stewart@ashford.edu.

Sincerely,

Craig Swenson
President and Chief Executive Officer

Attachments

**CALIFORNIA DEPARTMENT OF VETERANS AFFAIRS,
CALIFORNIA STATE APPROVING AGENCY
FOR VETERANS EDUCATION (CSAAVE)
CATALOG APPROVAL CRITERIA FORM**

**PROPRIETARY ACCREDITED INSTITUTIONS
UNDER TITLE 38 VETERAN'S PROGRAM, U.S. CODE**

Institution name:	Ashford University
-------------------	---------------------------

Instructions: Please indicate the page number(s) where these items/policies are found in the catalog. If the catalog does not contain a required item/policy, please include an addendum or separate veterans' information bulletin to comply with federal regulations. Complete and return with the application for approval.

Page Number(s)

GENERAL

- | | | |
|-------------------|----|--|
| <u>Title page</u> | 1. | Name of institution |
| <u>Title page</u> | 2. | Institutional address and telephone number, administrative address (if applicable) |
| <u>Title page</u> | 3. | Effective date of catalog |
| <u>395-406</u> | 4. | Listing of governing body, officials and faculty and their qualifications |
| <u>56</u> | 5. | Description of facility |
| <u>195</u> | 6. | Calendar (showing legal holidays, beginning and ending dates of each term) |
| <u>65-68</u> | 7. | Schedule of fees (tuition, books, equipment, lab fees, etc.) |

POLICIES

- | | | |
|---------------------------------|----|---|
| <u>186, 282</u> | 8. | Enrollment/admissions policy, including specific entrance requirements for each course |
| <u>203-207, 288, Sup 50, 68</u> | 9. | Policy for evaluation of credit for previous education and training. The policy should specify that the institution will maintain a written record of the previous education and training of veterans and eligible persons, that the record will clearly indicate that credit has been granted, if appropriate, with the training period shortened proportionately and the student notified accordingly, per 21.4253 (d)(3) |

Attendance Policy:

- | | | |
|-----------------|-----|---|
| <u>199, 289</u> | 10. | Leave of absence |
| <u>199</u> | 11. | Tardiness |
| <u>198, 288</u> | 12. | Interruption for unsatisfactory attendance/unexcused absences |
| <u>198, 288</u> | 13. | Class cuts |
| <u>114</u> | 14. | Make-up work |

Satisfactory Progress Policy:

- | | | |
|------------------------|-----|--|
| <u>113-114</u> | 15. | School's grading system for each class |
| <u>201, 291</u> | 16. | Grade average required to remain in school/required grade point average (GPA) to graduate |
| <u>72, 200, Sup 69</u> | 17. | Conditions for interruption for unsatisfactory progress/dismissal policy and description of a probationary period, if any. (Note: The progress policy must be specific enough to determine the point in time when VA educational benefits will be discontinued when the veteran or eligible person ceases to make satisfactory progress. It should specify that no more than two terms, quarters or semesters on probation will be permitted.) |

- 202, 293 18. Conditions for reenrance after dismissal for unsatisfactory progress/re-enrollment policy
- 27-35 19. Student conduct policy

Tuition Refund Policy:

- 89-94 20. Pro-rata refund policy (consistent with Bureau and accrediting association guidelines)

EDUCATIONAL/VOCATIONAL OBJECTIVES

- 212-270, 293-307 21. Educational objectives (degree programs)
- N/A 22. Vocational objectives (certificate programs)
Note: For each certificate submitted for approval, the catalog should include the occupational objective, a course outline detailing subjects or units in the course and/or skills to be learned, and total course length.
- 254 23. *Practical training/externships/internships (**requires signed certification form**)
- N/A 24. *Television courses
- N/A 25. *Teacher certification programs
- N/A 26. *Refresher and remedial courses
- N/A 27. *Studying abroad courses
- N/A 28. *Independent study/directed studies including on-line, self-paced courses
- N/A 29. *Combination programs/ dual majors)
- N/A 30. *Nursing field work (**requires signed certification form**)
- N/A 31. *Professional internship/clinical pastoral
- N/A 32. *Clinical training required for medical or dental specialty courses (**requires signed certification form**)
- N/A 33. Branches without administrative capability (**requires signed certification form**)
- N/A 34. Programs offered under contract (**requires signed certification form**)

***Not applicable for deemed approved programs**

TRUE AND CORRECT STATEMENT FOR SCHOOL CATALOG/BULLETIN

Instructions: Complete the statement and attach to each copy of the catalog or bulletin.

Original signature required.

Institution name: Ashford University	Facility Code: 21000415
---	--------------------------------

Name changed? ☐ Yes ☒ No If yes, previous name: _____

Accredited? ☒ Yes ☐ No _____

Physical address: 8620 Spectrum Center Boulevard San Diego, CA 92123-1406	Mailing address, if different:
---	---------------------------------------


Address changed? ☐ Yes ☒ No

If yes, prior address:	Effective date of change:
-------------------------------	----------------------------------

Catalog/Bulletin **Effective** Month, Day, and Year: 07 / 01 / 2015

Catalog/Bulletin **Ending** Month, Day, and Year: 06 / 30 / 2016

THIS IS TO CERTIFY THAT THE ATTACHED SCHOOL CATALOG OR BULLETIN IS TRUE AND EXACT IN CONTENT AND POLICY, IN ACCORDANCE WITH THE REQUIREMENTS OF THE CODE OF FEDERAL REGULATIONS SECTION 21.4253(d)(1) and SECTION 21.4254(b). ALL ATTACHED MATERIALS AND DOCUMENTS ARE TRUE AND EXACT COPIES OF THE DOCUMENTS ISSUED BY THE EXTERNAL AGENCY OR ENTITY. WE UNDERSTAND THAT DOCUMENTS OR STATEMENTS FOUND TO BE FALSE, FICTITIOUS, FRAUDULENT, MISLEADING OR MISREPRESENTING THE INSTITUTION, ITS PROGRAMS AND/OR OWNERSHIP FOR THE PURPOSE OF OBTAINING A GRANT OF CSAAVE APPROVAL WILL RESULT IN THE IMMEDIATE SUSPENSION, WITHDRAWAL OR DENIAL OF APPROVAL.

Signature of authorized representative: 	Date: <u>5/31/2016</u>
---	----------------------------------

Print name and title of authorized representative: Craig D. Swenson, President and CEO	Email address and Telephone Number: craig.swenson@ashford.edu 866-974-5700
--	--

Mail to:

DEPARTMENT OF VETERANS AFFAIRS
CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION
1227 O Street, Suite 625
Sacramento, CA 95814

PRACTICAL TRAINING/EXTERNSHIP/INTERNSHIP COURSES UNDER THE PROVISIONS OF 38 CODE OF FEDERAL REGULATIONS 21.4265	
School Name:	Ashford University
School Address:	8620 Spectrum Center Boulevard, San Diego, CA 92123
Accreditation Agency:	WASC Senior College and University Commission (WSCUC)

☒ By checking this box we certify that all Practical Training/Externship/ Internship courses meet the specific conditions of each category and are conducted within the State of California exclusively.* We request that the following list of Practical Training/Externship/ Internship courses be approved under the provisions of 38 CFR §21.4265. Attach additional pages if necessary. DO NOT REPORT PRACTICAL TRAINING COURSES FOR DEEMED APPROVED PROGRAMS.

[illegible]

* Courses considered for approval by CSAAVE must be offered in California.

Craig D. Swenson, President and CEO

Name/Title

5/31/2016
Date

Signature _____

craig.swenson@ashford.edu

Email Address

PRACTICAL TRAINING/EXTERNSHIP/INTERNSHIP COURSES
UNDER THE PROVISIONS OF 38 CODE OF FEDERAL REGULATIONS 21.4265
 (Page 2)

Categories of Course Type:

Category - A Registered Nurse's Fieldwork or Hospital phase of Courses § 21.4265(b)(2)	For these category of courses, the institution certifies that: The hospital or fieldwork phase is an integral part of the course. The completion is a prerequisite to the successful completion of the course. Students remain enrolled in the school during the period. The training is under the direction and supervision of the school.
Category - B Vocational Nurse's Fieldwork or Hospital phase of Courses § 21.4265(b)(3)	For these category of courses, the institution certifies that: Courses offered by schools which lead to the objective of practical nurse, practical trained nurse, or licensed practical nurse will be assessed as institutional training including both the academic subjects and the clinical training if the clinical training is offered by an affiliated or cooperating hospital and the student is enrolled in and supervised by the school during the period of such clinical training. Also courses must be <u>accredited by a nationally recognized accrediting agency or meet the requirements of the licensing body of the State in which the school is located.</u>
Category - C Other medical and dental specialties § 21.4265(c)	For these category of courses, the institution certifies that: The clinical training is: an integral part of the course, a prerequisite to the successful completion of the course, under the direct supervision of the school, includes substantial technical or professional training and does not consist of training preliminarily directed to clerical, administrative, secretarial, or receptionist duties.
Category - D All other Practical Training, Externship, Internship courses. § 21.4265(f)	For these category of courses, the institution certifies that they are: <u>Accredited by a nationally recognized accrediting agency</u> or is offered by a school that is <u>accredited by one the regional accrediting associations</u> ; A part of the approved curriculum of the school; Directly supervised by the school; Measured in the same unit as other courses; Required for graduation; and have a planned program of activities described in the school's official publication which is approved by the State Approving Agency and which is institutional in nature as distinguished from training on-the-job. <i>(The description shall include at least: A unit subject description; A provision for an assigned instructor; A statement that the planned program of activities is controlled by the school, not by the officials of the job establishment; A requirement that class attendance on at least a weekly basis be regularly scheduled to provide for interaction between instructor and student; A statement that appropriate assignments are required for completion of the course; A grading system similar to the system used for other resident subjects offered by the school; and, A schedule of time required for the training, which demonstrates that the student shall spend at least as much time in preparation and training as is normally required by the school for its other resident courses.)</i>

Mail to: CALIFORNIA STATE APPROVING AGENCY FOR VETERANS EDUCATION
 1227 O Street, Suite 625, Sacramento, CA 95814
 Telephone (916) 503-8317 Fax (916) 653-1035

Practical Training Course – Supporting Documentation

HIM 495 Professional Practice Experience II

This course is a combination of virtual activities and a supervised management experience in a healthcare setting. Students complete 40 hours in a professional work environment demonstrating mastery in their knowledge, application, analysis, and synthesis of key Health Informatics and Health Information Management concepts.

PREREQUISITES

This capstone must be taken as the final course in the program.

This three credit course does include an assigned instructor.

Multiple measures of assessment are used in the course, allowing students opportunities to demonstrate their learning in more than one way and giving consideration to individual learning styles. Appropriate assignments are required for completion of the course; the grading system is similar to the system used for other courses at Ashford University.

In addition to the minimum of 40 hours infield experience at an approved site, weekly students must complete weekly discussions, quizzes, coding practice exercises, a case study in week two, an assignment in week three, and a final project.

COURSE GRADING

Course components that will be assessed include:

DISCUSSIONS

Each week students will participate in online discussions with classmates, which are related to the week's readings. These discussions replace the interactive dialogue that occurs in the traditional classroom setting. Each week, students' initial discussion posts are due by 11:59 p.m. (in the time zone in which each student resides) on Day 3 (Thursday). Students will have until 11:59 p.m. on Day 7 (the following Monday) to make the required minimum number of response posts to classmates. Discussions represent 19% of the overall course grade.

QUIZZES

Each week students will demonstrate and reinforce their understanding of key topic areas on the AHIMA certification examination, by taking quizzes. The quiz must be completed in one sitting, by Day 7 of the week in which it is due. The questions are multiple choice and true/false. Each quiz is worth three percent and the quiz may be taken twice. Quizzes represent 15% of the overall course grade.

ASSESSMENTS

Coding Practice Exercises are due in Weeks One through Five of this course. Each week's exercise features 10 multiple-choice questions and three scenarios to code. Students will have unlimited time to complete the exercises. Chapter topics associated with the activities are listed in the recommended readings for these weeks. Coding Practice Exercises represent 15% of the overall course grade.

ASSIGNMENTS

There is a written assignment due in Week Three of this course. This assignment must reflect college-level writing and critical thinking. The Assignment represents 8% of the overall course grade.

CASE STUDY

There is a case study assignment due in Week Two of this course. These case studies will provide an opportunity for students to critically reflect on their own learning processes and their individual progress through the course. The assignment must be completed by Day 7 of the week in which it is due. **The Case Study represents 8% of the overall course grade.**

FINAL PROJECT

The final assignment for this course is the Professional Practice Experience Portfolio. During the infield professional practice experience and in the course, students will work on various projects that will become part of the professional practice portfolio. The student's work will be compiled into a portfolio and submitted in Week Five as the final. **The Professional Practice Experience Portfolio represents 35% of the overall course grade.**

FINAL PROJECT

Professional Practice Experience Portfolio. *Due by Day 7.* Preparing the Professional Practice Experience Portfolio:

- Include a cover sheet with the following information:
 - Professional Practice Experience (PPE) Site, type of organization and date range of experience
 - Student's name
 - Course name and number
 - Instructor's name
 - Site Mentor name and telephone number
 - Date submitted
 - Include your signed attendance log.
 - Your daily journal of activities at the site.
 - Prepare a one page description of the PPE organization and the department(s).
 - Create a one-page organizational chart of the section, department or facility, including your name as a student.
 - Include a minimum of four projects/experiences while on the PPE.
 - During your PPE, complete at least two assigned projects, in addition to the departmental budget review and taking minutes at an organizational or departmental meeting.
 - *Note: site selection for the infield experience will begin a minimum of five months prior to the course start date. Once a site is secured, Ashford University will work with the site to determine two projects for the student to complete.*
 - Examples:
 - Create a plan for implementation of system applications/new technology (e.g. ICD-10) for the Health Information Department.
 - Create new quality indicators for the file area or scanned records, and the methodology to implement them.
 - Perform a data collection for a state-mandated reporting requirement. This could mean collecting data by diagnosis or by lab result, summarizing per-state requirements, and submitting results appropriately.

- Utilize a database for searching and summarizing the results of a clinical review and present findings at a regional or state HIMA meeting.
- Assist in the coordination of an external audit: identify and pull the records needed, coordinate the copying, and track each document through the process of submitting the audit, provide a spreadsheet of data elements to allow tracking as audit results are returned.
- Perform an audit of the productivity of a specified functional area; coding, record completion, and the like. Research benchmark standards for use in comparison. Summarize and make recommendations.
- In an EHR clinic setting, create a multidisciplinary documentation format that can also be used in paper form during downtime.

The final GRADING PERCENT BREAKDOWN

Activity	Grading Percent
Discussions	19
Quizzes	15
Assessments	15
Assignment	8
Case Study	8
Final Project	35
Total	100



CREDIT HOUR COVER SHEET

Course Number: HIM495

Course Name: Professional Practical Experience II

College: College of Health, Human Services, and Science

Prepared By: Nina M. Bell, PhD

[Click here to enter the reviewer's name](#)

[Click here to enter the reviewer's name](#)

Review Date: 12/2/2015

Results: 135.658 / 3.01

Comments:

Provide rationale for deviating from the provided credit hour equivalency definitions

Credit Hour Equivalency Definitions

To access the *Credit Hour Equivalency Definitions* document, click [here](#).

Component	Estimated Time*	Component	Estimated Time*
Formative Assignments	150 minutes/page or a page equivalent	Comprehensive Exam	150 minutes/hour
Summative Assignments	300 minutes/page or a page equivalent	Textbooks	6 minutes/page
Discussions	120 minutes/discussion	Scholarly Journal Articles	12 minutes/page
Multimedia Presentations	45 minutes/minute or per slide	Videos	video run time
Reflective Journals	60 minutes	Research	90 minutes/resource
Collaborative Group Projects	case-by-case	Websites	30 minutes/URL
Case Studies Analysis	120 minutes/page	My Education Lab	60 minutes or more/case-by-case
Interviews	45 minutes/question	Statistical/Data Analysis	10 minutes/page
Questionnaires	4 minutes/item plus 45 minutes for instrument layout/formatting	Instructor Guidance	60 minutes/week
Quizzes	30 minutes	Instructive Feedback	30 minutes/assignment

CREDIT HOUR EQUIVALENCY REVIEW



College Health, Human Services, and Science
Program BS Health Information Management
Course HIM495 – Professional Practical Experience II
Reviewer Nina M. Bell, PhD
Date 12-2-2015

ASH0060

Course Learning Outcome (CLO)	Course Components to Support CLO Mastery					
	Bloom's Taxonomy Level of CLO			Review of Required Resources	Evidence of CLO Mastery (Assignments/Assessments)	Time Required to Demonstrate CLO Mastery (time, %, rank)
	Bloom's Level (6 = high)	Rank (1 = highest thinking skill)	Rank based on in-class weight (1 = highest rank)	Details	Details	
Identify appropriate code assignment following guidelines and using health information.	1	6	5	Guidance Articles Websites Videos Coding Exercises Field Experience Feedback Portfolio		27.73 20.44% 3
Complete an on-site professional practice experience.	3	4	4	Guidance Articles Videos Field Experience Feedback Portfolio		14.93 11.01% 5
Evaluate complex and dynamic elements appropriate to personal, professional, and organizational success.	5	2	5	Guidance Articles Websites Videos Discussion Quizzes Field Experience Case Study		40.73 30.02% 1

				Presentation Feedback Portfolio	33.23 24.50% 2
Synthesize diverse information in an effective and timely manner to make appropriate decisions.	6	1	1	Guidance Articles Websites Videos Discussion Coding Exercise Field Experience Case Study Presentation Feedback Portfolio	
Integrate program knowledge into a single personal project	6	1	2	Guidance Articles Videos Coding Exercise Field Experience Case Study Feedback Portfolio	19.03 14.03% 4

TOTAL MINUTES

8139.5

TOTAL HOURS

135.658

Each course should have approximately 135 hours of work to qualify as a 3-credit hour course (45 hours per credit hour). If there is a greater than 10% difference above or below, please use this page to provide an explanation of why you, the reviewer, believe the class is over or under in time for assignments.



STATEMENT OF ASSURANCE OF COMPLIANCE WITH EQUAL OPPORTUNITY LAWS

Ashford University
(Name of Organization, Institution, or Individual) (hereinafter called the "Signatory")

HEREBY AGREES THAT

it will comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq.), Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681 et seq.), Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.), and all Federal regulations adopted to carry out such laws. This assurance is directed to the end that no person in the United States shall, on the ground of race, color, national origin (Title VI), handicap (Section 504), sex (Title IX, in education programs and activities only), or age (Age Discrimination Act) be excluded from participation in, to be denied the benefits of, or be subjected to discrimination under any program or activity of the Signatory receiving Federal financial assistance or other benefits under statutes administered by VA (Department of Veterans Affairs), the ED (Department of Education), or any other Federal agency. This assurance applies whether assistance is given directly to the recipient or indirectly through benefits paid to a student, trainee, or other beneficiary because of enrollment or participation in a program of the Signatory.

The Signatory HEREBY GIVES ASSURANCE that it will promptly take measures to effect this agreement.

If any real property or structure thereon is provided or improved with the aid of Federal financial assistance extended to the Signatory by VA or ED, this assurance shall obligate the Signatory, or in the case of transfer of such property, any transferee, for the period during which the real property or structure is used for the purpose for which the Federal financial assistance is extended or for another purpose involving the provision of similar services or benefits. In all cases, this assurance shall obligate the Signatory for the period during which the Federal financial assistance is extended to any of its programs by VA, ED or any other Federal agency.

THIS ASSURANCE is given in consideration of and for the purpose of obtaining Federal financial assistance, including facilities furnished or payments made under sections 104 and 244(1) of Title 38, U.S.C. Also, sections 1713, 1720, 1720a, 1741-1743, 2408, 5902(a)(2), 8131-8137, 8151-8156 (formerly 613, 620, 620a, 641-643, 1008, 1008, 3402(a)(2), 5031-5037, 5051-5056 respectively) and 38 U.S.C. chapters 30, 31, 32, 35, 36, 82, and 10 U.S.C. chapter 106. Under the terms of an agreement between VA and ED, this assurance also includes Federal financial assistance given by ED through programs administered by that agency. Federal financial assistance is understood to include benefits paid directly to the Signatory and/or benefits paid to a beneficiary contingent upon the beneficiary's enrollment in a program or using services offered by the Signatory.

The Signatory agrees that Federal financial assistance or other benefits will be extended in reliance on the representations and agreements made in this assurance; that VA or ED will withhold financial assistance, facilities, or other benefits to assure compliance with the equal opportunity laws; and that the United States shall have the right to seek judicial enforcement of this assurance.

THIS ASSURANCE is binding on the Signatory, its successors, transferees, and assignees for the period during which assistance is provided. The Signatory assures that all contractors, subcontractors, subgrantees, or others with whom it arranges to provide services or benefits to its students or trainees in connection with the Signatory's programs or services are not discriminating against those students or trainees in violation of the above statutes.

The person whose signature appears below is authorized to sign this assurance.

5/31/2016
(Date)
8620 Spectrum Center Boulevard
San Diego, CA 92123-1406
(Mailing address)


(Signature of authorized official)
President and Chief Executive Officer
(Title of authorized official)



Department of Veterans Affairs

CONFLICTING INTERESTS CERTIFICATION FOR PROPRIETARY SCHOOLS

Privacy Act Notice: VA will not disclose information collected on this form to any source other than what has been authorized under the Privacy Act of 1974 or Title 38, Code of Federal Regulations 1.576 for routine uses as identified in the VA system of records, 58VA21/22, Compensation, Pension, Education and Rehabilitation Records - VA, and published in the Federal Register. An example of a routine use allows VA to send educational forms or letters with a veteran's identifying information to the veteran's school or training establishment to (1) assist the veteran in the completion of claims forms or (2) for VA to obtain further information as may be necessary from the school for VA to properly process the veteran's education claim or to monitor his or her progress during training. Your obligation to respond is required to obtain or retain benefits. We cannot pay education benefits to any person training at your school until we receive this information (38 U.S.C. 3686(b)). Your responses are confidential (38 U.S.C. 5701). Any information provided by applicants, recipients, and others may be subject to verification through computer matching programs with other agencies.

Respondent Burden: We need this information to approve courses at your school for VA purposes and pay education benefits to trainees at your facility. Title 38, United States Code, allows us to ask for this information. We estimate that you will need an average of 10 minutes to review the instructions, find the information, and complete this form. VA cannot conduct or sponsor a collection of information unless a valid OMB control number is displayed. You are not required to respond to a collection of information if this number is not displayed. Valid OMB control numbers can be located on the OMB Internet Page at www.whitehouse.gov/omb/library/OMBINVC.html#VA. If desired, you can call 1-888-GI-BILL-1 (1-888-442-4551) to get information on where to send comments or suggestions about this form.

NAME AND ADDRESS OF INSTITUTION

Ashford University
8620 Spectrum Center Boulevard
San Diego, CA 92123-1406

PURPOSE: This form informs individuals that the law has restrictions concerning any potential conflict of interest. (See certifications (1) and (2) below).

(1) PROPRIETARY PROFIT SCHOOLS ONLY

Title 38 U.S.C. 3683 prohibits employees of the Department of Veterans Affairs (VA) and the State approving agency (SAA) from owning any interest in an educational institution operated for profit. In addition, the law prohibits these employees from receiving any wages, salary, dividends, profits, gifts, or services from private profit schools. These provisions may be waived if VA determines that no detriment will result to the government, or to veterans or eligible persons. Please list below those VA and SAA employees known by you who may have a potential conflict of interest under this provision. If there are none, please enter the word "none."

NAME AND TITLE OF EMPLOYEE(S)

None

DESCRIPTION OF ASSOCIATION WITH SCHOOL

(2) ALL PROPRIETARY SCHOOLS

Title 38 C.F.R. 21.4202(c), 21.5200(c), 21.7122(e)(6), and 21.7622(f)(4)(iv) prohibit the payment of educational assistance to any veteran or eligible person based on an enrollment in any proprietary school of which the veteran or eligible person is an official authorized to sign certificates of enrollment or verifications/certifications of attendance, or is an owner or an officer. Please list below the names and VA file numbers (claim or Social Security Numbers) of any certifying officials, owners, or officers of your school who receive VA educational assistance based on an enrollment in your school. If there is none, please enter the word "none."

NAME AND TITLE OF EMPLOYEE(S)

None

VA FILE NUMBER

DATES OF ENROLLMENT WITH YOUR SCHOOL
FROM TO

CERTIFICATION: I DO HEREBY CERTIFY that the entries above are true and correct to the best of my knowledge. I agree to immediately notify VA of any potential violations of the above prohibitions.

SIGNATURE OF PRESIDENT OR CHIEF ADMINISTRATIVE OFFICIAL OF SCHOOL

TITLE

President and CEO

DATE

5/31/2016

Include copies of current advertising and other statements disseminated to the public in any manner by the institution or its representatives that concern, describe, or represent the institution and each educational program offered by the institution. If advertising is broadcasted by television or radio, include a copy of the script.

Section 7- Visits by Agency Representatives and Availability of Records:

After your application is deemed complete, but before CSAAVE issues approval and the U.S. Department of Veterans Affairs (DVA) accepts the approval, a CSAAVE Education Specialist will conduct an inspection visit to the institution to evaluate your facility and ensure that students eligible to receive veteran education benefits will be served as required by the VA.

Following issuance of approval, and once veterans enroll in your programs, representatives from the DVA and CSAAVE will visit your school facility to conduct Compliance Surveys during normal working hours. Pursuant to 38 CFR 21.4209, school administrators must make available all records to DVA and CSAAVE staff pertaining to the school and its operation.

Compliance Surveys are conducted by the CSAAVE and the VA in order to ensure proper administration of the GI Bill by the school or training establishment. Compliance Surveys are designed to prevent and/or correct deficiencies or violations by:

- Verifying the accuracy of educational benefit payments to eligible individuals
- Ensuring school officials understand the VA requirements and their responsibilities
- Assuring proper action is promptly taken to correct discrepancies, which may include discontinuance of benefits

Section 8- Program identification (Complete Tables 1-3):

Institutions must report programs in the appropriate tables located below.

If there are no programs to report on a table, please indicate "N/A".

TABLE 1- Degree programs submitted for approval (Pursuant to 38 CFR 21.7020(13), an educational objective is one that leads to the awarding of a diploma, degree or certificate which reflects educational attainment).

Program	Page
Bachelor of Arts in Accounting	212
Bachelor of Arts in Business Administration	213
Bachelor of Arts in Business Economics	214
Bachelor of Arts in Business Information Systems	215
Bachelor of Arts in Business Leadership	216
Bachelor of Arts in Consumer and Family Financial Services	217
Bachelor of Arts in eMarketing	218
Bachelor of Arts in Entrepreneurship	218
Bachelor of Arts in Finance	219
Bachelor of Arts in Human Resources Management	220
Bachelor of Arts in International Business	221
Bachelor of Arts in Operations Management and Analysis	222

(list continues on supplemental page)

SUPPLEMENTAL

TABLE 1 (Continued from page 6) - Degree programs submitted for approval (Pursuant to 38 CFR 21.7020(13), an educational objective is one that leads to the awarding of a diploma, degree or certificate which reflects educational attainment).

Program	Page
Bachelor of Arts in Organizational Management	223
Bachelor of Arts in Project Management	224
Bachelor of Arts in Public Administration	225
Bachelor of Arts in Public Relations and Marketing	226
Bachelor of Arts in Real Estate Studies	227
Bachelor of Arts in Service Management	228
Bachelor of Arts in Sports and Recreation Management	230
Bachelor of Arts in Supply Chain Management	231
Associate of Arts in Early Childhood Education	232
Bachelor of Arts in Child Development	234
Bachelor of Arts in Cognitive Studies	235
Bachelor of Arts in Early Childhood Education	237
Bachelor of Arts in Early Childhood Education Administration	238
Bachelor of Arts in Education Studies	240
Bachelor of Arts in English Language Learner Studies	242
Bachelor of Arts in Instructional Design	243
Bachelor of Arts in Library Science and Media	244
Bachelor of Arts in Applied Behavioral Science	246
Bachelor of Arts in Complementary and Alternative Health	247
Bachelor of Arts in Gerontology	248
Bachelor of Arts in Health and Human Services	249
Bachelor of Arts in Health and Wellness	250
Bachelor of Arts in Health Care Administration	250
Bachelor of Arts in Health Education	251
Bachelor of Arts in Psychology	252
Bachelor of Science in Health Information Management	253
Bachelor of Science in Nursing	Sup 4
Associate of Arts in Military Studies	255
Bachelor of Arts in Applied Linguistics	257
Bachelor of Arts in Communication Studies	258
Bachelor of Arts in Cultural Anthropology	259
Bachelor of Arts in English	260
Bachelor of Arts in Environmental Studies	261
Bachelor of Arts in History	262
Bachelor of Arts in Homeland Security and Emergency Management	263
Bachelor of Arts in Journalism and Mass Communication	264
Bachelor of Arts in Law Enforcement Administration	265
Bachelor of Arts in Liberal Arts	266
Bachelor of Arts in Military Studies	267
Bachelor of Arts in Political Science and Government	268
Bachelor of Arts in Social and Criminal Justice	269
Bachelor of Arts in Social Science	269
Bachelor of Arts in Sociology	270
Associate of Arts in Business	N/A

**RESPONSE TO SECTION 12 OF
ASHFORD UNIVERSITY'S ORIGINAL APPLICATION**

CSAAVE's application requires the following information at section 12:

1. *The institution must disclose any and all material facts regarding regulatory actions pertaining to the current status of the institution, its owners and/or ownership structure, policies, branch locations and educational programs, certificates, diplomas and degrees. A material fact is one that without inclusion would reasonably result in a different determination.*

On May 20, 2016, the Company received a letter from the Iowa Department of Education indicating that, as a result of the planned closure of Ashford University's campus in Clinton, Iowa, the Iowa State Approving Agency (the "ISAA") will no longer continue to approve Ashford's programs for GI Bill benefits after June 30, 2016, and recommending Ashford seek approval through the State Approving Agency of jurisdiction for any location that meets the definition of a "main campus" or "branch campus". Ashford University is applying for approval through the State Approving Agency in California with the intention of obtaining approval by June 30, 2016 and also working with representatives from the U.S. Department of Veterans Affairs, the ISAA and the California State Approving Agency in order to prevent any disruption of educational benefits to our veteran students. We currently have approximately 6,250 students receiving GI Bill benefits. Those students whose period of enrollment begins on or before June 30, 2016 will continue to receive GI Bill benefits until the completion of the student's term.

Ashford University includes with its application a copy of the above-referenced letter.

2. *The institution must disclose any and all information that could impact the ability to fulfill its commitments to provide education, ensure proper operation, and maintain sufficient financial resources for long-term fiscal soundness, as it pertains to the requirements and standards of the institution's accrediting agency.*

The current status and pertinent facts regarding the institution are set forth in Bridgepoint's publicly filed documents with the Securities Exchange Commission. For ease of reference, they are also set forth below and include the ISAA matter referenced above:

U.S. Department of Education

FSA Program Review. On July 31, 2014, the Company and Ashford University received notification from the Department that it intended to conduct a program review of Ashford University's administration of federal student financial aid programs ("Title IV programs") in which the university participates. The review commenced on August 25, 2014, and covers federal financial aid years 2012-2013 and 2013-2014, as well as compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (the "Clery Act"), the Drug-Free Schools and Communities Act and related regulations. Ashford University was provided with the Department's program review report and has responded to such initial report. Following consideration of the university's response, the Department will issue a Final Program Review Determination letter.

Request for Information. On December 10, 2015, Ashford University received a request for information from the Multi-Regional and Foreign School Participation Division of the FSA for (i) advertising and

marketing materials provided to prospective students regarding the transferability of certain credit, (ii) documents produced in response to the Consumer Financial Protection Bureau's (the "CFPB") August 10, 2015 Civil Investigative Demand related to the CFPB's investigation to determine whether for-profit post-secondary education companies or other unnamed persons have engaged in or are engaging in unlawful acts or practices related to the advertising, marketing or origination of private student loans, (iii) certain documents produced in response to subpoenas and interrogatories issued by the California Attorney General and (iv) records created between 2009 and 2012 related to the disbursement of certain Title IV funds. The FSA is investigating representations made by Ashford University to potential and enrolled students, and has asked the Company and Ashford University to assist in its assessment of Ashford University's compliance with the prohibition on substantial misrepresentations. The Company and Ashford University intend to provide the FSA with their full cooperation with a view toward demonstrating the compliant nature of their practices.

Gainful Employment Inquiry. In 2015, Ashford University was notified by the Department that it did not believe the institution fully responded to the disclosures of data required by the Gainful Employment regulations, that this was an indication of a serious lack of administrative capability, and that as a result the Department would not make any decisions regarding the addition of any new programs or additional locations until the reporting requirements were met. The Department informed the Company that failure to fully comply in all Gainful Employment data reporting requirements could result in the referral of the errant institution to the Department's Administrative Actions and Appeals Service Group for consideration of an administrative action against that institution, including a fine, the limitation, suspension or termination of institutional eligibility to participate in Title IV programs, or revocation of the institution's program participation agreement (if provisional). The Company worked with the Department to address their concerns with respect to the reporting of the Company's institutions under the Gainful Employment regulations. The Department has since approved two new programs for Ashford University, and the Company does not anticipate any actions against the institution related to this notification

Compliance Audit by the Department's Office of the Inspector General

In January 2011, Ashford University received a final audit report from the OIG regarding the compliance audit commenced in May 2008 and covering the period July 1, 2006 through June 30, 2007. The audit covered Ashford University's administration of Title IV program funds, including compliance with regulations governing institutional and student eligibility, awards and disbursements of Title IV program funds, verification of awards and returns of unearned funds during that period, and its compensation of financial aid and recruiting personnel during the period May 10, 2005 through June 30, 2009. The final audit report contained audit findings, in each case for the period July 1, 2006 through June 30, 2007, which are applicable to award year 2006-2007. Each finding was accompanied by one or more recommendations to the FSA. Ashford University provided the FSA a detailed response to the OIG's final audit report in February 2011. In June 2011, in connection with two of the six findings, the FSA requested that Ashford University conduct a file review of the return to Title IV fund calculations for all Title IV recipients who withdrew from distance education programs during the 2006-2007 award year. The institution cooperated with the request and supplied the information within the time frame required.

Iowa Attorney General Civil Investigation of Ashford University

In February 2011, Ashford University received from the Attorney General of the State of Iowa (the "Iowa Attorney General") a Civil Investigative Demand and Notice of Intent to Proceed (the "CID") relating to the Iowa Attorney General's investigation of whether certain of the university's business practices comply with Iowa consumer laws. Pursuant to the CID, the Iowa Attorney General requested documents and detailed information for the time period January 1, 2008 to present. On numerous occasions, representatives from the Company and Ashford University met with the Iowa Attorney General to discuss the status of the investigation and the Iowa Attorney General's allegations against the Company that had been communicated to the Company in June 2013. As a result of these meetings, on May 15, 2014, the Iowa Attorney General, the Company and Ashford University entered into an Assurance of Voluntary Compliance (the "AVC") in full resolution of the CID and the Iowa Attorney General's allegations. The AVC, in which the Company and Ashford University do not admit any liability, contains several components including injunctive relief, nonmonetary remedies and a payment to the Iowa Attorney General to be used for restitution to Iowa consumers, costs and fees. The AVC also provides for the appointment of a settlement administrator for a period of three years to review the Company's and Ashford University's compliance with the terms of the AVC.

New York Attorney General Investigation of Bridgepoint Education, Inc.

In May 2011, the Company received from the Attorney General of the State of New York (the "NY Attorney General") a subpoena relating to the NY Attorney General's investigation of whether the Company and its academic institutions have complied with certain New York state consumer protection, securities and finance laws. Pursuant to the subpoena, the NY Attorney General has requested from the Company and its academic institutions documents and detailed information for the time period March 17, 2005 to present. The Company is cooperating with the investigation and cannot predict the eventual scope, duration or outcome of the investigation at this time.

North Carolina Attorney General Investigation of Ashford University

In September 2011, Ashford University received from the Attorney General of the State of North Carolina (the "NC Attorney General") an Investigative Demand relating to the NC Attorney General's investigation of whether the university's business practices complied with North Carolina consumer protection laws. Pursuant to the Investigative Demand, the NC Attorney General has requested from Ashford University documents and detailed information for the time period January 1, 2008 to present. Ashford University is cooperating with the investigation and cannot predict the eventual scope, duration or outcome of the investigation at this time.

California Attorney General Investigation of For-Profit Educational Institutions and Consumer Financial Protection Bureau Subpoena of Bridgepoint Education, Inc. and Ashford University

California AG. In January 2013, the Company received from the Attorney General of the State of California (the "CA Attorney General") an Investigative Subpoena relating to the CA Attorney General's investigation of for-profit educational institutions. Pursuant to the Investigative Subpoena, the CA Attorney General requested documents and detailed information for the time period March 1, 2009 to present. On July 24, 2013, the CA Attorney General filed a petition to enforce certain categories of the Investigative Subpoena related to recorded calls and electronic marketing data. On September 25, 2013, the Company reached an agreement with the CA Attorney General to produce certain categories of the documents requested in the petition and stipulated to continue the hearing on the petition to enforce

from October 3, 2013 to January 9, 2014. On January 13, 2014 and June 19, 2014, the Company received additional Investigative Subpoenas from the CA Attorney General each requesting additional documents and information for the time period March 1, 2009 through the current date.

Consumer Financial Protection Board. On August 10, 2015, the Company and Ashford University received from the CFPB Civil Investigative Demands related to the CFPB's investigation to determine whether for-profit post-secondary-education companies or other unnamed persons have engaged in or are engaging in unlawful acts or practices related to the advertising, marketing or origination of private student loans. The Company and Ashford University provided documents and other information to the CFPB and the CFPB attended several meetings with representatives from the Company and the CA Attorney General's office to discuss the status of both investigations, additional information requests, and specific concerns related to possible unfair business practices in connection with the Company's recruitment of students and debt collection practices. All of the parties met again in March and April of 2016 to discuss the status of the investigations and explore a potential joint resolution involving injunctive relief, other non-monetary remedies and a payment to the CA Attorney General and the CFPB.

Massachusetts Attorney General Investigation of Bridgepoint Education, Inc. and Ashford University

On July 21, 2014, the Company and Ashford University received from the Attorney General of the State of Massachusetts (the "MA Attorney General") a Civil Investigative Demand relating to the MA Attorney General's investigation of for-profit educational institutions and whether the university's business practices complied with Massachusetts consumer protection laws. Pursuant to the Civil Investigative Demand, the MA Attorney General has requested from the Company and Ashford University documents and information for the time period January 1, 2006 to present. The Company is cooperating with the investigation and cannot predict the eventual scope, duration or outcome of the investigation at this time.

Pursuant to 38 CFR 21.7020(b)(22), a vocational objective is one that leads to an occupation. *Institutions must maintain evidence that supports all advertised claims in order to demonstrate that the program leads to an occupation (38 CFR 21.4252 (h)).*

The programs may not be career enhancement. The programs must be sufficient to meet the accrediting agency's completion and placement requirements and/or state licensure standards.

Approval will not be granted for NCD programs that fail to lead to an occupation. For NCD programs, submit all of the following, where applicable:

1. Submit the most recent completion and placement rates filed with your accrediting agency.
2. Provide the standards for completion and placement rates as published by your accrediting agency.
3. Provide the data used to compile completion and placement figures as required by the institutions accrediting agency.
4. For each NCD program, submit a copy of the needs assessment utilized to demonstrate the geographical occupational need for each program.

Institutions not required by their accrediting agencies to submit completion and placement rates must demonstrate vocational attainment, pursuant to 38 CFR 21.7020(b)(22). Applications must include documentation demonstrating vocational attainment for NCD programs, to include data used to compile figures.

Section 5- Documentation required for ALL institutions operating under the authority of the Bureau for Private Postsecondary Education (BPPE):

1. The current approval status including the current BPPE Approved Program list. If expired, please provide documentation demonstrating the school's current status.
2. Provide the weblink to the most recent *School Performance Fact Sheet filed with the BPPE (CEC 94928, CEC 74112).

Please refer to the attached list of weblinks for the most recent School Performance Fact Sheets filed with the BPPE (CEC 94928, CEC 74112).

3. Provide the weblink to the most recent *Annual Report filed with the BPPE (CEC 94934(a), CCR 74110(a)).
<http://www.ashford.edu/about/consumer-information.htm>
-

*Documents must be current (as filed with the BPPE by September 1st of every calendar year).

Section 6- Advertising and other public statements, pursuant to 38 CFR 21.4252(h):

The institution understands and agrees not to use advertising, sales, enrollment practices, or candidate handbooks of any type that are erroneous, deceptive, or misleading by actual statement, omission, or intimation, including, but not limited to the following:

1. Institutions are prohibited from using "GI Bill" in any manner that directly or indirectly implies a relationship, affiliation, or endorsement with the Department of Veterans Affairs. Further information is located at this link [http://www.benefits.va.gov/GIBILL/Trademark Terms of Use](http://www.benefits.va.gov/GIBILL/Trademark_Terms_of_Use)
2. The institutions understands that we cannot use the phrases "VA Approved" or "Approved by VA" or words to that effect.

TABLE 2- Non-College Degree (NCD) programs (Pursuant to 38 CFR 21.4270(b)(22)) submitted for approval (*Refer to Section 3)

[illegible]

TABLE 3- Programs that are not submitted for approval.

[illegible]

CONDITIONS OF APPROVAL

Submission of all information and documentation constitutes the institution's application for CSAAVE approval under 38 CFR 21.4253. An Approval will not be processed, unless and until all of the required information and documentation is provided to the SAA. Applications that fail to include all required information and documents will be deemed incomplete and may be returned or denied approval. Please ensure that your application is complete before submitting it to CSAAVE. Complete applications are handled in the order in which they are received.

Applications must include all material facts pertaining to the institution, its policies, locations and educational programs, certificates, diplomas and degrees, as part of a request for approval. All documents submitted must be true and exact copies of the documents issued by the external agency or entity. Any document or statement that is found to be false, fictitious, fraudulent, misleading or misrepresent the institution, its programs and/or ownership for the purpose of obtaining a grant of CSAAVE Approval will result in the immediate Suspension, Withdrawal or Denial of approval.

The institutions must report any change to the information included in this application for approval. The approval expires when the Catalog or Veteran Information Bulletin (VIB) fails to remain in effect, in both content and policy, as certified true and correct by the school and approved by CSAAVE. Subsequent changes or revisions to the catalog or VIB must be submitted to CSAAVE for approval. Failure to properly advise CSAAVE of changes to the catalog or VIB, or failure to submit any new publications of the catalog or VIB for approval, even in academic years when there are no veterans or eligible persons enrolled, automatically voids the approval effective the date of change.

Nothing in this application prevents or limits the ability of CSAAVE to request additional information or documentation, conduct an on-site evaluation, contact external entities or review the records of veteran and non-veteran students to ascertain compliance with applicable standards and requirements. (38 USC 3690(c)) (38 CFR 21.4209) (Public Law 93-80)

I, Craig D. Swenson, President and CEO **certify and declare**
Print Name Title
under penalty of perjury under the laws of the State of California that I am an authorized
representative of Ashford University **and that all of the information and**
Name of institution
attachments contained herein and referenced in this application are true and correct.

Signature:		Date:	<u>5/31/2016</u>
-------------------	---	--------------	------------------

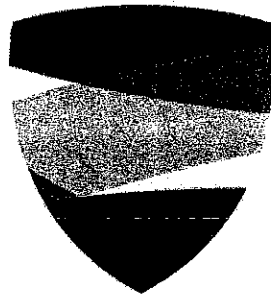
Advertising and Marketing Materials – Section 6

Ashford Social Media Channels

1. <https://www.facebook.com/ashforduniversity>
2. <https://twitter.com/AshfordU>
3. <https://plus.google.com/+ashforduniversity>
4. <https://www.youtube.com/user/AshfordUniversity>
5. <https://www.instagram.com/ashfordu/>
6. <https://www.pinterest.com/ashfordu/>
7. <https://www.facebook.com/AshfordMilitary/>

Ashford Web Properties

1. <http://www.ashford.edu>
 - A. <http://www.ashford.edu/military.htm>
 - B. http://www.ashford.edu/military/military_resources.htm
 - C. http://www.ashford.edu/military/about_ashford_military.htm
 - D. http://www.ashford.edu/military/paying_for_college.htm
(here I'd note that this statement is included at the bottom of the page: GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government Web site at <http://www.benefits.va.gov/gibill>.)
 - E. <http://www.ashford.edu/military/transferring.htm>
 - F. http://www.ashford.edu/military/military_faq.htm
2. <http://m.ashford.edu>
 - A. <http://m.ashford.edu/military.php>
3. <http://degrees.ashford.edu>
 - A. <http://degrees.ashford.edu/military.htm>
4. <http://enroll.ashford.edu>
 - A. <http://enroll.ashford.edu/military.htm>
5. <http://forwardthinking.ashford.edu/>



Ashford
UNIVERSITY®

**ONLINE
VENDOR COMPLIANCE GUIDE
VERSION 3**

TABLE OF CONTENTS

INTRODUCTION.....	4
ABOUT THIS GUIDE.....	4
VENDOR CORE STANDARDS.....	4
REGULATION OVERVIEW.....	5-6
FEDERAL TRADE COMMISSION, CONSUMER FINANCIAL PROTECTION BUREAU, CAN-SPAM.....	5
MISREPRESENTATION RULE.....	5-6
FEDERAL COMMUNICATIONS COMMISSION.....	6
STATE REQUIREMENTS.....	6
DEFINITIONS.....	6-7
MARKETING & ADVERTISING COLLATERAL.....	7-8
MARKETING COPY DISTRIBUTION.....	7
ADVERTISING APPROVALS.....	7-8
CORRECTIVE ACTION.....	8
REMEDATION REQUESTS.....	8
SPECIFIC ADVERTISING GUIDELINES.....	8-11
ACCURACY.....	8
STATISTICS.....	8
RANKINGS ON WEBSITES.....	9
USE OF SUPERLATIVES IN ADVERTISING.....	9
USE OF CLAIMS URLS.....	9
USE OF CAREERS IN ADVERTISING.....	9
USE OF BUREAU OF LABOR STATISTICS IN ADVERTISING.....	10
AU LOCATION STATEMENTS.....	10
CLAIM SUBSTANTIATION.....	10
STATE AUTHORIZATION/LICENSURE.....	11
DOJO.....	11
BLOCKED STATES.....	11
GEO-DISCLAIMER.....	11
VIOLENCE AND ILLEGAL ACTIVITY.....	11
DISCLOSURES.....	11-12
GAINFUL EMPLOYMENT DISCLOSURE.....	11
PROGRAM TERMS AND CONDITIONS.....	12
ACCREDITATION.....	12
SUSPECTED TRADEMARK INFRINGEMENT (™).....	12-13
GENERAL POLICY ON TRADEMARKS.....	12
POLICY ON AGGREGATOR SUSPECTED PAID SEARCH TRADEMARK INFRINGEMENT.....	12
POLICY ON SUSPECTED SEO TRADEMARK INFRINGEMENT.....	13
REMEDATION.....	13
EMAIL.....	13-14

SOCIAL MEDIA	14-15
SOCIAL MEDIA POLICY	14
PRIOR APPROVAL PROCESS.....	15
MILITARY ADVERTISING POLICY	15-17
EXTERNAL TIMELINE	15
MILITARY ADVERTISING GUIDELINES.....	15-17
ADVERTISING ASHFORD 'EDUCATION' PROGRAMS	17-18
ADVERTISING SPECIALIZATIONS AND TRANSFER CONCENTRATIONS	18-19
USE OF 'GRANTS' AND/OR 'FINANCIAL AID' IN ADVERTISING	20-21
FORBES SCHOOL OF BUSINESS® ADVERTISING	21-22
FORBES SCHOOL OF BUSINESS® ADVERTISING POLICY	21-22
APPROVAL REQUESTS FOR UNIQUE CONTENT	22
PROHIBITED TYPES OF FINANCIAL INCENTIVIZATION	22
PROHIBITED DEGREES AND CAREERS FROM ADVERTISING	23-24
OLD TERMINOLOGY/ALTERNATIVE VERBIAGE.....	24
TELEMARKETING CONSUMER PROTECTION ACT (FCC)	24
COLLECTING PRIOR EXPRESS WRITING CONSENT FROM THE PROSPECTIVE STUDENT.....	24
INQUIRY FORM STANDARDS	25-26
ASHFORD UNIVERSITY INQUIRY FORM REQUIREMENTS	25
FORM REQUIREMENTS	25
INQUIRY DELIVERY.....	25-26
AD LAYOUT REQUIREMENTS & RESTRICTIONS.....	26
ADVERTISING POSITIONING / LAYOUT	26-28
EXAMPLE: REQUIRED WEB PAGE LAYOUT FOR THE AU BRAND	28
VENDOR RESOURCE	29
PROHIBITED ACTIVITIES	30-31
MARKETING ASSETS	31
SUPPORT SERVICES.....	32
APPENDIX.....	33

INTRODUCTION

Bridgepoint Education, Inc. ("BPI") is committed to improving the way individuals learn through innovative education solutions and to harnessing creativity and cutting edge technology to unlock the true power of the education system, while reimagining what the student experience should be. Bridgepoint's organizational culture consists of innovators and educators who are inspired to refine education's future by making it more practical, dynamic, and significant to all.

As the parent company of Ashford University ("AU" or "University"), BPI supports the University's mission which continues to change the face of education by equipping students with tools to help them change their lives. As a result, BPI's Marketing department is dedicated to providing AU's third-party inquiry aggregators ("vendors") with the following resource on the policies and procedures pertaining to their advertising and inquiry generation activities, which are conducted on behalf of the University.

ABOUT THIS GUIDE

This Guide provides assistance to vendors in complying with AU policies, which are put in place to ensure compliance with higher education regulations promulgated by the United States Department of Education as well as other regulatory bodies. The concepts presented in this Guide are by no means an exhaustive list, and they do not alter or suspend the terms of the MSA or Insertion Order.

This Guide is provided to vendors in addition to, and should be read in conjunction with, the Content Brand Standards, which is the universal ad copy created by Marketing, on behalf of AU. This approved ad copy is to be used in vendor marketing and advertising activities. From time to time, this Guide will be updated and the vendor is responsible for ensuring its affiliates, if any, receive this document within 24 hours of any new publication, as instructed by Marketing.

The **Online Vendor Compliance Guide** and the **Content Brand Standards** are distributed via Bridgepoint Education's Marketing Compliance department. For the current version of these documents, please contact Marketing Compliance.

Overall, Vendors and their permitted affiliates who provide prospective student inquiries to AU must ensure their advertisements and promotional activities are conducted in compliance with this Guide.

VENDOR CORE STANDARDS

- Provide the highest level of accuracy regarding the advertising of the Ashford University brand and program offerings
- Assume responsibility for all remediation requests to advertising regarding Ashford University
- Respond immediately to all compliance-related remediation requests
- Ensure full compliance by all permitted affiliates
- Comply with all federal and state laws and regulations covering advertising, marketing, and the Internet
- Comply with the terms of the Master Services Agreement (MSA) and IOs
- Adhere to all compliance provisions addressed herein

There are myriad federal and state restrictions on marketing activities and vendors, and third-party aggregators are required to adhere to all laws pertaining to advertising, marketing, telemarketing, and the Internet as well as comply with the terms of the Master Services Agreements and Insertion Orders ("IOs") entered into between BPI and pertaining to AU. It is of the utmost importance that all vendors and their affiliates comply with all laws pertaining to advertising, marketing, telemarketing and the Internet. All of the obligations set forth herein apply to vendors and to permitted affiliates or subcontractors; it is the obligation of the vendor to ensure compliance by its affiliates or subcontractors. Failure to comply with such laws is grounds for termination as a vendor; and vendors are responsible for the conduct of permitted affiliates.

Such policies and regulations include the **Federal Trade Commission Act (FTC)**, Section 5, which prohibits "unfair methods of competition" and "deceptive acts or practices."ⁱ According to the FTC, an advertisement is unfair if it causes or is likely to cause substantial injury to consumers, cannot be reasonably avoided by consumers, and is not outweighed by countervailing benefits to consumers or to competition.ⁱⁱ An advertisement is deceptive where representation, omission, or practice misleads or is likely to mislead the consumer; a consumer's interpretation of the representation, omission, or practice is considered reasonable under the circumstances, and the misleading representation omission or practice is material.ⁱⁱⁱ Overall, the FTC has broad authority to address deceptive advertising.

Paramount to vendor compliance is the adherence to the FTC Act as well as the Telephone Consumer Protection Act (TCPA), enforced by the **Federal Communications Commission**. Other regulation and oversight includes the **Consumer Financial Protection Bureau**, the U.S. Federal **CAN-SPAM Act**, and the U.S. Department of Education's **Program Integrity Rules**, specifically the **Misrepresentation Rule**.

The Misrepresentation Rule

On July 1, 2011, the Department of Education's Misrepresentation Rule went into effect, which placed an increased focus on marketing and advertising activities in the higher education sector.

Misrepresentation, according to the rule, is defined as any false, erroneous or misleading statement made by the institution, one of its representatives, or any ineligible institution, organization, or person with whom the eligible institution has an agreement to provide...marketing, advertising, and recruiting or admissions services to.^{iv} And "...A statement is any communication made in writing, visually, orally, or through other means."^v

The Rule further states that institutions cannot engage in substantial misrepresentation regarding the nature of their educational programs, their financial charges, and the employability of their graduates or the relationship the University has with the Department of Education. Substantial misrepresentation is defined as "any misrepresentation on which the person to whom it was made could reasonably be expected to rely, or has reasonably relied, to that person's detriment."^{vi}

Below is a brief overview of three of the four areas regarding the Rule; however, vendors are required to remain in compliance with the entire Misrepresentation Rule.

Statements about Educational Programs:

Regarding the nature of the educational programs – AU cannot be listed in a manner that would suggest or imply it offers degree programs that it does not or that its degree programs provide benefits (e.g., automatic qualification for or certification to a specific profession) that they do not.

Statements about Financial Charges:

Regarding the financial charges – misrepresentative statements regarding AU's financial charges are prohibited. Please note, the AU website is an excellent source to find the most current information available on tuition and fees, total program costs, the net price calculator, etc.

Statements about Employability of the Graduates: Regarding employability of the graduates – vendors are prohibited from making misleading statements regarding the possibility of or likelihood of employment for AU grads, as there is no guarantee that any student attending or completing any program will obtain employment. There are many factors including, but not limited to, the student seeking employment, the student's overall qualifications for a specific job, and the economic conditions and availability of jobs. The main AU website (ashford.edu) has additional information related to this area.

The Federal Communications Commission *Telephone Consumer Protection Act of 1991*

The United States Congress enacted the Telephone Consumer Protection ACT (TCPA) in 1991. This act restricts the making of telemarketing calls and the use of automatic telephone dialing systems and artificial or prerecorded voice messages. This act applies to marketers as well as carriers and is upheld through the FCC which has jurisdiction over telemarketing.

On February 15, 2012, the FCC issued its Final Rules related to changes made to the TCPA. The new rule adopted significant amendments, including new consent to contact standards for solicitation calls made to mobile phones as well as prerecorded solicitation calls made to residential and wireless telephone numbers. The Office of Management and Budget finalized the rule on October 16, 2012 in the Federal Register where it stated prior express written consent is needed for all autodialed or pre-recorded telemarketing calls to wireless numbers and for prerecorded calls to landlines by **October 16, 2013**.^{vii} It is the expectation of the Marketing department that all vendors will be in compliance with this amendment, and collect the prior express written consent from the prospective student, according to the standards outlined by Marketing and AU.

State Requirements

Individual states address false advertising and related consumer protection issues as well, but several may regulate the same conduct differently by identifying several types of problems: i.e. false advertising, misleading, deceptive trade practices, or unfair sales tactics. It is important that vendors are aware of each state's advertising laws and adhere to them. Furthermore, vendors are required to have the appropriate licensure to operate in a given U.S. state.

DEFINITIONS

This section will provide a brief explanation of common terms/phrases that are presented in this Guide:

Media Buyer: This is the BPI Marketing representative who is responsible for purchasing media in the form of inquiry generation and is responsible for managing the vendor/third-party aggregator relationship.

Marketing Compliance specialist: A BPI representative responsible for monitoring the /third party lead aggregators for compliance with internal and external policies and applicable regulation. The Marketing Compliance specialist will communicate on a regular basis remediation requests to vendor with respect to any noncompliance infractions of this Guide.

Vendor/Third Party Vendor, Third-Party Lead Aggregator(s): These terms are used interchangeably, as they refer to the same entity—it is defined as any person, corporation, partnership or any other type of entity that is authorized by Respondents to provide prospective student inquiries to BPI on behalf of AU.

Onboarding documents: These refer to various documents that are forwarded to the vendor during the first phase of establishing a relationship a media campaign with Marketing in order to provide prospective student

inquires to the University. Examples include the content brand standards and the list of programs approved to be advertised.

Dojo: The Dojo is the lead management system that BPI utilizes to house prospective student information.

Content Brand Standards: this document is the universal ad copy for the University. This document has gone through an in-depth creative and vetting process and is the main resource a vendor/third party aggregator should utilize to create an effective campaign on behalf of AU. If the vendor/third party aggregator wishes to create its own unique ad copy, they must follow the guidelines listed under "Advertising Approvals", please see p. 7-8 of this Guide.

MARKETING and ADVERTISING COLLATERAL

Marketing Copy Distribution

Vendors are responsible for ensuring its advertising copy is updated with the most current brand voice, logos, and Content Brand Standards, which are supplied, when updates are available, by BPI Marketing in support of AU, must be used in its original form and implemented across all URLs where the brand logo, and/or the University program descriptions are present.

- **Updates to the Content Brand Standards will be issued via email by Bridgepoint's Marketing team. Any update to the Content Brand Standards is considered high-priority.**
- **Once issued, vendors will have two (2) weeks to implement all updates to their marketing collateral (URLs) and ensure their affiliates/partner websites**
- *In the event the new version of the Content Brand Standards is not received or is provided incorrectly, please contact Marketing or Marketing Compliance for a new copy.*
- **Have questions? Contact your Media Buyer point-of-contact or a Marketing Compliance specialist. Contact information is located on p. 32 of this Guide.**

Want to use different ad copy? If a vendor intends to use /create different, unique ad copy, prior approval is required.

Unique Advertising Approvals

If seeking approval for non-standard ad copy it will need to receive prior approval before use. Please submit any non-standard AU branded copy (unique copy) to Media Buyer(s) who will then submit the advertising creative, and or ad copy through the BPI internal review process. This ad copy will be reviewed by the Content and Marketing Compliance departments.

Responsibility for Affiliates:

All unique copy created by a vendor's affiliate is the vendor's responsibility. Marketing Compliance requires each vendor to communicate these advertising approval requirements to all of its affiliates.

Submission Requirements:

- When submitting unique copy, include a description indicating where the content will appear; including URLs; if the content will appear on multiple Web pages, each page must be submitted for approval.
- Plan your creative work and allow a minimum 2 weeks for review and approval of your submitted unique creative and or copy.
- Approval requests can be submitted to your assigned Bridgepoint Education Inc. Media Buyer and cc' Amy Yarnall, amy.yarnall@bpiedu.com, Marketing Compliance Manager.
- Questions can be directed to, Kristopher Seanez, Kristopher.Seanez@bpiedu.com, or Janea Morgan, Janea.Morgan@bpiedu.com, Marketing Compliance Specialists.

- If submitting an email campaign, email campaign submissions have additional requirements; please see p. 13-14 of this Guide for more information.

Submission Rejections:

- If the advertising creative/and or copy is not approved, feedback will be provided as to “why” and the vendor will have the opportunity to resubmit a new version for approval. Possible reasons for unique content rejection include material that may misrepresent, provide incentives, and or include inaccurate information or claims.
- Resubmissions must include the edits provided by the Marketing Content, and Marketing Compliance departments.

CORRECTIVE ACTION

Remediation Requests

Ashford University takes compliance violations seriously, and expects its vendors to do the same. Marketing Compliance, and, or the Media Buyers, will inform the vendors, by email or phone, of all outstanding compliance violations.

Marketing expects vendors to be responsive to remediation requests and participate in reasonable surveys and questionnaires from time to time. Moreover, vendors are required to act responsibly and cooperate with Marketing Compliance and the Media Buyers.

Remediation Process:

- Remediation notices will include a detailed description of the finding to enable the vendor to respond. **These violations require the vendors' prompt attention.**
- Each remediation notice will include a deadline for the vendor to implement changes and to correct the compliance issue.
- **For immediate compliance concerns, vendors will have 48 hours only to correct the advertising infraction identified, or the specific URL campaign will need to be suspended immediately until remediation has been completed by the vendor.**
- For more moderate advertising compliance infractions, Marketing Compliance will set a deadline for the vendor to complete remediation activity, ranging from seven to 10 calendar days.
- **Unresolved compliance infractions**, depending on the severity, will be escalated to the Media Buyer team. Escalated compliance infractions may result in potential sanctions on the campaign, including, but not limited to a suspension in the specific URL or the overall campaign.

SPECIFIC ADVERTISING GUIDELINES

The below list outlines specific advertising guidelines vendors and its applicable affiliates are expected to adhere to:

ACCURACY

- All statements and representations must be clear, factually accurate, and as current as possible.
- Advertising statements and promotional material issued on behalf of the AU Brand must accurately represent the characteristics of the institution and its degree offerings.
- Advertising must abide by all applicable laws, regulations, and BPI Marketing compliance policies.

STATISTICS

- Any statistic or ranking used must be directly attributed to a credible source which the user can rely upon and if feasible, the vendor must include a hyperlink to the source. If it is not feasible, the reference should be thorough enough to direct the consumer to the source without the need for a hyperlink.

RANKINGS ON WEBSITES OR LISTS OF TOP/BEST SCHOOLS

- If a vendor or third party aggregator uses a ranking system to categorize or rate the University or an AU program on a given website, then a clear disclosure must be placed on the website. The disclosure must expressly lay out the criteria used for including the University in a ranking system with other colleges.
- The ranking criteria must be visibly disclosed in a clear and conspicuous location for the consumer's reference. If using an algorithm, it must be readily available and display how the data was gathered and processed.
- Superlatives such as "best" or "top" are a form of ranking and must be accompanied by an adequate disclosure. Overall, this attribution, and or disclosure, will assist in helping to prevent misrepresentation of the information which the user may reasonably rely upon. This disclosure will also aid in creating a transparent and optimal experience for website visitors.

USE OF SUPERLATIVES IN ADVERTISING

Definition:

A superlative, according to the Merriam Webster Dictionary is "1.) Of, relating to, or constituting the degree of grammatical comparison that denotes an extreme or unsurpassed level or extent; 2 a. surpassing all others, b. of very high quality."

The AU brand may not be attributed to the following prohibited superlative phrases. Please note that this list is not exhaustive and may include other superlatives not listed below:

- "Best Online College"
- "Fast Online College"
- "Top Online College."
- "Highest Transferability of Credits"
- "Lowest Cost"
- "Great Programs"
- "Greatest Programs"
- "Most Affordable"
- "The Cheapest"

Superlatives may be perceived as a form of hyperbole; and therefore, embellished phrases must be exercised in advertising with care. The use of superlatives in relation to or associated with AU degree programs and the services which the University provides must be substantiated and disclosed to the consumer either in the paid search ad copy, display, or digital advertising; or on the corresponding Web page to which traffic is driven. This disclosure or substantiation must include the research/data/or evidence used to support any claim made.

USE OF CLAIMS URLs

- I. A "Claims URL" is any website whose domain name or landing pages:
 - a. Contain terms which may imply specific characteristics of the colleges listed on the website by applying a superlative to URL, including, but not limited to, "best," "top," "cheapest," "fast," etc. These terms may imply that the entire website is making claim that the advertised schools are associated with the adjective or superlative used to describe the site, such as *best*, *top*, *cheapest*, *fast*, etc.
 - b. Contains terms which may imply that the schools or colleges on the site are all inclusive (for instance, "every," "all," "complete"; or
 - c. Contains terms which may imply that the website is military-associated, for instance "thebestmilitarycolleges.xyz";
- II. Vendors who use "Claims URLs" MUST receive prior approval to list AU on the associated site.

USE OF CAREERS IN ADVERTISING

Any use of careers in relationship to, or associated with, degree programs and their outcomes must align with the AU website career outcomes and the applicable SOC code(s). Furthermore, such advertising is considered non-standard and prior approval is required. See the Advertising Approval section of this Guide for an overview of this policy and its process.

USE OF THE BUREAU OF LABOR STATISTICS IN ADVERTISING

The Bureau of Labor Statistics (BLS) of the U.S. Department of Labor is an independent national statistical agency "responsible for measuring labor market activity, working conditions, and price changes in the economy. Its mission is to collect, analyze, and disseminate essential economic information to support public and private decision-making."^{viii}

The BLS offers a wealth of information and is often used in advertising to support advertising claims. Marketing is understanding of this usage and has released the following policy toward the use of BLS statistics in relation to AU. Therefore, any use of BLS information (career-oriented, salary expectations etc.) must be referenced as such:

- I. Provide an accurate depiction of the data. Please **LIST THE SALARY MEDIAN** and properly disclose the source and direct link to the source in close proximity to the statement. Please do not list the highest salary or the mean salary as the only or predicted outcome for a particular degree.
- II. **Ensure attribution, and/or use of disclosures is provided to help prevent misrepresentation of the information which the user may reasonably rely upon.** Attributing the data will help create a transparent and optimal consumer experience for prospective students and the general public. If referencing the information with the use of a BLS URL, provide the consumer the specific URL link that leads to information referenced.
- III. Marketing expects that vendors will maintain any and all URLs used to support its advertising claims, including those that utilize a BLS URL link, ensuring the information is kept updated. General URLs that lead a consumer to a landing page will not suffice where they need to search for the information will not suffice, unless the referenced data lives specifically on the general landing page.

AU LOCATION STATEMENTS

When referencing the AU degree program location, please note that third-party aggregator advertising is **PERMITTED ONLY FOR AU ONLINE PROGRAMS**; therefore, any reference to the AU campus in Clinton, IA must be clearly marked. Media Buying is conducted for AU online degree programs only. Campus is excluded, therefore the address must be referenced is the San Diego Address. This designation will help avoid misleading or confusing statements about which programs are offered with AU Online vs. AU Campus.

CLAIM SUBSTANTIATION

Vendors and their affiliates are required to have a reasonable basis for brand-based claims made in advertisements concerning the efficacy of the service before the advertisement is released. Claim Substantiation, often referred to as evidentiary support for claims made in advertisements, **is a requirement for all AU advertising.**

When seeking to make claims concerning the efficacy of the service (other than claims from Pre-approved AU Branded material), vendors and their affiliates must seek prior approval from Ashford, as they must for any unique content, and they must also provide Claim Substantiation. **It is imperative that vendors and their affiliates maintain a record of the substantiation of their claims for at least two years after the claim first appears in an advertisement.**

STATE AUTHORIZATION/LICENSURE

Appropriate state and accrediting agency approval is required to operate in a given U.S. state. Vendors must ensure they have the required approvals in order to maintain a business relationship with the Ashford University.

DOJO

Vendors and their affiliates are required to use the most current degree program list in their advertisements and on the lead forms. Refer to the Dojo to obtain this list.

BLOCKED STATES

Refer to the Dojo to view Marketing's list of currently blocked states.

GEO-DISCLAIMER

This statement must be on or in close proximity to the lead generation form for AU:

Certain degree programs may not be available in all states.

VIOLENCE & ILLEGAL ACTIVITY

Please review the general requirements for the AU Brand regarding violence and illegal activity:

- I. Advertising may not constitute, facilitate, or promote illegal activity.
- II. Advertising may not harass, insult, attack, bully, demean, or threaten others.
- III. Advertising may not contain "hate speech," whether it is directed at an individual or a group. Types of "hate speech" include, but are not limited to, race, sex, gender, creed, national origin, religious affiliation, marital status, sexual orientation, language, or identity.
- IV. Advertising may not target minors.
- V. Advertising may not include content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, or other personal or proprietary rights.

DISCLOSURES

Gainful Employment Disclosure

Gainful Employment disclosure is required on all promotional material whenever a specific program is mentioned. (i.e., if a vendor has a long program list on a website, the list must have the University's program disclosure statement, and link, prominently displayed on the page.)

Required Disclosure Statement

For more information about on-time completion rates, the median loan debt of students who completed each program, and other important information, please visit: <http://ashforddisclosures.com/>

The required disclosure information has been provided to the vendor via the onboarding documents in the Dojo and can be accessed through the Asset Library.

Specific programs are accompanied with certain terms and conditions. If a vendor chooses to list a program description, the corresponding terms and conditions must also be listed. Refer to the current issue of the AU Content Brand Standards for programs with required terms and conditions. If you're unsure if you have the most current copy, contact Marketing Compliance Specialists, Kristopher Seanez, kristopher.seanez@bpiedu.com, or Janea Morgan, janea.morgan@bpiedu.com.

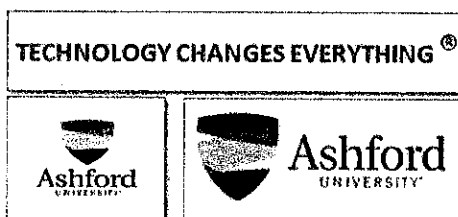
ACCREDITATION

Below is the approved accreditation statement for third-party aggregator-use. If listing the Ashford University accreditation, please use this approved statement only.

Ashford University is accredited by WASC Senior College and University Commission (WSCUC), 985 Atlantic Avenue, Suite 100, Alameda, CA 94501, 510.748.9001, www.wascsenior.org.

SUSPECTED TRADEMARK INFRINGEMENT (TM)

A trademark is a distinctive name, symbol, motto, or design that legally identifies a company or its products and services. Bridgepoint Education's Marketing department proactively safeguards the Ashford University brand. Please adhere to the following Guidelines:



GENERAL POLICY ON TRADEMARKS

- I. Aggregators are prohibited from bidding on AU trademark terms or utilizing the logos of the schools or utilizing copyrighted content without prior permission from the Marketing department. This usage includes variations, plurals, and misspellings of trade names.
- II. Trademark terms should be set up as negative keywords, including: Ashford University, Ashford
- III. Vendor abuse of this policy will not be tolerated; such acts may have potential damages to the brand and potentially dilute the brand.

POLICY ON AGGREGATOR SUSPECTED PAID SEARCH TRADEMARK INFRINGEMENT

- I. Aggregators may not buy AU trademark terms for paid search advertising efforts. This usage includes all variations, plurals, and misspellings of these trade names.
- II. Aggregators are restricted from using trade name terms in the body of paid search ad messages, or display URL's (for both paid and natural search) regardless of the term(s) purchased, generic or otherwise.
- III. Trademark terms must be set up as negative keywords, including: Ashford University, Ashford
- IV. If conducting Paid Search, please reach out to Marketing for a complete list of AU's trade terms and its variations in order to set them as negative keywords.

POLICY ON SUSPECTED SEO TRADEMARK INFRINGEMENT

For SEO efforts, trademark terms should be set up as negative keywords, including: Ashford University and Ashford.

REMEDATION PROCESS

It is the expectation of the Marketing Department that upon notification of any suspected "TM" infringement, the aggregator will have forty-eight (48) hours to respond and remove the University from the SEM campaign. If such an issue arises a representative from Marketing or Marketing Compliance will be in contact with the applicable vendor.

Any found instance of suspected infringement will be escalated to Marketing for its review.


Persons with information regarding suspected trademark infringement issues on the AU brand are encouraged to inform Marketing or Marketing Compliance of any suspicious activity.

EMAIL

Guidelines to Follow for a Compliant Email Message:

Email Marketing must remain compliant with the CAN-SPAM Act, which includes messages intended to sell a product or service. Third-party aggregators are prohibited from conducting an email campaign which references AU's name, logo, program offerings, or other University information, for the purpose of driving traffic to a vendor or affiliate site where marketing offers are available for the consumer's review and consideration, without appropriate authorization from Marketing. Without approval, email campaigns are considered a prohibited activity for third-party aggregators.

If a vendor wishes to conduct an email campaign containing the AU Brand, or linking directly to an AU branded landing page, it must receive prior written permission from Marketing and undergo Marketing Compliance Review. To seek approval, vendors are required to submit a plan, outlining the proposed email campaigns, including such details:

 Send	To...	Prospective Student
	Cc...	
	Bcc...	
	Subject: Your Advertisement Statement	

Submit the following for approval:

- Specify if the email campaign is a nationally-focused email campaign, specific to a demographic or includes state and its residents;
- Provide the campaign ad copy and creative;
- Provide the email subject lines to be used;
- Provide the associated Website landing pages (URLs) to be used within the email and also the destination URLS which the email directs the consumer to;
- Provide the expected lifespan of the email creative
- Include a statement regarding how you (the vendor) maintain compliance with CAN-SPAM requirements
- Provide your unsubscribe policy;
- Ensure every email sent out includes an explicit email disclaimer statement that clearly identifies that the sender of the email is from the vendor and not the associated with the school brand.

Other Requirements:

The vendor will be provided an exclusion list by Marketing Compliance, detailing specific states to which AU is prohibited from advertising as a result of state compliance restrictions on advertising. Work with your Media Buyer contact to ensure any necessary exclusions are implemented.

Appropriate state and accrediting agency approval is required to operate in a given U.S. State, and state agencies may have restrictions on email marketing. Therefore, third-party aggregators are required to have the necessary approval to market and advertise in a given state.

Approval Finalization:

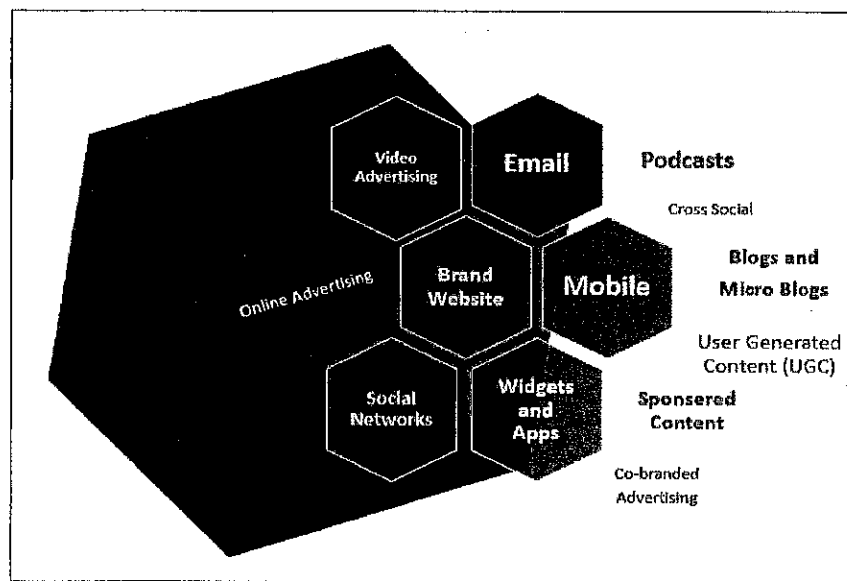
Work with your Media Buyer contact to submit this information for approval. The Media Buyer will submit this through the internal review process; once this information has been submitted, the proposal will be reviewed by Marketing's Content team as well as by the Marketing Compliance team. Please allow at least 2 weeks for approval.

SOCIAL MEDIA

Marketing maintains control over the use of Social Media by the organization and carefully reviews statements made and articles posted on Social Media for SEC and legal concerns. Furthermore, Marketing's Social Media department has a team dedicated to the monitoring of Social Media postings that reference the AU Brand. Furthermore, the team uses Social Media as a resource for AU's own branding and student community-building activities.

It is the policy of AU that posting on Social Media, as related to AU, without prior written permission, constitutes infringement of the AU registered trademark. As such, Marketing's policy instructs vendors and or third-party aggregators to seek prior written permission before use of 'Ashford University' in its Social Media.

Any mention of the AU brand and/or its program offerings in social media is strictly prohibited. Social Media includes, but is not limited to, Craigslist, Facebook, Twitter, YouTube, Google+, Pinterest, Instagram, LinkedIn, Tumblr, Foursquare, Yelp, Reddit.com, Vine, Flickr, etc. The use of Social Media may be linked to any of the following marketing tactics or reside within the media networks themselves. Some may exist within branded websites, emails, video advertising, mobile phone campaigns, etc.



The exception to this policy is as follows:

PRIOR APPROVAL PROCESS

If a vendor wishes to utilize Ashford University branding in their social media campaign efforts, submit your concept to your Marketing point of contact and Marketing Compliance for prior written permission.

Requirements are:

- Submission of a detailed campaign plan.
- A vendor's use of social media will need to be addressed contractually before being authorized to post on AU's behalf, as social media posting comes with its own specific set of legal issues.

MILITARY ADVERTISING POLICY

Any and all military-themed or military-based advertising activities proposed to be conducted by any vendor or affiliate must be pre-approved in writing by Marketing Compliance prior to launch.

Marketing Compliance would like to provide its third-party advertisers some helpful dates and information on current events taking place within online education and specifically related to military advertising. Please be aware of this information and act accordingly.

Important Dates

- *In April 2012, U.S. President Barack Obama signed an executive order in Fort Stewart, GA. The White House said in a press release that the order will help ensure service members and their families have the information they need to make informed educational decisions and protect them from aggressive and deceptive targeting by educational institutions.*
- *In December 2012, the U.S. Department of Veteran Affairs announced that the term 'GI Bill' is now a trademark of the U.S. Patent and Trademark Office and the VA is the sole owner of the mark.*
- *On January 30, 2014, the Departments of Veterans Affairs, Defense, Education and Justice, along with the Consumer Financial Protection Bureau and the Federal Trade Commission announced the launch of a new online complaint system designed to collect feedback from veterans, service members, and their families who are experiencing problems with educational institutions receiving funding from federal military and veterans educational benefits programs, including benefits programs provided by the Post-9/11 GI Bill and the DoD Military Tuition Assistance Program.*
- *As of March 2014, only "authorized third-parties may use the registered trademark 'GI Bill' in print, electronic, radio, digital, or other media as established by the terms of use." Furthermore, at this time, "third-party use of the trademark is restricted to the education and training institutions eligible to receive VA education benefits, State Approving Agencies, and recognized Veterans Service Organizations." Any entity not listed is "prohibited from using GI Bill in any manner that directly or indirectly implies a relationship, affiliation, or endorsement with the Department of Veterans Affairs."*

BPI Marketing is a dedicated advocate for providing accurate, reliable information to all audiences, not only military service members. In support of this, AU provides information to service members regarding the educational opportunities, degree programs, and services which it offers. Aggregators may advertise to this audience but must comply with the following Military Advertising Requirements:

MILITARY ADVERTISING REQUIREMENTS:

Below are the military advertising guidelines for Ashford University:

Military-related Website- is any website that is principally focused on, or relating to, United States military personnel or their families (including, but not limited to, education-related issues) and/or sites that contain substantial volume of symbols or images related to the United States armed forces including but not limited to United States military insignias, soldiers, medals, uniforms, weapons, and/or which contain information related to United States military enlistment, advancement, rules, regulations, bulletins, manuals, weapons, procedures, or military education benefit programs.

Web Content/Creative Review Required

The vendor must send to Marketing Compliance for prior review and approval **ALL** content and creative collateral that is aimed at military. Please refer to the standards listed in the 'Advertising Approvals' section of this Guide as all content tailored to the military is considered unique content and may not be published without prior approval.

"Claims URLs"

- I. Vendors who use military-"Claims URLs" **MUST** receive prior approval to list AU on the associated site.
- II. A "claims URL" is defined as any website whose domain name contains terms which may imply that the website is military-associated, for instance "thebestmilitarycolleges.xyz", or the or any lists of schools or colleges contained therein which are all inclusive, (for instance, "every," "all," "complete"). If using a "Claims URL," the vendor must list on the page, clear and conspicuously, a disclosure that the site is sponsored and is not a comprehensive list.
- III. A "Claims URL" may also imply specific characteristics of the colleges listed on the site by applying a superlative to the colleges listed, including, but not limited to, "best," "top," etc. The superlative may be listed in the domain name or on the landing page environment. These terms may imply that the entire website is making claim that the advertised schools are associated with the adjective or superlative used to describe the site, such as "best," "top," "cheapest," "fast," etc.

In addition, third-party vendors and their affiliates must comply with the following military specific-guidelines:

- I. Vendors and associated affiliates **MAY NOT LIST** AU on a site that suggests/implies the University or any of its programs is endorsed by, affiliated with, or benefits from, the U.S. Government, U.S. Armed Forces, or U.S. Department of Veteran Affairs, when it is/does not. Some exceptions may apply. Please reach out to BPI Marketing Compliance for further information.
- II. The University may **NOT** be associated with websites that use the seals (official or imitation), emblems, and initials of the U.S. Government, U.S. Armed Forces, or U.S. Department of Veterans Affairs, including those of the Navy, Air Force, Marines, Army, Coast Guard, National Guard, or Veterans Affairs. Military seals etc. are trademarked and require written permission and or a license from the military branch in question.
- III. Vendors and affiliates should be aware of the other military trademarks and should abide by the applicable military branch's trademark requirements. **A trademark is any mark, logo, symbol, nickname, letter(s), or any combination of these that points to and can be associated with a military branch.** For example, some Marine Corps. trademarks are as follows: the Eagle, Globe and Anchor emblem, the term Marine Corps., Marines, U.S. Marine Corps, the initials USMC, enlisted rank insignia, unit logos, and USMC slogan: The Few. The Proud; and the official Seal are deemed insignia owned by the U.S. Marines Corps. This list is not exhaustive. Similarly, other military branches have trademarks.
- IV. Vendors **MUST LIST** a prominent and direct disclosure, located adjacent to, or immediately below the website's logo and or name, designating it as a *non-government, privately-sponsored website*.

- V. Wherever a former member of the military presents information and/or responds to questions (i.e. military bloggers), vendors **MUST INCLUDE** a prominent disclosure that informs the consumer whether or not:
 - a.) the individual is retired or no longer in the service; and
 - b.) Lists his or her former branch of service, last rank, rate, and total number of years in service.
- VI. Within the "About" section or "Information" section, etc. of the military-related website, the vendor **MUST LIST** the site as a private website which is not affiliated with the U.S. government, U.S. Armed Forces, or Department of Veteran Affairs.
- VII. Within the "About" section or "Information" section of the military-related website, the vendor **MUST LIST** who owns the website (vendor name), including the address of the vendor's place of business and a direct link to the Home Page of the vendor's corporate website.
- VIII. Vendors **MUST** include their privacy policy within any military-related website.
- IX. If discussing military benefits, accurately disclose all information and attribute it to an official authority on military benefits. Vendors must not represent or imply that schools listed on their websites are the only schools at which Military Benefits could be used. Furthermore, it is recommended to **LIST, WHERE APPLICABLE**, a direct link to the official U.S. Department of Veterans Affairs and Department of Defense websites for obtaining more information about veterans benefits.

In General, Vendors MUST Provide Accurate and Complete Information on ALL of the following:

- I. Institutional accreditation
- II. Programmatic accreditation, only add if instructed by Marketing, on behalf of AU;
- III. Programmatic terms and conditions, including whether a program meets minimum requirements to qualify a student for state licensure and/or certification in relevant occupation(s);
- IV. Clearly define the academic program requirements,
- V. Clearly define financial information, and the total cost of admissions, tuition, and mandatory fees. (NOTE: remember that all such information must be pre-approved by the Content and Marketing Compliance departments if it is unique content; in general, this kind of information will always be unique).
- VI. Institution participation in veteran programs, partnerships, and institution transfer credits.
- VII. Ensure the most current Content Brand Standards are used.
- VIII. Ensure the AU mission statement is clearly articulated and defined.
- IX. Remain in compliance with all other policies addressed within this guide.

ADVERTISING ASHFORD COLLEGE OF EDUCATION PROGRAMS

It is the policy of Ashford University, that all third-party aggregators maintain the accuracy of reporting the degree programs it offers, **including the University's education programs offered online through the College of Education.**

- **MUST NOT** list or describe AU as offering "teaching" degrees or programs and **MUST NOT** represent or imply that AU's education programs are "teaching" degrees or programs.

- Furthermore, any AU education program that is featured in an online, third-party aggregator advertisement or lead form must describe the program and its degree outcomes accurately. **If the degree program is being described, it must include the terms and conditions** listed in the Marketing Issued Content Brand Standards or found on ashford.edu.

'Teaching'/'Teaching Degrees' used in Headlines

- I. AU education programs **MAY NOT** be included or listed on Web pages whose headlines or sub-headlines describe succeeding programs as being "teaching degrees," "programs for teaching," or similar.
- II. AU education programs may only be included on a Web page that focuses on "teaching" or "teaching degrees" IF AND ONLY IF it is previously approved by Marketing Compliance to ensure accuracy. Among other things, the Web page must include a statement in close proximity to, and clearly identified with, the listing for AU indicating that the University does not offer "teaching degrees" and that "An online degree from Ashford University does not lead to immediate teacher licensure in any state." Marketing Compliance may require additional steps to ensure that the listing is accurate and is not misleading.

This will help to ensure a prospective student, or the general public, does not misconstrue AU educational degrees as meeting various state requirements to become a licensed or certified teacher.

- **Reference the "Advertising Positioning/Layout Section", later in this guide, for added clarification**
- III. If a page lists, or describes, multiple areas of interests (i.e. "Teaching," "Education," "Education Administration"), a clear statement should be included with AU educational programs designating to which specific interest a degree program has been matched.
- IV. Always utilize the current Content Brand Standards, and incorporate the licensing disclosures listed within when citing any of Ashford's College of Education Programs.

If you have any questions regarding this section, please reach out to Marketing Compliance to discuss the matter further and gain additional insight, etc.

ADVERTISING SPECIALIZATIONS AND TRANSFER CONCENTRATIONS

Within the Dojo is a list of approved programs which vendors and respective affiliates are required to list on their websites. However, some AU programs do offer prospective students the ability to add to their degree what is known as a "transfer concentration," which is not to be confused with a degree specialization.

Third-party advertisers and their affiliates **ARE ONLY APPROVED** to advertise the degree program's specialization and **ARE NOT APPROVED** to promote or advertise transfer concentrations. If the vendor wishes to market a degree program's transfer concentrations, they must obtain prior-approval from the Marketing department.

For background, the below definitions outline the distinction between a degree program's specialization and a degree program's transfer concentration.

Definitions:

***Specializations** are part of a program's curriculum. If a program with a specialization is chosen by a student, the student will receive specific instruction on the chosen specialization. Therefore, all specializations are allowed in Internet advertising and program listings, unless otherwise indicated by Marketing or Marketing Compliance.*

***Transfer Concentrations** are intended for Bachelor's students who have experience and/or extensive transfer credit coursework in a field of study outside of their major at the time of admission. Students must petition for a transfer concentration in a defined subject area and submit a minimum of twelve (12) credits of coursework before approval is granted.*

Refer to the onboarding documents, located in the Dojo, to view the approved program list for vendor use.

These particular “transfer concentrations” listed below are no longer allowed to be included in vendor advertising. If you have any questions, please contact the BPI Marketing department.

BA in Organizational Management Concentrations removed from Online Advertising	
<ul style="list-style-type: none"> • Accounting • Applied Behavioral Science (Human Services) • Art History • Biology • Business • Business Administration • Child Study • Criminal Justice • Communications • Computer Science • Computer Science Studies • Culinary Arts Management • Early Childhood Education • Education • Elementary Education • Engineering Studies • English/Language Arts • Environmental Science • Fire Science Administration • Foreign Language Studies • Health Care Administration • History • Homeland Security 	<ul style="list-style-type: none"> • Hospitality Management • Human Services Administration • Information & Communication Technology • Insurance & Risk Management • Law Enforcement Administration • Liberal Studies • Management • Marketing • Mathematics • Physical Education • Political Science • Project Management • Psychology • Public Administration • Public Safety Administration • Recreation • Retail Management • Sociology • Physical Education • Public Health • Recreation • Retail Management • Visual Communications
BA in Business Administration Concentrations removed from Online Advertising	
<ul style="list-style-type: none"> • Accounting • Business Management • Computer Science Studies • Finance 	<ul style="list-style-type: none"> • Hospitality Management • Marketing • Retail Management
BA in Health Care Studies Concentrations removed from Online Advertising	
the entire BA in Health Care Studies should not be advertised as it is no longer offered	
<ul style="list-style-type: none"> • Applied Behavioral Sciences (Human Services) • Biology • Chemistry • Environmental Science • Exercise Science • Health Care Administration • Health Studies • Human Resources Management 	<ul style="list-style-type: none"> • Liberal Studies • Medical Records • Medical Technology • Physical Education • Psychology • Sociology • Social Services • Speech and Language Therapy
BA in Social Science Concentrations removed from Online Advertising	
<ul style="list-style-type: none"> • Anthropology • Applied Behavioral Science • Art • Art History • Biology • Child and Family Development • Communications • Economics • Education Studies 	<ul style="list-style-type: none"> • English/Language Arts • Environmental Studies. • Fire Science Administration • Geography • Health Studies • Law Enforcement • Marketing • Mathematics • Education

USE OF 'GRANTS' AND/OR 'FINANCIAL AID' IN ADVERTISING

The use of the word 'grant', or the phrase, 'financial aid,' by third-party aggregators is allowed in the main headline of advertising campaign **IF, AND ONLY IF**, it receives the appropriate prior approval from Marketing's Content dept. and Marketing Compliance.

Furthermore, the following requirements must be followed:

Provide Helpful Information on 'Grant' and 'Financial Aid'

- Grant information or information on financial aid provided to the consumer or prospective student must be substantial and accurate. It must provide a thorough description of the types of grants and loans available to those who qualify.
- All Financial Aid information, including discussions of grants, must be accurate, and its source(s) must be attributed.
- The information provided must be timely. Outdated information risks being inaccurate, misleading or unreliable.
- The vendor must not represent or imply that a prospective student must submit his or her contact information to qualify for financial aid programs, including grants.

'Grants' and 'Financial Aid' used in Headlines or Body Copy

(Paid Search ads (SEM), SEO, Display Advertising, and Third-party Vendor Microsites)

Ensure a speculative qualifier exists within the headline, or body copy. A "speculative qualifier" is utilized in order to support a statement when there are stipulations to consider. This detail is important because not all prospective students will qualify for, or obtain grants and/or financial aid. Acceptable qualifiers, if approved by the above departments, include: *may, might, could*. (For example: *Grants may be available if you qualify*).

ADDITIONAL GUIDELINES:

Clear Consent for Information on 'Going back to School'

- Any lead forms used to collect contact information must clearly and conspicuously disclose to the prospective student that he or she is submitting their contact information and providing their prior written express consent in order to obtain more information from the University about going back to school, not to receive grants or to receive more information about grants.
- Lead forms, and any pages on which they appear, may not suggest or imply that the submission of contact information is necessary to qualify for grants or financial aid programs.
- If grant and/or financial aid information is listed on the same page as an inquiry form, the information must be independent of from it.
- Ensure a clear separation exists between the form and the grant and/or financial aid information to ensure that it is clear to the prospective student that they are submitting contact information to receive more information about returning/going to school, not to receive grants or to receive more information about grants.

No Endorsements from Government Branches and/or Agencies

Advertisements **MUST NOT SUGGEST** the University is endorsed by any of the following: the Department of Education, the Department of Veterans Affairs, state or federal law enforcement or regulatory agencies, or the U.S. Federal Government.

Attribute 'Grant' Data

If a specific dollar amount (\$) (including references to "up to" a specific dollar amount) of a grant and/or financial aid is listed on a webpage or advertisement, including in the headline, body text, Paid Search Ad (SEM), SEO, Display Advertising, and/or Third-party microsites, the headline must include a speculative qualifier and the associated landing page must provide reference to a reliable and accurate source for that specific dollar amount. The reference must pinpoint directly to the source for the specific dollar amounts (\$) referenced.

It is the policy of AU to not be part of any advertising that fails to attribute financial statements related to the sum an individual could possibly obtain via grants and/or financial aid.

Attribute 'Grant' Information Accurately

Various federal grants have various stipulations. For example, the Pell Grant is strictly for students pursuing their first undergraduate degree (Associate's or Bachelor's). Therefore, graduate programs from Ashford University are prohibited from being displayed on a Web page that provides information on the Pell Grant, no matter how accurately the information is presented.

Pursuant to AU policy, Ashford University may not be listed on any page or promoted through any advertising that fails to provide accurate and reliable substantiation for statements made relating to an individual's ability to obtain grants, or the amount of grant funding that could be available to a prospective student.

FORBES SCHOOL OF BUSINESS® ADVERTISING

FORBES SCHOOL OF BUSINESS® POLICY

Ashford University has permission to use the name "Forbes School of Business" pursuant to a license agreement with Forbes Media. The following guidelines are required to be met by all third-party vendors who advertise the Forbes School of Business at AU in order to ensure strict adherence to AU's contractual obligations to the Forbes parties. As always, unique content is subject to AU review and pre-approval.

Vendors that utilize the "Forbes School of Business" name in the course of inquiry generation activities for AU is authorized to do so only upon meeting all of the following requirements:

- I. Each inquiry provider must adhere to the Content Brand Standards located in the Dojo, as the same may be updated from time to time by Ashford. Any deviation from the content brand standards must be submitted and approved by BPI Marketing and Marketing Compliance before it is launched.
- II. Please mark the **FIRST USE** of each "Forbes School of Business at Ashford University" with the appropriate trademark symbol "Circle R." It should read "Forbes School of Business®." Please use the superscript version of Circle R. The trademark designation should occur the first time the "Forbes School of Business" appears on a page, but does not need to be used multiple times on one page.
- III. On each Web page that includes the mentioning of the Forbes School of Business, post a trademark notice stating "Forbes School of Business is used under license."
- IV. Vendors may not use the Forbes name in any other combination than "Forbes School of Business at Ashford University" or as set forth in the content brand standards.
- V. Paid search campaigns conducted by vendors may not include paid search involving the Forbes brand; each vendor engaging in paid search advertising must set "Forbes" as a negative keyword in their search campaigns.
- VI. The Forbes School of Business name may only be displayed on a website that is professional in presentation and is not connected in any way with any activity that is illicit, immoral, unethical, illegal, or which would damage the reputation of the Forbes name in any way.

- VII. Vendors are not authorized to register or establish any domain name or subdomain utilizing the Forbes or Forbes School of Business name.
- VIII. Vendors are not authorized to display any Forbes name or mark on any foreign-hosted or owned website, or in connection with the active solicitation of any students outside of the United States.
- IX. If requested by Marketing or Marketing Compliance, the vendor must be prepared to update or remove any nonconforming Forbes content or display promptly and in no event longer than twenty-four (24) hours following the notice to the vendor by BPI.
- X. Vendors may not send emails to prospective students utilizing the Forbes School of Business name or referring to Forbes without the prior review and approval by BPI's Marketing and Marketing Compliance departments.

Approval Requests for Unique Content

If you plan on utilizing material, outside the Content Brand Standards, for the Forbes School of Business, it must go through the approval process that was presented earlier in this guide.

- Approval requests can be submitted to your assigned Bridgepoint Education Inc. Media Buyer, and cc'd to Amy Yarnall, amy.yarnall@bpiedu.com, Marketing Compliance Manager.

PROHIBITED TYPES OF FINANCIAL INCENTIVIZATION

Incentivization/Endorsement using the following words/phrases may not be used in advertising of which AU is associated.

- No high school diploma required
- Loans
- Free Money
- Get Paid
- Win
- Cash Back
- No Prerequisites
- High Transferability of Credits/High Transfer Credit rate
- Tuition discounts
- Obama
- Uncle Sam
- The U.S. President
- Unauthorized endorsement driven campaigns
- Unverifiable, unreliable expert opinions and data
- Campaigns whose traffic is driven by references to: Food Stamps/Medicaid/Food Cards or Coupons.
- Veterans Affairs Bill Approved Schools or VA Approved Schools

**Please note the Veterans Affairs does not approve or endorse schools. If running Ashford University advertising with similar advertising, the content must be changed and go through the Prior Approval Process*

Incentives: Financial Assistance

- Free Money
- Free Scholarship
- Guaranteed Eligibility
- Guaranteed Financing
- Mention of Consolidation Loans- (AU doesn't offer any)
- Mention of Private Loans- (AU doesn't offer any)

Approved Financial Verbiage

- *Financial aid may be available for those who qualify.*

PROHIBITED DEGREES AND CAREERS FROM ONLINE ADVERTISING

Vendors are prohibited from associating Ashford University with any of the following programs or careers because AU does not offer or lead to any of the following outcomes.

Review this section carefully when considering advertising placement for AU degree programs. An egregious placement of AU with any of the following, depending on the severity, may result in a possible sanction on the campaign, up to and including termination of the contract agreement between the vendor and AU. This list is not exhaustive and is subject to modification from time to time.

<i>Prohibited Degrees and Careers</i>				
Acupuncture	Aerospace Engineering	Allergist	Archaeology	Architecture
Aromatherapy	Art	Automotive Mechanic	Aviation	Audiologist
Baking	Biology	Biological Anthropology	Marine Biology	Cardiovascular Technology
Certificates	Chiropractor	Christianity	Clinical Assisting	Clinical Microbiology
<i>Become a Clinical Psychologist</i>	<i>Become a Social Worker</i>	<i>Becoming a Teacher</i>	<i>Become a Teacher</i>	<i>Become a Therapist</i>
Computer Graphics	Computer Programming	Construction	Construction Technology	Cosmetology
Counseling	Cooking School	Culinary Arts	Dental Assistance	Dental Hygienist
Dentistry	Dermatologist	Diesel Engine Mechanic	Dietician	Divinity
Doctor of Medicine (MD)	English as a Second Language (ESL)	Engine Mechanic	Engineering (Civil, Electrical, Structural)	EMT
Fashion Design	Fashion Merchandising	Fire Safety	Forensics	Game Design
Graphic Design	<i>Get Your Degree in Teaching</i>	Heating, Ventilation, and Air Conditioning (HVAC)	Hydrologists	<i>How to Become a Teacher</i>
Interior Design	K-12 Teaching	Laboratory Science	Law Degree	Massage Therapy
Medical Assisting	Medical Billing	Medical Coding	Medical Transcription	Mortuary Services
Nursing (RN, LPN, LVN, MSN)	Nurse Practitioner	Occupational Therapy	Ophthalmology	Paralegal Studies
Pathologist	Pharmaceutical Management	Pharmacy Technician	Phlebotomy	Photography
Physical Therapy	Physics/Physicists	Pre-Law	Pre-Med	Radiology

Religious Studies	Residential Planning	Recreational Therapist	Sign Language	Surgeon
Surgical Tech	Teacher Certification	Teacher Certified Programs	TESOL	Theology
Ultrasound Technician	Web Design	Veterinary	Veterinary Assistant	Vision Science/Optics
Yoga	X-ray Technician	Prohibited Degrees and Careers		

OLD TERMINOLOGY (DO NOT USE)	ALTERNATIVE VERBIAGE TO USE
Get a Degree	<ul style="list-style-type: none"> • Earn A Degree • Degree programs are available • By earning a degree...
Application Fee	Not Applicable. There is no longer an application fee
Admissions Counselor/University Advisor	Enrollment Services Advisor
Financial Aid Specialist	Readiness Advisor
Academic Advisor	College Advisor

TELEMARKETING CONSUMER PROTECTION ACT (FCC)

Collecting Prior Express Written Consent from the Prospective Student

The Federal Communications Commission (FCC) amended its Telephone Consumer Protection ACT (TCPA) of 1991 to require prior express written consent for all autodialed or pre-recorded telemarketing calls to wireless numbers and for prerecorded calls to landlines.

In summary, the rule states: *No telemarketing call may be made to a consumer's cell phone using an automatic telephone dialing system without obtaining the prior express written consent from the consumer.* It defines an automatic dialing system (ATDS) or auto-dialer as a predicative dialer, power dialer, click-to-call, or anything that can dial numbers without human intervention.^{ix}

To comply with the TCPA, vendors are required to complete the following before publishing a new inquiry form on the Web, on behalf of AU:

Submit the TCPA Prior Express Written Consent Statement to be used to Marketing and Marketing Compliance for review and approval from Marketing Compliance, who may on consult Legal, if necessary. This submission should include a screenshot showing where the TCPA statement would be placed on the lead form

- Submit all URLs that will be used to generate inquiries for the campaign.
- Ensure the campaign is 100% implemented with LeadID and the LeadID TCPA Solution and confirm this with the Media Buyers.
- If you (the vendor) have your own version of the TCPA Consent Statement that you would like to use, follow the steps above, and submit the unique TCPA Consent Statement to Marketing Compliance for approval.
- Ashford University has adopted verbiage and standards, which are recommended for your use. If you choose to use this version, please notify Marketing Compliance. If you have questions, or concerns please contact the Marketing Media Buyers or Marketing Compliance.

INQUIRY FORM STANDARDS

Ashford University Inquiry Form Requirements

To ensure vendors conform to the lead form field requirements and also conform to regulations set forth by the Telemarketing Consumer Protection Act (TCPA), referenced earlier in this Guide, Marketing and Marketing Compliance has included the following standards. These standards are a requirement on all prospective student inquiry forms.

Please always be prepared to provide background information on how the inquiry was obtained and landing page environment of lead origin, if requested by Marketing or Marketing Compliance.

Ensure the following verbiage is applied to all inquiry forms (lead generation forms), and ensure the verbiage is clear and conspicuous on the forms. Or ensure that the vendor lead form(s) have an alternative TCPA consent present that has been approved by Marketing Compliance, who may consult Legal, if necessary.

Ashford
Version

By checking this box, I consent to receive phone calls, prerecorded messages and/or text messages about educational services from Ashford University at the phone number(s) provided, including a wireless number, using automated technology. Submitting this form is required for Ashford University to contact me without obligation to attend the University.

FORM REQUIREMENTS

- I. The form must include an approved *'opt-in checkbox' or a 'submit button.'*
- II. If utilizing a *'checkbox,'* it must be left unchecked, and the prospective student must check it in order for the inquiry to be submitted as valid.

If a *'submit' button* is used, please correspond with Marketing Compliance for approval. Please note the button must be actively *'pushed'* by the consumer for it to count as a submission and valid lead.
- III. The lead form must utilize the approved prior written express consent (PEWC) verbiage on each lead generation (student inquiry) form, unless Legal and Marketing Compliance. Prior to use, all alternative versions must be approved by Legal and Compliance.
- IV. The prior express written consent (PEWC) verbiage must remain clear and conspicuous. It may not list additional vendor information, including, but not limited to, a full vendor privacy policy, its select terms and conditions, and/or refer to a promotional campaign or unrelated statement which, upon review, would cause the AU PEWC consent to become unclear and no longer conspicuous.
- V. A vendor's own consent language cannot be paired with AU's consent language. It must remain separate. The consumer must not be required to opt-in to a vendor privacy policy or its terms and conditions in order to request information from AU.
- VI. There are a certain number of required fields in the lead form; these must all be present as indicted by Marketing.

INQUIRY DELIVERY

To reiterate, upon delivery:

- I. All inquiry generation forms used to generate inquiries on behalf of Ashford University must be compliant with the amended TCPA.
- II. Inquiries must be delivered affirming the consumer's consent. If a submit button and check-box exist, then both must be marked to confirm consent and have the lead be valid submission

- III. **FOR ONLINE THIRD-PARTY ADVERTISING CAMPAIGNS:** Upon delivery, inquiries must flow through the Lead Management System, and include, at the time of submission, a "Yes" in the consent to call field to affirm the consent and be converted into a valid PEWC lead.
- IV. **FOR CALL CENTER CAMPAIGNS:** Upon delivery, inquiries must flow through the Lead Management System and include at the time of submission a "NO" in the consent to call field to affirm the consent.
- V. All inquiries are to be delivered in "real time".

AD LAYOUT REQUIREMENTS & RESTRICTIONS

- **Headlines and subheads-** phrases and any other statements made must be truthful; they cannot promise or guarantee anything on behalf of AU where the University's name and or degree program(s) are listed.
- **Body Copy-** the primary copy on a Web site that lists AU must be related and relevant to the AU programs and/or the AU educational services. Body Copy must not violate the Department of Education's Misrepresentation Rule or any other legal requirement.
- **Photos** must depict the appropriate environment and be relevant to the curriculum taught at AU if AU degree programs are listed or mentioned in the ad.
- **Graphics** must depict the appropriate environment for the body content and be applicable to the AU programs mentioned on the page.
- **AU Logo(s)** - the vendor agrees to use the current AU logos, either primary or secondary logo, and agrees to not modify the AU logos, combine it with another mark, or register any marks similar to the AU logos.

ADVERTISING POSITIONING/LAYOUT

*Marketing Compliance is aware a website's advertising layout could potentially mislead a prospective student, current student, or the general public by its ambiguity. This ambiguity could lead to a misrepresentation risk for Ashford University and its degree offerings. In order to curb this risk, Marketing Compliance has issued the following layout requirements for its branded online advertising. ***If you have any questions, please direct them to Kristopher Seanez, Kristopher.Seanez@bpiedu.com, or Janea Morgan, Janea.Morgan@bpiedu.com, Marketing Compliance specialists.***

Required

- All website advertising must distinctly identify the AU brand and the programs offered. Online advertising can bear no misleading implications about the programs offered by the institution due to the website's layout or content. This requirement includes any headlines which introduce a degree program.
- If AU should appear on a vendor or affiliate Web page with unrelated degree program content, it must be listed under a "Featured Colleges" header or "Popular Colleges" header or listed in another manner which has been approved for use. AU must remain distinct and clearly separate from the unrelated degree program content, and the entire Web page must not mislead individuals into believing that the unrelated degree program content relates to AU.
 - AU may be listed on a page with unrelated content **if, and only if**, the following conditions are met:

- The University is listed as a "Featured College" or "Popular College" and there is a clear separation from the unrelated content.
- A clear and conspicuous statement is in close proximity to the "Featured College" or "Popular College" sub-headline which states the school(s) included on the list is unrelated to the content of the page, or the school(s) does not offer the degree programs described in the main content body. Alternatively, sub-headlines may state "Featured Programs without [unrelated degree]" or "Popular Colleges without [unrelated degree]"

Prohibited

- It is unacceptable for Ashford University's name, logo, or degree programs to appear on a vendor or affiliate Web page whose content is unrelated to the degree programs or services offered at AU.
- If an evaluation of advertising is necessary, the Web page's banners, headers, and advertising positioning will be reviewed. This review includes potentially misleading conclusions about AU's degree programs, financial charges or other services.



UNAPPROVED

- Listed degree program content not offered by AU
- List of degree programs

AU may NOT be listed under the following headers unless claim is thoroughly substantiated and a reference to the substantiation is included.

List of Best Matching Schools
Best School Choices
You were matched with these Top schools
Most Popular Colleges based on those who read content on the above program
Top Colleges
Best Colleges
Similar Programs

APPROVED



Top Banner

Any banner must be distinctively mine and separate Ashford University from the actual content.
 (Ashford University does not offer degree programs in it. If content is unrelated)

Web Page Content

Career Driven Advertising for Online Degrees accompanied with a prospective student inquiry generation form

Phrases like the following are prohibited when used in association with Ashford University' programs:

Start Your Career Path Today
Education to Advance Your Career
Get the Job You Want

Webpage content

SIDE BAR

Side bar cannot suggest or imply AU is associated with programs it does not offer.

Accepted Phrases:

- Popular Colleges
- Popular Universities
- Featured Colleges

The following colleges do not offer programs in it. If content is unrelated)

The following has been provided to serve as a checklist for your online advertising efforts. It summarizes some of the key elements of vendor compliance. Compliance with this checklist does not relieve a vendor or its affiliates from the other obligations provided in this Guide.

AU VENDOR CHECKLIST: ONLINE ADVERTISING**TCPA**

- ✓ Ensure the prior written express consent verbiage is added to all inquiry generation forms, including an *opt-in checkbox* or *approved submit button*.
- ✓ Ensure the consent is delivered with the inquiry into the BPI Lead Management System.

Advertising Collateral and Assets

- ✓ Use the most current version of the Content Brand Standards in advertising copy
- ✓ Use the current program list, located in the Dojo.
- ✓ Ensure the current program list and Content Brand Standards are accessible to all approved parties who advertise on behalf of Ashford University.
- ✓ Confirm all non-standard copy has been vetted through the "Advertising Approvals" process.
- ✓ Ensure correct grammar, spelling, and punctuation are used throughout advertising.
- ✓ Accurately display Ashford University's accreditation.

Disclosures

- ✓ Accurately display a degree program's *Special Terms and Conditions*, when applicable.
- ✓ Include the Gainful Employment disclosure link whenever a degree program is listed and/or described.
- ✓ Ensure the geographical statement, listed in the onboarding documents, is on all inquiry generation forms so to be visible to the consumer.
- ✓ Ensure web page is properly formatted to adequately separate Ashford from any and all unrelated content and degree programs.

Compliance Bulletins

- ✓ Review all Ashford University memos and policy updates for advertising.

PROHIBITED ACTIVITIES

If Ashford University determines the vendor or an affiliate has violated any of these prohibited provisions, it may (without limiting any rights or remedies otherwise available to the institution) exercise all remedies available to it under the IOs or MSA.

Vendors and their affiliates are prohibited from the following:

General
Including Ashford University's brand and/or program offerings on websites that are inappropriate or unethical; promote violence, profanity, racism, religion, gambling, sexual exploitation or pornography.
Using press releases to promote interest in Ashford University that is released by a non-authorized party. Bridgepoint Education has a dedicated Public Relations department responsible for executing our own branding and public relations efforts. <i>If you have any questions, please direct them to Amy Yarnall, Marketing Compliance Manager, amy.yarnall@bpiedu.com</i>
Deviating from the Content Brand Standards without express prior approval from Marketing Compliance.
Soliciting students for enrollment by causing any advertisement to be published in job help wanted columns in newspaper (print and online), in any magazine, advertisement, or other publication or blind advertising that fails to ID the institution. This prohibited activity would not include rotating advertisements, including, but not limited to: Google Display Network.
Deviating from the information available in the asset library.
Consumer Awareness
Providing statistics about the traditional Ashford University campus, located in Clinton IA, unless those statistics are clearly identifiable, attributed, and current. A clear distinction must be apparent between the online program information, including statistics, and that of Ashford University's traditional campus.
Using blind links, where users are not made aware they will navigate to an institution Web site or fill out a prospective student inquiry generation form.
Pre-populating a prospective student inquiry generation form.
Generating prospective student inquiries via bots, macro programs, Internet Agents, or any other automated tactic.
Spamming search engines; stuffing Web pages with key words for the purpose of search engine optimization (SEO); building invisible gateway Web pages that only search engines can read for the purpose of SEO optimization; or any other measures taken to deceive consumers, spiders, or Web crawlers.
Causing consumer confusion regarding the relationship that exists between the vendor and the institution or the Web property on which the links or other content have been placed.
Incentives
Offering a consumer any inducement of any kind to click on a link or fill out a prospective student inquiry generation form.
Requiring a consumer to click on a link or fill out a prospective student inquiry generation form in order to obtain another benefit.
Monetary incentives in internet advertising to obtain prospective student inquiries. These incentives may include application fee waivers, tuition discounts, free book promotions, or any type of gift for completing an interview, an application, or providing a referral. Examples include "Receive Free Financial Aid," "Pell Grants Available," "Free Money to go Back to School," "Go Back to School with Grants."
Requiring a visitor to complete a form in order for them to participate in a sweepstakes, contest, obtain coupons, or sign-up for a giveaway or apply for a job.
Any job-search related prospective student inquiries that do not include an explicit opt-out of information from education services providers or does not use similar language will not be accepted.
Using Ashford University in any advertising that employ the following (or similar) words and phrases: free money, free scholarships, grants, private loans, consolidation loans. In addition, vendors are prohibited from using any ads or webpages that represent, suggest, or imply that financial aid will be available to a prospective student and/or guarantee any form of financial aid for students upon enrollment.
Fraud
Using splogs (i.e. maintaining false information on a blog.)
Masking the true identity of a user agent consumer IP address.
Ranking Ashford University in a "best college" list or similar list that provides users with a biased ranking (i.e. 1-30, of the top colleges, best colleges) in efforts to generate prospective student inquiries. All rankings listed on pages must come from a source approved by Ashford University.

Utilizing invisible gateway Web pages for the purpose of search engine optimization.
Submitting consumer information without their knowledge or consent, including information captured from Craigslist or other job sites that do not clearly state the information will be shared with education services providers.
Misrepresentation
Expressing or implying an endorsement or opinion by, or from, the U.S. government, the U.S. president, or any other government official or U.S. Federal department, including the U.S. Department of Education or U.S. Department of Defense, to entice student inquiries.
Listing programs not offered by Ashford University. If a vendor were to incorrectly state Ashford University offered programs that it did not, it would be a direct violation of the misrepresentation rules and regulations set forth by the Department of Education.
Making any false, erroneous, or misleading statement about the institution(s)' programs and their descriptions or its advertising and promotional offerings.
Presenting any false, exaggerated, or misleading statements about the institution(s), its staff, or services.
Advertising in any other language besides English is strictly prohibited. This requirement includes copy listed on prospective student inquiry generation campaigns and content listed on vendor and affiliate websites. Ashford University does not offer instruction to support non-English-speaking students.
Discussing conditions under which transfer credits will be acceptable from one institution to another.
Making any representations that promise, suggest, or imply that certain degrees will guarantee or qualify prospective students/students for acceptance into a union or to receive a local, state, or federal licensure or non-governmental certificate, which may be a pre-condition for employment.
Engaging in any false, deceptive, or discriminatory presentation of the institution(s)' tutorial or specialized instruction, guidance, counseling, or supplemental assistance provided to students before or after the completion of their course(s).
Making any representations that promise, suggest, or imply that enrollment in or graduation from one of AU's degree programs is likely to lead to attainment of a job, career, or employment, at any time.

MARKETING ASSETS

- Vendors can find a list of approved programs in Dojo. It is imperative you reference this list only when listing AU degree programs.
- Please contact your Media Buyer point-of-contact for approved content, logos and student testimonials.

SUPPORT SERVICES

For content approval requests and questions pertaining to vendor compliance, please direct all inquiries to the following:

Bridgepoint Education, Inc. Media Buying Team	John Maas Director of Student Acquisition Marketing P: 858.513.9240, x.11615 John.Maas@bpiedu.com
	Lylah Dixon Online Media Specialist P: 858.513.9240, x.11638 Lylah.Dixon@bpiedu.com
	Timothy Roche Media Buyer P: 858.513.9240, x.11639 Timothy.Roche@bpiedu.com
Bridgepoint Education, Inc. Marketing Compliance Team	Amanda Tomchak Online Media Specialist P: 858.513.9240, x.11637 Amanda.Tomchak@bpiedu.com
	Amy Yamall Marketing Compliance Manager Bridgepoint Education P: 858.513.9240, x.11334 Amy.Yamall@bpiedu.com
	Kristopher Seanez Marketing Compliance Specialist P: 858.513.9240, x.11332 Kristopher.Seanez@bpiedu.com
	Janea "Jae" Morgan Marketing Compliance Specialist P: 858.513.9240, x.11333 Janea.Morgan@bpiedu.com

Appendix

i Act of March 21, 1938, Ch. 49, § 3, 52 Stat. 111 (codified at 15 U.S.C. § 45(a) (1) (1994)). Retrieved from <http://www.federalreserve.gov/boarddocs/supmanual/cch/ftca.pdf>

ii Association of Private Sector Colleges and Universities; Guidance- The Misrepresentation Rule and Third-Party Vendors.

iii Act of March 21, 1938, Ch. 49, § 3, 52 Stat. 111 (codified at 15 U.S.C. § 45(a) (1) (1994)). Retrieved from <http://www.federalreserve.gov/boarddocs/supmanual/cch/ftca.pdf>

iv Federal Register/Vol. 75, No. 209/ October 29, 2010 /Rules and Regulations, Subpart F-Misrepresentation: 668.71, Scope and special definitions, <http://www2.ed.gov/legislation/FedRegister/finrule/2010-4/102910a.html>).

v Federal Register/Vol. 75, No. 209/ October 29, 2010 /Rules and Regulations, Subpart F-Misrepresentation: 668.71, Scope and special definitions, <http://www2.ed.gov/legislation/FedRegister/finrule/2010-4/102910a.html>).

vi Federal Register/Vol. 75, No. 209/ October 29, 2010 /Rules and Regulations, Subpart F-Misrepresentation: 668.71, Scope and special definitions, <http://www2.ed.gov/legislation/FedRegister/finrule/2010-4/102910a.html>).

vii FCC, (November 30, 2012), Telemarketing Policy. Retrieved from <http://transition.fcc.gov/cgb/policy/telemarketing.html>
FCC (February 15, 2012), FCC Strengthens Consumer Protections Against Telemarketing Robocalls. Retrieved from <http://transition.fcc.gov/cgb/policy/telemarketing.html>

viii "About BLS"; April 11, 2013. Retrieved from <http://www.bls.gov/bls/infhome.htm>

ix FCC, (October 16, 2012). Federal Register, Volume 77 Issue 200. Retrieved from <http://www.gpo.gov/fdsys/pkg/FR-2012-10-16/html/2012-25316.htm>

Ashford University- Content Brand Standards

Ashford Brand Positioning-Online: updated 6/24/15

30 words

Technology changes everything®

You've found Ashford University, where school comes to you. Ashford delivers relevant degree programs to you everywhere, any time, with a supportive community where you belong.

Commented [lw1]: Use only as a headline

60 words

Technology changes everything®

Now school comes to you, making earning your college degree a real possibility. Experience a new way of learning through the innovative online experience at Ashford University. Earn the Associate's, Bachelor's, or Master's degree you've always wanted. Knowledge is everywhere, for everyone.

Commented [lw2]: Use only as a headline

220 words

Technology changes everything®

Now school comes to you, making earning your college degree a real possibility. Experience a new way of learning through the innovative online experience at Ashford University. Earn the Associate's, Bachelor's, or Master's degree you've always wanted. Your Ashford University experience brings you:

Commented [lw3]: Use only as a headline

Relevance

Pursue a course of study that covers the full spectrum of knowledge – from eMarketing and Cognitive Studies to Psychology and Environmental Studies.

Technology

The world is your campus. The Ashford Mobile app lets you keep in touch with your courses and classmates while on-the-go. Plus many courses offer ways to study, learn, and share from cloud content, instead of heavy textbooks.

Community

Join a diverse student body where you belong. Students, faculty, and alumni interact and support each other from across the country and the world. Social media allow everyone in the Ashford community to connect and network whenever you wish.

Tradition

All students are invited to join their fellow graduates at commencement. Thousands of students from across the country gather to celebrate.

If you had your degree, would it change you? Join Ashford University. Enroll today.

Ashford University's Mission: The mission of Ashford University is to provide high-quality, accessible, affordable, innovative, educational programs that meet the diverse needs of individuals pursuing advancement in their lives, professions, and communities.

Content Templates for Online Colleges

Forbes School of Business® - updated 5/19/16

120 words

Become the leader you know you can be. The Forbes School of Business® at Ashford University combines the power and flexibility of online learning with high-quality, topical Forbes content so you learn business fundamentals as well as keep current on business trends, triumphs, and tragedies. As a Forbes School of Business student, you have access to:

- **SCHOLARSHIPS**

You may qualify to apply for the Entrepreneurship Scholarship or the Senior Project Scholarship.

- **DISTINGUISHED SPEAKER SERIES**

These unique events give you access to today's great business minds.

- **FORBES ONLINE LIBRARY**

A vast library of resources is available to you, including opinions from top minds and other high quality content from Forbes magazine, dating back almost a century.

80 words

Become the leader you know you can be as a student of Forbes School of Business® at Ashford University. Get the power and flexibility of online learning with high-quality, topical Forbes content so you learn business fundamentals as well as keep current on business trends, triumphs, and tragedies. Enjoy unique, invitation-only speaker series and webinars featuring Forbes business experts, and gain access to a vast library of Forbes' resources. You may also qualify for scholarships.

45 words

Become the leader you know you can be as a student of Forbes School of Business® at Ashford University. Get the power and flexibility of online learning with high-quality, topical Forbes content so you learn business fundamentals as well as keep current on business trends, triumphs, and tragedies.

25 words

Become the leader you know you can be as a student of Forbes School of Business® at Ashford University.

An additional quote that could be used:

"This collaboration is a natural extension of what Forbes has been doing for nearly 100 years: providing people with information and insights to enable them to develop their own talent and become true entrepreneurs."

- Steve Forbes

College of Education

120 words

Those who can, do. And educators ensure that future generations can, too. Contribute your knowledge and skills in the College of Education at Ashford University. Choose from several degree programs at the Associate's, Bachelor's, or Master's level. No matter which degree you choose, your curriculum will include ways to make education more inclusive for diverse learners, as well as modern-day best practices for instruction. At the completion of your degree program, you'll be well prepared. You might administer a school district or push for change on behalf of students. Get to know your experienced faculty members, who will share their real-world experience with you. Choose education!

80 words

Those who can, do. And educators ensure that future generations can, too. Contribute your knowledge in the College of Education at Ashford University. Choose a degree at the Associate's, Bachelor's, or Master's level. No matter which degree you choose, your curriculum will include modern-day best practices for instruction. At the completion of your degree program, you'll be well prepared. You might administer a school district or push for change on behalf of students. Choose education!

45 words

Contribute your knowledge in the College of Education at Ashford University. Your curriculum includes best practices for instruction. At the completion of your degree program, you'll be well prepared to administer a school district or push for change on behalf of students. Choose education!

25 words

Contribute your knowledge in the College of Education at Ashford University. Your curriculum includes best practices for instruction.

College of Health, Human Services, and Science

120 words

The health care industry is growing and changing fast. Take a stand for healthy lifestyles in the College of Health, Human Services, and Science at Ashford University. Choose from a dozen degree programs at the Bachelor's level or the Master of Arts in Health Care Administration. No matter which degree you pursue, your curriculum will include best practices for the health care industry, as well as up-to-date trends and information. You'll delve into the social, political, ethical, legal, and economic factors that make the US health care system so complex. Get to know your experienced faculty members, who will share their real-world experience with you. Join the College of Health, Human Services, and Science, and enter the world of healthy living.

80 words

The health care industry is growing and changing fast. Take a stand for healthy lifestyles in the College of Health, Human Services, and Science at Ashford University. Choose a degree at the Bachelor's or Master's level. No matter which degree you pursue, you'll find the same up-to-date trends and information. Delve into the factors that make the US health care system so complex. Join the College of Health, Human Services, and Science, and enter the world of healthy living.

45 words

Take a stand for healthy lifestyles in the College of Health, Human Services, and Science at Ashford University. In your curriculum, you'll discover up-to-date trends and information. Join the College of Health, Human Services, and Science, and enter the world of healthy living.

25 words

Take a stand for healthy lifestyles in the College of Health, Human Services, and Science at Ashford University. Discover up-to-date trends and information.

College of Liberal Arts

120 words

What can you do with a liberal arts degree? Explore the world! Communicate! Think! Yes, there's no limit to what you can do with a broad degree from the College of Liberal Arts at Ashford University. Choose from more than a dozen degree programs at the Bachelor's level. Each degree program is unique and covers a distinct body of knowledge – from social science and humanities to security and law. No matter which degree you pursue, your curriculum will teach you to conduct research while challenging your critical thinking skills. Get to know your experienced faculty members, who will share their real-world experience with you. Embark on a journey of discovery in the College of Liberal Arts.

80 words

There's no limit to what you can do with a broad degree from the College of Liberal Arts at Ashford University. Choose a degree at the Associate's or Bachelor's level. No matter which degree you pursue, your curriculum will challenge your critical thinking skills. Get to know your experienced faculty members, who will share their real-world experience with you. Embark on a journey of discovery in the College of Liberal Arts.

45 words

There's no limit to what you can do with a broad degree from the College of Liberal Arts at Ashford University. Choose a degree program that challenges your critical thinking skills. Embark on a journey of discovery in the College of Liberal Arts.

25 words

There's no limit to what you can do with a broad degree from the College of Liberal Arts at Ashford University.

Content Templates for Online Degree Programs

Associate's programs

Associate of Arts in Early Childhood Education – special terms and conditions

Certification/Licensure Terms and Conditions

Successful completion of the Associate of Arts in Early Childhood Education program by itself does not lead certification or licensure in any state. It is the student's responsibility to determine individual state requirements for teacher certification or licensure. Please refer to Education Resource Organizations Directory (EROD) for individual state requirements for teacher certification or licensure. Please be advised that states change their policies from time to time and students are advised to check regularly with their state regulatory agencies' policies and procedures relating to licensure. Further, a criminal record may prevent an applicant from obtaining licensure, certification, or employment in this field of study.

Associate of Arts in Early Childhood Education – summary

100 words

Launch your education when you earn your online Associate of Arts in Early Childhood Education degree from Ashford University. Take the first steps toward qualifying for high-demand jobs in daycare, preschool, and elementary schools. You'll find your online courses in this 67-credit program, taken one at a time for five weeks each, focus on important topics in early childhood, such as: development, learning assessment, special learners, and instructional strategy. Upon completion of your Associate's degree at Ashford, you can transfer your credits toward any of Ashford's many Bachelor's degree programs.

60 words

Launch your education when you earn your online Associate of Arts in Early Childhood Education degree from Ashford University. Take the first steps toward qualifying for high-demand jobs in daycare, preschool, and elementary schools. Your online courses in this 67-credit program focus on early childhood topics, such as: development, special learners, and instructional strategy. Transfer these credits toward any Bachelor's degree at Ashford.

30 words

Launch your education – earn your online Associate of Arts in Early Childhood Education degree from Ashford University. Focus on early childhood topics such as development, learning assessment, special learners, and instructional strategy.

Associate of Arts in Military Studies – summary

100 words

Promote yourself and potentially your career – earn your online Associate of Arts in Military Studies degree from Ashford University. This entry-level online degree program may help if you seek to advance in your military career. You'll find your online courses in this 64-credit program, taken one at a time for five weeks each, focus on topics important to the military, such as: political science, international relations, history, and peacekeeping. Upon completion of your Associate's degree at Ashford, you can transfer your credits toward any of Ashford's many Bachelor's degree programs.

60 words

Promote yourself and potentially your career – earn your online Associate of Arts in Military Studies degree from Ashford University. This entry-level online degree program may help if you seek to advance in your military career. Your online courses in this 64-credit program focus on topics important to the military, such as politics, history, and peacekeeping. Transfer these credits toward any Bachelor's degree at Ashford.

30 words

Promote yourself and potentially your career – earn your Associate of Arts in Military Studies online from Ashford University. Focus on topics important to the military such as politics, history, and peacekeeping.

Bachelor's programs

Bachelor of Arts in Accounting – summary

100 words

Earn your online Bachelor of Arts in Accounting degree from the Forbes School of Business® at Ashford University, and develop the necessary analytical, conceptual, and technical knowledge and proficiency in accounting. Build a solid foundation of accounting concepts, skills, and practical applications to prepare yourself for a wide array of professional opportunities. This degree will provide you with the ability to demonstrate fundamental accounting principles and procedures, employ technology tools related to the area of accounting, analyze alternatives to complex accounting problems, and utilize and integrate accounting information in business decision-making. Upon graduation, you will possess a practical understanding of these ideas and other important accounting concepts and skills.

60 words

Earn your online Bachelor of Arts in Accounting degree from the Forbes School of Business® at Ashford University and develop the necessary analytical, conceptual, and technical knowledge and proficiency in accounting. Build a solid foundation of accounting concepts, skills and practical applications to prepare yourself for a wide array of professional opportunities.

30 words

Earn your online Bachelor of Arts in Accounting degree from Ashford University and develop the necessary analytical, conceptual, and technical knowledge and proficiency in accounting. Build a solid foundation of accounting concepts, skills and practical applications.

Bachelor of Arts in Accounting - specializations

Business Economics
Entrepreneurship
Finance
Information Systems
International Management
Operations Management
Project Management
Public Administration

Commented [lw4]: Use as a list or with descriptions.

Business Economics

The Business Economics specialization prepares you to exercise leadership in business planning and policy. You will build both technical and business skills with this specialization added to your Bachelor of Arts in Accounting degree.

Entrepreneurship

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your degree.

Finance

Add to your Bachelor of Arts in Accounting with a specialization in Finance. You will bridge the fields of finance and business to gain an understanding of the theoretical and practical approaches of financial management.

Information Systems

Take advantage of a wide range of opportunities in one of the fastest growing areas in business organizations. You will increase both business and technical skills with an Information Systems specialization added to your Bachelor of Arts in Accounting degree.

International Management

Broaden your Bachelor of Arts in Accounting with a specialization in International Management. You will prepare to exercise leadership in a diverse array of international and multicultural scenarios

Operations Management

Discover how to apply both organizational and technical skills when you add the Operations Management specialization to your degree program. The Operations Management specialization prepares you to succeed in a broad range of manufacturing and service business settings where quantitative skills are essential.

Project Management

Build on your Bachelor of Arts in Accounting with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

Public Administration

Promote civil society and social justice by adding a specialization in Public Administration to your Bachelor's degree. You will enhance the management skills you need to perform effectively within public, government, or not-for-profit organizations.

Bachelor of Arts in Applied Behavioral Science - summary**100 words**

Employ your knowledge with your online Bachelor of Arts in Applied Behavioral Science degree from Ashford University. Study ways to understand behavior and solve social problems. This interdisciplinary degree provides you with diverse perspectives with which to address problems and find solutions. Build a broad foundation of skills from the disciplines of logic, law, psychology, and sociology. Learn about individual, family, and community problems and their solutions. Your online courses include a wide variety of topics, from community organizing to diversity and ethical decision making. This online degree program demonstrates your competence and ability to build and maintain effective relationships.

60 words

Employ your knowledge with your online Bachelor of Arts in Applied Behavioral Science degree from Ashford University. You will study ways to build and maintain relationships. Learn about individual, family, and community problems and their solutions. Your online courses include topics like diversity and ethical decision making. This online degree program demonstrates your ability to understand behavior and solve social problems.

30 words

Employ your knowledge with your online Bachelor of Arts in Applied Behavioral Science degree from Ashford University. This online degree program demonstrates your ability to understand behavior and solve social problems.

Bachelor of Arts in Applied Linguistics - summary**100 words**

Articulate your success with your online Bachelor of Arts in Applied Linguistics degree from Ashford University. If your future goals focus on language acquisition or technology, then this online degree program is for you. The demand for professionals to teach essential language skills, for experts who understand natural language processing, and for speech therapists will continue to increase. Your online coursework covers both the theory and the practical applications of linguistics. Discover the structure of language and how it is learned. Explore language-related social issues and how they impact policy. This degree represents your competence in computational linguistics, teaching English, and speech pathology.

60 words

Articulate your success with your online Bachelor of Arts in Applied Linguistics degree from Ashford University. Discover the structure of language and how it is learned. Explore language-related social issues and how they impact policy. This degree represents your competence in computational linguistics, teaching English, and speech pathology.

30 words

Articulate your success when you earn your online Bachelor of Arts in Applied Linguistics degree from Ashford University. This degree represents your competence in computational linguistics, teaching English, and speech pathology.

Bachelor of Arts in Business Administration - summary**100 words**

Earn your online Bachelor of Arts in Business Administration degree from the Forbes School of Business® at Ashford University, and increase your project management, critical thinking, and leadership skills. You'll come to understand the relationships between marketing, quantitative theory, accounting, economic principles, and financial, human, and organizational management. Gain the technical knowledge, critical thinking skills, and the ability to communicate ideas in a collaborative environment. Use previous education to enhance and personalize your Bachelor's degree when you pair it with a specialization. Prepare for graduate school and a master's degree that can help you exceed your personal and professional goals.

60 words

Earn your online Bachelor of Arts in Business Administration degree from the Forbes School of Business® at Ashford University and increase your project management, critical thinking, and leadership skills. Understand relationships between marketing, accounting,

and financial, human, and organizational management. Use previous education to personalize this degree when you pair it with a specialization.

30 words

Earn your online Bachelor of Arts in Business Administration degree from Ashford University to understand relationships between marketing, accounting, and organizational management. Increase skills in project management, critical thinking, and leadership.

Bachelor of Arts in Business Administration - specializations

Entrepreneurship

Finance

Human Resources Management

Information Systems

International Management

Logistics Management

Marketing

Operations Management

Project Management

Public Administration

Commented [lw5]: Use as a list or with descriptions

Entrepreneurship

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your Business Administration degree.

Finance

Add to your Bachelor of Arts in Business Administration with a specialization in Finance. You will bridge the fields of finance and business to gain an understanding of the theoretical and practical approaches of financial management.

Human Resources Management

Elevate your Bachelor of Arts in Business Administration by adding a specialization in Human Resources Management. You will develop the skills and knowledge critical to effectiveness in this essential organizational function.

Information Systems

Take advantage of a wide range of opportunities in one of the fastest growing areas in business organizations. You will increase both business and technical skills with an Information Systems specialization added to your Bachelor of Arts in Business Administration degree.

International Management

Broaden your Bachelor of Arts in Business Administration with a specialization in International Management. You will prepare to exercise leadership in a diverse array of international and multicultural scenarios.

Logistics Management

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

Marketing

Explore different ways in which marketing and advertising shape our modern business world by adding a specialization in Marketing to your Bachelor's degree. You will expand your experience with branding, research, and consumer behavior.

Operations Management

Discover how to apply both organizational and technical skills when you add the Operations Management specialization to your degree program. The Operations Management specialization prepares you to succeed in a broad range of manufacturing and service business settings where quantitative skills are essential.

Project Management

Build on your Bachelor of Arts in Business Administration with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

Public Administration

Promote civil society and social justice by adding a specialization in Public Administration to your Bachelor's degree. You

will enhance the management skills you need to perform effectively within public, government, or not-for-profit organizations.

Bachelor of Arts in Business Economics – summary

100 words

Determine your future when you earn your online Bachelor of Arts in Business Economics degree from the Forbes School of Business® at Ashford University. In a world where even local events have global impact, the study of business economics is crucial for future leaders. In this curriculum, you will learn to collect, assess, and interpret data consistent with modern economic theory. Your online courses cover a variety of relevant subjects: from finance and international trade, to strategic planning and business life-cycles. You can be the one to make smart business decisions. Demonstrate your understanding of business decision-making in a complex economy.

60 words

Determine your future with your online Bachelor of Arts in Business Economics degree from the Forbes School of Business® at Ashford University. Your Bachelor of Arts in Business Economics degree demonstrates your understanding of business decision-making in a complex economy. Your courses cover subjects from finance to strategic planning.

30 words

Determine your future with your online Bachelor of Arts in Business Economics degree from Ashford University. By earning this degree, you demonstrate your understanding of business decision-making in a complex economy.

Bachelor of Arts in Business Information Systems – summary

100 words

Build a repository of skills in the modern business environment when you earn your online Bachelor of Arts in Business Information Systems degree from the Forbes School of Business® at Ashford University. This degree program is a great fit if you aspire to be a systems trainer, support specialist, e-commerce developer, or business analyst. Your Bachelor of Arts in Business Information Systems demonstrates your proficiency at designing, developing, implementing, as well as troubleshooting information systems in a high-tech organization. You will complete online coursework in database management, systems analysis, technology planning, programming concepts, business law, and procurement.

60 words

Build a repository of skills in the modern business environment when you earn your online Bachelor of Arts in Business Information Systems degree from the Forbes School of Business® at Ashford University. This degree demonstrates your proficiency at designing, developing, and implementing information systems in a high-tech organization. You will complete online coursework in database management, systems analysis, technology planning, programming concepts, business law, and procurement.

30 words

Earn your online Bachelor of Arts in Business Information Systems degree from Ashford University. Your completion of this undergraduate degree demonstrates your proficiency at managing information in a high-tech organization.

Bachelor of Arts in Business Leadership - summary

100 words

Develop your gift for guiding others with your online Bachelor of Arts in Business Leadership degree from the Forbes School of Business® at Ashford University. Entry-level candidates for leadership positions need to stay highly competitive. The best way to start is to earn a manager's basic credential: a Bachelor's degree. This degree demonstrates that you possess the knowledge and skills to lead business organizations. You will evaluate trends in social responsibility and examine the influence of strategic planning in a variety of environments. Your online courses include studies in psychology, communication, conflict management, and motivation.

60 words

Develop your gift for guiding others with your online Bachelor of Arts in Business Leadership degree from the Forbes School of Business® at Ashford University. Examine the influence of strategic planning in a variety of environments. This online degree program demonstrates that you possess the knowledge and skills to lead business organizations.

30 words

Lead the way! Earn your online Bachelor of Arts in Business Leadership degree from Ashford University. This degree demonstrates that you possess the knowledge and skills to lead business organizations.

Bachelor of Arts in Child Development – summary

120 words

Be an advocate for kids. With your online Bachelor of Arts in Child Development degree from Ashford University, you will study the stages of development from infancy through adolescence.

More parents are returning to work after having children, so the demand for childcare jobs continues to grow. With this degree, you may seek opportunities in social work, childcare, or special education. Learn how families and communities impact children's growth. Your online courses include a wide variety of topics, from language acquisition to behavior and the critical role of play in children's education. This unique degree demonstrates your competence and ability in working with children. Cultivate your understanding of children with your Bachelor of Arts in Child Development.

60 words

Understand children and families with your online Bachelor of Arts in Child Development degree from Ashford University. You will study the stages of development from infancy through adolescence. Learn how families and communities impact children's growth. Your online courses include topics like language acquisition, behavior, and the role of play in children's education. This degree demonstrates your competence in working with children.

30 words

Understand children and families with your online Bachelor of Arts in Child Development degree from Ashford University. This online degree program demonstrates your competence and ability in working with children.

Bachelor of Arts in Cognitive Studies - summary

100 words

Explore how we learn, solve problems, and make decisions when you earn your online Bachelor of Arts in Cognitive Studies degree from Ashford University.

Graduates of this degree program might pursue careers in rehabilitation, special education, or as developmental delay specialists. Your online courses include such topics as perception, reading, intelligence, and child development. Learn to identify changes in brain development over time and their impact on cognitive functions. Discover the unique needs of learners with cognitive delays, as well as programs to address their needs. This interdisciplinary degree incorporates psychology, neuroscience, and education.

60 words

Explore how we learn, solve problems, and make decisions when you earn your online Bachelor of Arts in Cognitive Studies degree from Ashford University. Learn to identify changes in brain development over time and their impact on cognitive functions. This interdisciplinary online degree program incorporates psychology, neuroscience, and education.

30 words

Explore how we learn, solve problems, and make decisions when you earn your online Bachelor of Arts in Cognitive Studies degree from Ashford University. This interdisciplinary degree incorporates psychology, neuroscience, and education.

Bachelor of Arts in Communication Studies – summary

120 words

Extend your reach with your online Bachelor of Arts in Communication Studies degree from Ashford University. A Bachelor of Arts in Communication Studies makes a good fit if you are interested in pursuing a potential career in human resources, business and communications management, public policy and administration, journalism, or the media. Your Bachelor of Arts in Communication Studies degree will demonstrate your proficiency and competence as a professional in today's business world. Upon graduation, you will be well acquainted with modern communications, be highly trained in multicultural communications and conflict resolution, and exhibit advanced persuasion skills. Stretch your skills while enhancing your understanding of modern communications with your Bachelor of Arts in Communication Studies.

60 words

Extend your reach with your online Bachelor of Arts in Communication Studies degree from Ashford University. Demonstrate your proficiency and competence as a professional in today's business world. Upon graduation, you will be well acquainted with modern communications, be highly trained in multicultural communications and conflict resolution, and exhibit advanced persuasion skills.

30 words

Extend your reach with your online Bachelor of Arts in Communication Studies degree from Ashford University. Stretch your skills while enhancing your understanding of modern communications.

Bachelor of Arts in Complementary and Alternative Health – summary

120 words

Center yourself when you earn your online Bachelor of Arts in Complementary and Alternative Health degree from Ashford University. This online degree program examines spirituality and non-Western systems of integrated and holistic health.

Increasing cultural diversity has resulted in growing numbers of people who pursue complementary and alternative medicine. Take this opportunity to explore the history, practice, and delivery of non-allopathic health systems, including: Chinese medicine, Ayurveda, acupuncture, hypnosis, reiki, meditation, and prayer. In this curriculum, you will examine philosophical differences between holistic and conventional health approaches. Identify usage trends and disease management from a multicultural perspective. Take charge of mind, body, and spirit challenges.

60 words

Center yourself with your online Bachelor of Arts in Complementary and Alternative Health degree from Ashford University. This online degree program examines spirituality and non-Western systems of integrated and holistic health. In this curriculum, you will examine philosophical differences between holistic and conventional health approaches.

30 words

Earn your online Bachelor of Arts in Complementary and Alternative Health degree from Ashford University. This online degree program examines spirituality and non-Western systems of integrated and holistic health.

Bachelor of Arts in Consumer and Family Financial Services -- summary

120 words

Stay on track with your online Bachelor of Arts in Consumer and Family Financial Services degree from the Forbes School of Business® at Ashford University. If you seek a future in which you offer your expertise in financial planning to families, then this online degree program is for you.

More financial advisors are needed to assist the millions of workers retiring over the coming decades. Discover your own role as an advisor providing business service. Learn to evaluate investments based on risk and potential returns. Examine the role of insurance in personal financial planning. This degree says you are ready to provide sound financial advice to individuals outside of business.

60 words

Stay on track with your online Bachelor of Arts in Consumer and Family Financial Services degree from the Forbes School of Business® at Ashford University. Learn to evaluate investments based on risk and potential returns. This online degree program says you are ready to provide sound financial advice to individuals and families.

30 words

Earn your online Bachelor of Arts in Consumer and Family Financial Services degree from Ashford University. This online degree program says you are ready to provide sound financial advice to individuals and families.

Bachelor of Arts in Cultural Anthropology - summary

100 words

Explore the meaning of culture and why we live the way we do when you earn your online Bachelor of Arts in Cultural Anthropology degree from Ashford University.

If your interests lie in cross-cultural understanding, this degree is for you. Expand your career prospects with experience in research and critical thinking. This online degree program sharpens your analytical skills as you study diverse cultures. Your online courses include studies in linguistics, urban and gender studies, and war. You will learn data-collection and research methods.

60 words

Explore the meaning of culture and why we live the way we do when you earn your online Bachelor of Arts in Cultural Anthropology degree from Ashford University. Expand your career prospects with experience in research and critical thinking. This online degree program sharpens your analytical skills as you study diverse human cultures.

30 words

Broaden your world view with your online Bachelor of Arts in Cultural Anthropology degree from Ashford University. This online degree program sharpens your analytical skills as you study human cultures and diversity.

Bachelor of Arts in Early Childhood Education – special terms and conditions

Certification/Licensure Terms and Conditions

Successful completion of the Bachelor of Arts in Early Childhood Education program by itself does not lead certification or licensure in any state. This degree program will not make one eligible for traditional or alternative teacher certification or licensure in the State of Georgia or the State of Hawaii. It is the student's responsibility to determine individual state requirements for teacher certification or licensure. Please refer to Education Resource Organizations Directory (EROD) for individual state requirements for teacher certification or licensure. Please be advised that states change their policies from time to time and students are advised to check regularly with their state regulatory agencies' policies and procedures relating to licensure. Further, a criminal record may prevent an applicant from obtaining licensure, certification, or employment in this field of study.

Bachelor of Arts in Early Childhood Education – summary

100 words

Strengthen your education skills while enhancing your understanding of the many aspects of children's development and education when you earn your online Bachelor of Arts in Early Childhood Education degree from Ashford University. You will complete online coursework in childhood development, curricula, and program development. When you complete the required coursework, you will be well acquainted with the education industry, be highly trained in various theories of childhood development, and exhibit advanced instructional skills. Your courses will cover several relevant topics, from children's development and language acquisition to the impact of parents and communities on childhood education.

60 words

Launch your career in child development with your online Bachelor of Arts in Early Childhood Education degree from Ashford University. Strengthen your skills while enhancing your understanding of children's education. You will be trained in theories of childhood development and exhibit advanced instructional skills.

30 words

Strengthen your education skills while enhancing your understanding of the many aspects of children's development and education when you earn your online Bachelor of Arts in Early Childhood Education degree from Ashford University.

Bachelor of Arts in Early Childhood Education – specialization

Infant and Toddler Care

Learn to provide quality care for infants and small children. You will contribute to the healthy growth of children when you add the Infant and Toddler Care specialization to your online Bachelor of Arts in Early Childhood Education degree.

Bachelor of Arts in Early Childhood Education Administration – summary

100 words

Realize your potential while enhancing your understanding of the many aspects of children's education and administration when you earn your online Bachelor of Arts in Early Childhood Education Administration degree from Ashford University. Choose this program if you are interested in pursuing a potential career in child care management. Upon graduation, you will be well acquainted with the education industry, be highly trained in various theories of childhood development, and exhibit advanced organizational management skills. A degree in Early Childhood Education Administration will demonstrate your proficiency and competence as an administrator in the education industry.

60 words

Realize your potential while enhancing your understanding of the many aspects of children's education and administration when you earn your online Bachelor of Arts in Early Childhood Education Administration degree from Ashford University. A degree in Early Childhood Education Administration will demonstrate your proficiency and competence as an administrator in the education industry.

30 words

Realize your potential while enhancing your understanding of the many aspects of children's education and administration when you earn your online Bachelor of Arts in Early Childhood Education Administration degree from Ashford University. Choose this program if you are interested in pursuing a career in child care management.

Bachelor of Arts in Early Childhood Education Administration – specialization

Infant and Toddler Care

Learn to provide quality care for infants and small children. You will contribute to the healthy growth of children when you add the Infant and Toddler Care specialization to your online Bachelor of Arts in Early Childhood Education Administration degree.

Bachelor of Arts in Education Studies – special terms and conditions

Certification/Licensure Terms and Conditions

Successful completion of the Bachelor of Arts in Education Studies program by itself does not lead to certification or licensure in any state. This degree program will not make one eligible for traditional or alternative teacher certification or licensure in the State of Georgia or the State of Hawaii. It is the student's responsibility to determine individual state requirements for teacher certification or licensure. Please refer to [Education Resource Organizations Directory \(EROD\)](#) for individual state requirements for teacher certification or licensure. Please be advised that states change their policies from time to time and students are advised to check regularly with their state regulatory agencies' policies and procedures relating to licensure. Further, a criminal record may prevent an applicant from obtaining licensure, certification, or employment in this field of study.

Bachelor of Arts in Education Studies – summary

120 words

An online degree in Education Studies from Ashford University can be a gateway to beginning a career for those interested in working with learners in any of the following settings: business, public sector, education, childcare, recreation centers, non-profit organizations, health & human services, counseling, social work, psychology, sociology, and career services. Your online courses cover topics from phonics and English language learners to curriculum and child development. Learn to adapt instruction to meet the unique needs of diverse learners. You can also choose a specialization to add focus to your degree. Upon completion of your Bachelor of Arts in Education Studies, you may be able to continue your path to certification with a state-specific program. Each state offers different pathways.

60 words

An online degree in Education Studies from Ashford University can be a gateway to beginning a career for those interested in working with learners in settings from business to childcare, recreation centers, and career services. Upon completion of your degree, you may be able to continue your path to certification with a state specific program. Each state offers different pathways.

30 words

An online degree in Education Studies from Ashford University is for those interested in working with learners in settings from business to child care to career services.

Bachelor of Arts in Education Studies - specializations

Child Development

Early Childhood Education

Education and Public Policy

English Language Learner Studies

Instructional Design

Commented [lw6]: Use as a list or with descriptions

Child Development

Tailor your skills to reach children at all levels. Choose the Child Development specialization for your Bachelor of Arts in Education Studies degree to build awareness and understanding of the natural milestones in child development.

Early Childhood Education

Launch your career as an expert in child development when you select the Early Childhood Education specialization for your Bachelor of Arts in Education Studies degree. Strengthen your skills as an educator for young people.

Education and Public Policy

Take action on behalf of our schools. Choose the Education and Public Policy specialization to develop the knowledge you need to participate and lead policy initiatives.

English Language Learner Studies

Learn how to communicate with the whole world when you choose the English Language Learner specialization in conjunction with your Bachelor of Arts in Education Studies degree. Gain an understanding of the implications of diverse languages for learning and achievement, as well as techniques for teaching English.

Instructional Design

Plan for successful lessons when you add the Instructional Design specialization to your Bachelor of Arts in Education Studies. These courses will enable you to evaluate technology and applications for successful learning.

Bachelor of Arts in eMarketing - summary

100 words

Advertise yourself with your online Bachelor of Arts in eMarketing degree from the Forbes School of Business® at Ashford University. If you dream of being on the cutting edge of product development and brand management, then this degree is for you.

In this online curriculum, your courses cover basic business concepts like marketing research, then add applications in online promotion. You will learn to create a strategic eMarketing campaign using current technology. Examine global markets and get the most out of alternative media. This degree prepares you to compete on the internet, including social media.

60 words

Advertise yourself with your online Bachelor of Arts in eMarketing degree from the Forbes School of Business® at Ashford University. Learn to create a strategic campaign using the current technology. Examine global markets and get the most out of alternative media. This degree prepares you to compete on the internet, including social media.

30 words

Pitch your skills when you earn your online Bachelor of Arts in eMarketing degree from Ashford University. This online degree program prepares you to compete on the internet, including social media.

Bachelor of Arts in English - summary

120 words

Deepen your understanding of language when you earn your online Bachelor of Arts in English degree from Ashford University. Gain a rigorous foundation of writing and critical thinking skills.

Read and appreciate great books. Analyze how language and literature shape culture and identity. Your online courses include theory, linguistics, and composition, in addition to surveys of literature. English has become a common language around the globe. Strengthen your comprehension of our world and your ability to communicate. You will fathom new insights into the social, philosophical, and moral themes that are crucial to a just society and global community.

60 words

Deepen your understanding of language when you earn your online Bachelor of Arts in English degree from Ashford University. You will develop a foundation of critical thinking skills. Strengthen your comprehension of our world and your ability to communicate. Your online courses include linguistics, composition, and surveys of literature. Discover the themes that are crucial to a just society and global community.

30 words

Deepen your understanding of language when you earn your online Bachelor of Arts in English degree from Ashford University. Gain a rigorous foundation of writing and critical thinking skills.

Bachelor of Arts in English Language Learner Studies -- special terms and conditions

Certification/Licensure Terms and Conditions

Successful completion of the Bachelor of Arts in English Language Learner Studies program by itself does not lead to certification or licensure in any state. This degree program will not make one eligible for traditional or alternative teacher certification or licensure in the State of Georgia or the State of Hawaii. It is the student's responsibility to determine individual state requirements for teacher certification or licensure. Please refer to [Education Resource Organizations Directory \(EROD\)](#) for individual state requirements for teacher certification or licensure. Please be advised that states change their policies from time to time and students are advised to check regularly with their state regulatory agencies' policies and procedures relating to licensure. Further, a criminal record may prevent an applicant from obtaining licensure, certification, or employment in this field of study.

Bachelor of Arts in English Language Learner Studies -- summary

100 words

Teach to the world. With your online Bachelor of Arts in English Language Learner Studies degree from Ashford University, you demonstrate your readiness to provide businesses and individuals with adult language instruction.

English language learner services are in high demand around the world, with new job opportunities spreading to every continent. In this curriculum, you will learn how students acquire new skills and knowledge in a second language. Your online courses cover subjects from reading and grammar to diversity and inter-cultural communications. As a potential educator in our modern global environment, you will find this degree a perfect fit for you.

60 words

Teach to the world. Earn your online Bachelor of Arts in English Language Learner Studies degree from Ashford University. This degree demonstrates your readiness to provide businesses and individuals with adult language instruction. Your online courses cover subjects from grammar to inter-cultural communications. As a potential educator in our modern global environment, you will find this degree a perfect fit for you.

30 words

Earn your online Bachelor of Arts in English Language Learner Studies degree from Ashford University. This degree demonstrates your readiness to provide businesses and individuals with adult language instruction.

Bachelor of Arts in Entrepreneurship - summary**130 words**

If you think you've got a great business idea, learn how to launch your own enterprise when you earn your online Bachelor of Arts in Entrepreneurship degree from the Forbes School of Business® at Ashford University.

As many as half of all new jobs are created by entrepreneurs. But the knowledge that an entrepreneur requires is distinct from that of other business managers. This unique degree program will help an emerging entrepreneur like you to harness opportunities and build a successful business. Learn how to gauge your competition and assess risk in a new business. Your online courses train you in the skills you need to innovate, create and develop business plans, raise venture capital, and manage a small business. You can break new ground in business.

60 words

If you think you've got a great business idea, learn how to launch your own enterprise with your online Bachelor of Arts in Entrepreneurship degree from the Forbes School of Business® at Ashford University. Learn how to gauge your competition and assess risk in a new business. Your courses train you to innovate, develop business plans, and raise funds.

30 words

Be your own boss when you earn your online Bachelor of Arts in Entrepreneurship degree from Ashford University. Learn how to gauge your competition and assess risk in a new business in this unique degree program.

Bachelor of Arts in Entrepreneurship - specialization**Logistics Management**

Coordinate your career for success by adding a specialization in Logistics Management to your entrepreneurship degree. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

Bachelor of Arts in Environmental Studies - summary**100 words**

Integrate your education with global responsibility. With your online Bachelor of Arts in Environmental Studies degree from Ashford University, you demonstrate your understanding of complex cultural, social, and environmental issues at levels both local and global.

An increasing sense of global urgency has created a demand for environmental experts. Learn in detail how human civilization interacts with our natural surroundings, our deep impact on nature, and possible solutions to environmental problems. Your online courses cover such subjects as ecology, biology, ethics, public policy, and energy production.

60 words

Integrate your education with global responsibility. Earn your online Bachelor of Arts in Environmental Studies degree from Ashford University. This degree demonstrates your understanding of complex cultural, social, and environmental issues, both local and global. Your online courses cover subjects from ecology to public policy.

30 words

Earn your online Bachelor of Arts in Environmental Studies degree from Ashford University. This degree demonstrates your understanding of complex cultural, social, and environmental issues, both local and global.

Bachelor of Arts in Finance - summary**100 words**

With your online Bachelor of Arts in Finance degree from the Forbes School of Business® at Ashford University, you will develop an understanding of financial analysis, management, and systems.

Every business is an integrated system and needs professionals with skills in long-range financial planning and implementation. Earn your Bachelor of Arts in Finance, and discover how to measure and secure the efficient use of financial resources. Learn problem-solving skills, including the ability to analyze business and financial conditions. Your online courses include such in-depth subjects as markets, investments, risk management, and micro- and macroeconomics. Use the latest financial theories to conduct financial analysis.

60 words

Invest in your future with your online Bachelor of Arts in Finance degree from the Forbes School of Business® at Ashford University. You will discover how to measure and secure the efficient use of financial resources. Learn problem-solving skills, including the ability to analyze business and financial conditions. Your online courses include investments, risk management and micro- and macroeconomics. Use the latest financial theories to conduct financial analysis.

30 words

Invest in your future with your online Bachelor of Arts in Finance degree from Ashford University. Your Bachelor of Arts in Finance demonstrates your understanding of financial analysis, management, and systems.

Bachelor of Arts in Gerontology – summary

100 words

Serve the growing senior population with your online Bachelor of Arts in Gerontology degree from Ashford University. This online degree program demonstrates your comprehension of the physical, social, spiritual, and psychological aspects of aging and longevity.

Analyze the legal, ethical, and financial factors that influence retirees' independence. You will examine emerging service delivery models for the aged. Your online courses cover several topics, from mental well-being, to social policy, to demographics and diversity in aging.

60 words

Serve the growing senior population with your online Bachelor of Arts in Gerontology degree from Ashford University. Explore the needs of our growing population of seniors. Examine emerging service delivery models for the aged. This online degree program demonstrates your comprehension of the physical, social, spiritual, and psychological aspects of aging and longevity.

30 words

Serve the growing senior population with your online Bachelor of Arts in Gerontology degree from Ashford University. This online degree program demonstrates your comprehension of the physical, social, spiritual, and psychological aspects of aging and longevity.

Bachelor of Arts in Health and Human Services – summary

100 words

Support people in need! Enhance your future when you earn your online Bachelor of Arts in Health and Human Services degree from Ashford University.

You will develop strong communication skills and learn the proper role of technology in health and human services. Your online courses include a wide range of topics, from current medical issues to special populations in public health. Your curriculum concludes with research into access and delivery of services for a select group.

60 words

Support diverse populations and enhance your future when you earn your online Bachelor of Arts in Health and Human Services degree from Ashford University. Prepare for potential helping positions in caregiving and other non-managerial roles. Your courses include current medical issues and public health.

30 words

Earn your online Bachelor of Arts in Health and Human Services degree from Ashford University. This degree prepares you to provide health and human services to diverse populations.

Bachelor of Arts in Health and Human Services – specializations

Health Care Informatics Systems

Long-Term Care

Commented [fw7]: Use as a list or with descriptions

Health Care Informatics Systems

Form your future with your Health Care Informatics Systems specialization. This specialization teaches you to use data to improve the quality of health care.

Long-Term Care

Enhance your degree when you add the Long-Term Care specialization to your online Bachelor of Arts in Health and Human Services degree program. Study gerontology and the challenges confronting long-term care facilities.

Bachelor of Arts in Health and Wellness – summary

120 words

Create healthy lifestyles with your online Bachelor of Arts in Health and Wellness degree from Ashford University. In this program, you will explore personal fitness and health evaluation.

There is increasing need for health professionals, due to health care reform and an aging and multicultural population. Professionals who understand both positive and negative health practices will be in demand. This degree demonstrates your knowledge of disease and injury prevention. Your online coursework includes nutrition, health program planning, and community health. Discover ways to promote health through behavioral change. Examine risk behaviors that can compromise a person's health throughout the lifespan. Design a personalized physical fitness program and encourage wellness.

60 words

Create healthy lifestyles with your online Bachelor of Arts in Health and Wellness degree from Ashford University. Explore personal fitness and health evaluation. Examine risk behaviors that can compromise a person's health throughout the lifespan. This degree, earned online, demonstrates your knowledge of disease and injury prevention.

30 words

Create healthy lifestyles with your online Bachelor of Arts in Health and Wellness degree from Ashford University. This degree, earned online, demonstrates your knowledge of disease and injury prevention.

Bachelor of Arts in Health Care Administration – summary

100 words

Earn your online Bachelor of Arts in Health Care Administration degree from Ashford University, and benefit from an interdisciplinary and integrated learning approach, reflecting the realities of the health care system. Build a solid foundation for career mobility among health care professionals. Explore administration, regulation and financing, planning, and policy. Delve into the social, political, ethical, legal and economic factors contributing to the complexity of the US health care system. You'll find the program integrates the learning needs of health care professionals and others to gain knowledge in health related topics, operations, and applications.

60 words

Earn your online Bachelor of Arts in Health Care Administration degree from Ashford University, and benefit from an interdisciplinary and integrated learning approach, reflecting the realities of the health care system. Explore administration, regulation and financing, planning, and policy. Delve into social, political, ethical, legal and economic factors contributing to the U.S. health care system's complexity.

30 words

Earn your online Bachelor of Arts in Health Care Administration degree from Ashford University, and benefit from an interdisciplinary and integrated learning approach. Explore administration, regulation and financing, planning, and policy.

Bachelor of Arts in Health Care Administration – specializations

Entrepreneurship

Finance

Health Care Informatics Systems

Human Resources Management

Information Systems

International Management

Long-Term Care Management

Project Management

Public Administration

Commented [lw8]: Use as a list or with descriptions

Entrepreneurship

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your online Bachelor of Arts in Health Care Administration degree.

Finance

Add to your online Bachelor of Arts in Health Care Administration degree with a specialization in Finance. You will bridge the fields of finance and business to gain an understanding of the theoretical and practical approaches of financial management.

Health Care Informatics Systems

Form your future with your Health Care Informatics Systems specialization. This specialization teaches you to use data to improve the quality of health care.

Human Resources Management

Elevate your online Bachelor of Arts in Health Care Administration degree by adding a specialization in Human Resources Management. You will develop the skills and knowledge critical to effectiveness in this essential organizational function.

Information Systems

Increase both business and technical skills when you add the Information Systems specialization to your online Bachelor of Arts in Health Care Administration degree.

International Management

Broaden your online Bachelor of Arts in Health Care Administration degree with a specialization in International Management. You will prepare to exercise leadership in a diverse array of international and multicultural scenarios.

Long-Term Care Management

Gain new perspectives on long-term care when you add the Long-Term Care Management specialization to your online Bachelor of Arts in Health Care Administration degree program. Discover the factors that influence consumer choices in long-term care.

Project Management

Build on your online Bachelor of Arts in Health Care Administration degree with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

Public Administration

Promote civil society and social justice by adding a specialization in Public Administration to your online Bachelor of Arts in Health Care Administration degree. You will enhance the management skills you need to perform effectively within public, government, or not-for-profit organizations.

Bachelor of Arts in Health Education – summary**120 words**

Share your skills and make a difference with your online Bachelor of Arts in Health Education degree from Ashford University. If you dream of helping people improve their health, then this online degree program is for you.

The health care industry needs health educators to prevent disease and promote well-being. Professionals who understand the needs of multicultural patients and special populations will continue to be in high demand. This degree represents your proficiency in overcoming the challenges that confront community health. Your online coursework covers nutrition, alternative medicine, and behavior modification. Explore the practical issues faced by health professionals as you learn to trace the physical and cultural causes of disease.

60 words

Share your skills with your online Bachelor of Arts in Health Education degree from Ashford University. Explore the practical issues faced by health professionals as you learn to trace the physical and cultural causes of disease. This degree represents your proficiency in overcoming the challenges that confront community health.

30 words

Impart well-being – earn your online Bachelor of Arts in Health Education degree from Ashford University. This degree represents your proficiency in overcoming the challenges that confront community health.

Bachelor of Arts in Health Education – specialization – updated 8/11/15

Commented [lw9]: Use as a list or with descriptions

Health Care Informatics Systems

Form your future with your Health Care Informatics Systems specialization. This specialization teaches you to use data to improve the quality of health care.

Bachelor of Arts in History – summary

100 words

Dive in to the past, and prepare for your future. Your online Bachelor of Arts in History degree from Ashford University demonstrates your comprehension of the evolving forces that continually shape modern life. In a world transformed by the powerful tides of globalization and cultural conflict, the study of history provides an intellectual toolkit for addressing complex global issues. Your online courses explore multiple regions and cultures, and conclude with a research-focused capstone course.

60 words

Dive in to the past, and prepare for your future. Your online Bachelor of Arts in History degree from Ashford University demonstrates your comprehension of the evolving forces that continually shape modern life. Your online courses explore multiple regions and cultures, and conclude with a research-focused capstone course.

30 words

Navigate our complex world with your online Bachelor of Arts in History degree from Ashford University. With this degree, you demonstrate your comprehension of the evolving forces that continually shape modern life.

Bachelor of Arts in History – specialization

Political Science & Government

Learn about the complex inner workings of the United States government and the global environment. Discover how your elected officials represent your interests by earning your specialization in Political Science and Government.

Bachelor of Arts in Homeland Security and Emergency Management – summary

110 words

Work to protect America. With your online Bachelor of Arts in Homeland Security and Emergency Management degree from Ashford University, you gain a broad view of homeland security and emergency preparedness at the federal, state, and local levels.

In the post-9/11 era, the US government created the Department of Homeland Security, which prepares for, prevents, and responds to domestic emergencies. With this degree program, you will transcend a single discipline to consider counter-terrorism, planning for natural disasters, and terrorism response. Your interdisciplinary online courses include ethics, international relations, cybercrime, and an emphasis on American government and the United States Constitution. This program also includes a strong research and writing component.

60 words

Work to protect America. Earn your online Bachelor of Arts in Homeland Security and Emergency Management degree with Ashford University. This degree, which includes a strong research and writing component, gives you broad view of homeland security and emergency management at the federal, state, and local levels.

30 words

Earn your online Bachelor of Arts in Homeland Security and Emergency Management degree from Ashford University. This degree gives you a view of homeland security at the federal, state, and local levels.

Bachelor of Arts in Human Resources Management – summary

100 words

Learn how to handle a company's most precious resources. With your online Bachelor of Arts in Human Resources Management degree from the Forbes School of Business® at Ashford University, you demonstrate your knowledge and understanding of the human resources function within modern, complex organizations.

No area of management has grown as fast as human resources. Business leaders increasingly seek experts in human resources as their partners in building their organizations. In this curriculum, you will learn about the ethical, legal, and social factors that shape today's workplace. Your online courses cover a variety of subjects from recruitment and training to labor laws, compensation, and benefits.

60 words

Learn how to handle a company's most precious resources. Earn your online Bachelor of Arts in Human Resources Management degree from the Forbes School of Business® at Ashford University. This degree demonstrates your knowledge and understanding of the human resources function within modern, complex organizations. Your online courses cover such subjects as recruitment, compensation, and benefits.

30 words

Earn your online Bachelor of Arts in Human Resources Management degree from Ashford University. This degree demonstrates your knowledge and understanding of the human resources function within modern, complex organizations.

Bachelor of Arts in Human Resources Management – specialization – updated 6/24/15**Entrepreneurship**

Prepare to launch and manage entrepreneurial enterprises. You will increase your business and your technical skills when you add the Entrepreneurship specialization to your degree.

Bachelor of Arts in Instructional Design – summary**110 words**

Chart your future. With your online Bachelor of Arts in Instructional Design degree from Ashford University, you will synthesize learning theory with models for instructional design.

E-learning is becoming more popular. School and corporations recognize the need to provide learners with more choice in their learning environments. Professionals trained to address learning needs with 21st century technology will be in high demand. This degree program enables you to evaluate technology and applications for effective student learning. Create and deliver high-tech instruction for e-learning in online environments. Your online courses include everything you need to know, from learning theory and studies in assessment, to adult learning and virtual collaboration.

60 words

Chart your future. Earn your online Bachelor of Arts in Instructional Design degree from Ashford University. Create instruction for e-learning in online environments. You will synthesize learning theory with models for instructional design. Your online courses include studies in assessment, adult learning, and virtual collaboration. This degree program enables you to evaluate technology and applications for effective student learning.

30 words

Chart your future. Earn your online Bachelor of Arts in Instructional Design degree from Ashford University. This degree program enables you to evaluate technology and applications for effective student learning.

Bachelor of Arts in International Business - summary**100 words**

Think globally when you earn your online Bachelor of Arts in International Business degree from the Forbes School of Business® at Ashford University. Opportunity overseas has spurred demand for sophisticated professionals who are competent in international business practices and strategies. Pursue this degree if you seek the skills required to potentially advance in an international business career. Your online courses include culturally sensitive communications and assessments of foreign risks to business. You will create a nation-specific risk assessment, learn the impact of globalization on large companies, and strategies for navigating a highly competitive global market.

60 words

Think globally with your online Bachelor of Arts in International Business degree from the Forbes School of Business® at Ashford University. Learn the impact of globalization on large companies, and strategies for competing in a global market. Your online courses include culturally sensitive communications and foreign risk assessment.

30 words

Think globally with your online Bachelor of Arts in International Business degree from Ashford University. This degree program gives you the skills you need to operate within a multinational enterprise.

Bachelor of Arts in International Business – specialization**Logistics Management**

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

Bachelor of Arts in Journalism and Mass Communication - summary

120 words

Search for truth when you earn your online Bachelor of Arts in Journalism and Mass Communication degree from Ashford University. With the advancement of electronic media has come increasing demand for responsible journalists – professionals with the skills and knowledge to use new media and to broadcast timely information to the public.

In this program, you will learn the rights, and responsibilities of news media professionals in a democracy. You will create an electronic portfolio of work to showcase your professional journalistic skills. Your online courses include a wide range of topics, from composition and editing to research and analysis.

60 words

Search for truth when you earn your online Bachelor of Arts in Journalism and Mass Communication degree from Ashford University. Learn the rights and responsibilities of news media professionals in a democracy. Your online courses include composition, editing, research, and analysis.

30 words

Earn your online Bachelor of Arts in Journalism and Mass Communication degree from Ashford University. This degree provides the research and communication skills you need in a successful journalism career.

Bachelor of Arts in Law Enforcement Administration – summary

120 words

Put your future in order. With your online Bachelor of Arts in Law Enforcement Administration degree from Ashford University, you will build leadership skills and evaluate guidelines for policing today's communities.

Law enforcement agencies have become increasingly sophisticated and need educated staff with communication, critical thinking, and technology skills to accomplish their mission. Learn to analyze criminal behavior. Develop the character traits you need to be a responsible and ethical leader. This degree program empowers you to manage and direct police and other law enforcement teams. Your online courses include a wide variety of topics, from race and individual rights to crime and social policy.

60 words

Serve and protect. Earn your online Bachelor of Arts in Law Enforcement Administration degree from Ashford University. You will evaluate guidelines for policing today's communities. Develop the character traits you need to be a responsible and ethical leader. Your online courses include studies in race, crime, and social policy. This degree program empowers you to manage police and other law enforcement teams.

30 words

Serve and protect. Earn your online Bachelor of Arts in Law Enforcement Administration degree from Ashford University. This online degree program empowers you to manage police and other law enforcement teams.

Bachelor of Arts in Liberal Arts - summary

120 words

You never know what you'll need to know. With your online Bachelor of Arts in Liberal Arts degree from Ashford University, you'll challenge yourself with diverse coursework that covers major global issues, including culture and diversity.

Many Americans will change jobs and career paths through the course of their working lives so it's important to obtain a broad, flexible, and generalized education. Foster an independent view of the world! This degree program demonstrates your commitment to expand your critical, creative thinking, and communication skills. Your online courses include a wide variety of topics, from the cultural impact of science to research methods in the humanities.

60 words

See the big picture. Pursue your online Bachelor of Arts in Liberal Arts degree at Ashford University. You will complete coursework in communication, history, ethics, writing, and more. Foster an independent view of the world. This degree demonstrates your commitment to expand your critical, creative thinking, and communication skills.

30 words

See the big picture. Pursue your online Bachelor of Arts in Liberal Arts degree at Ashford University. This degree demonstrates your commitment to expand your critical, creative thinking, and communication skills.

Bachelor of Arts in Library Science and Media - summary

110 words

Locate yourself in the world of information with your online Bachelor of Arts in Library Science and Media degree from Ashford University. In this online degree program, you will learn to evaluate technology for effective instructional delivery.

As traditional libraries grow into a significant online presence, the field of library science is evolving fast. Increasingly, different kinds of learning organizations will find they need 21st century information experts. Your online courses include such topics as cognition, instructional design, and literature for children and teens. Discover media, literature, and resources that you could employ in multiple learning environments. This degree demonstrates your research skills and your ability to support information acquisition.

60 words

Locate yourself in the world of information with your online Bachelor of Arts in Library Science and Media degree from Ashford University. In this online degree program, you will learn to evaluate technology for effective instructional delivery. This degree demonstrates your research skills and your ability to support information acquisition.

30 words

Locate yourself in the world of information when you earn your online Bachelor of Arts in Library Science and Media degree from Ashford University. This degree demonstrates your research skills and your ability to support information acquisition.

Bachelor of Arts in Military Studies – summary

100 words

Engage your education. With your online Bachelor of Arts in Military Studies degree from Ashford University, you will embody the character traits you need to be a leader.

If you work for the US Armed Forces, then this online degree program, which you can complete from anywhere in the world, is for you. Study politics, the role of the military in international relations, the military in peace time, and the cultural and philosophical aspects of a well-rounded university education. Many service members seek convenient online degree programs in order to potentially earn promotion.

60 words

Engage your education with your online Bachelor of Arts in Military Studies degree from Ashford University. This degree demonstrates your skills and knowledge as a leader in our nation's military. Study politics, the role of the military in international relations, the military in peace time, and the cultural and philosophical aspects of a well-rounded university education.

30 words

Engage your education with your online Bachelor of Arts in Military Studies degree from Ashford University. This degree demonstrates your skills and knowledge as a leader in our nation's military.

Bachelor of Arts in Operations Management and Analysis - summary

100 words

Operate at a higher level when you earn your online Bachelor of Arts in Operations Management and Analysis degree from the Forbes School of Business® at Ashford University. Learn the impact of globalization on supply chains and production. Your online courses include such topics as production control, total quality management, decision modeling, and systems analysis. You will develop abilities to diagnose problems, improve manufacturing systems, and enlist support for your efforts to improve your company's processes. Be the one to manage how work gets done.

60 words

Operate at a higher level when you earn your online Bachelor of Arts in Operations Management and Analysis degree from the Forbes School of Business® at Ashford University. Learn the impact of globalization on supply chains and production. Your courses include production control, total quality management, decision modeling, and systems analysis.

30 words

Earn your online Bachelor of Arts in Operations Management and Analysis degree from Ashford University. This degree program gives you the analytical skills to make management decisions for operational success.

Bachelor of Arts in Operations Management and Analysis – specialization

Logistics Management

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

Bachelor of Arts in Organizational Management – summary

100 words

Earn your online Bachelor of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, and examine the human side of managing organizations. Learn to facilitate better communication, group behavior, decision-making, and human resources management while observing a code of ethics. Improve your understanding of how organizations function and develop effective skills in management and leadership. Define and understand strategic planning, financial management, law and marketing and other areas in which an organizational leader must be knowledgeable in order to be effective. Use previous education or work experience to enhance and personalize your Bachelor of Arts in Organizational Management degree when you pair it with a transfer concentration.

60 words

Earn your online Bachelor of Arts in Organizational Management degree from the Forbes School of Business® at Ashford University, and examine the human side of managing organizations. Learn to facilitate better communication, group behavior, decision-making, and human resources management while observing a code of ethics. Personalize your degree when you pair it with a specialization.

30 words

Earn your online Bachelor of Arts in Organizational Management degree from Ashford University to understand how organizations function and to develop effective skills in management and leadership.

Bachelor of Arts in Organizational Management – specializations

Human Resources Management
Logistics Management
Project Management
Public Administration
Sports and Recreation Management

Commented [hw10]: Use as a list or with descriptions

Human Resources Management

Elevate your Bachelor of Arts in Organizational Management degree by adding a specialization in Human Resources Management. You will develop the skills and knowledge critical to effectiveness in this essential organizational management function.

Logistics Management

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

Project Management

Build on your Bachelor of Arts in Organizational Management with a specialization in Project Management. You will be well-equipped to seize new opportunities in this fast-growing field.

Public Administration

Promote civil society and social justice by adding a specialization in Public Administration to your Bachelor's degree. You will enhance the management skills you need to perform effectively within public, government, or not-for-profit organizations.

Sports and Recreation Management

Score a point for your career! With this specialization added to your Bachelor's degree, you will enhance both your business and technical skills in the sports and recreation industry.

Bachelor of Arts in Political Science and Government – summary

100 words

Declare your independence with your online Bachelor of Arts in Political Science and Government degree from Ashford University. Demonstrate your understanding of political relationships and how our complex institutions work. Political scientists measure the effectiveness of government policies by examining factors like stability, justice, economic growth, and peace. If you have aspirations to work in or further study public service or the non-profit sector, you will find that political science makes a great undergraduate subject to prepare for an advanced degree. Your online courses provide a systematic study that focuses on political behavior, power and authority, policy development, international relations, and conflict resolution.

60 words

Declare your independence with your online Bachelor of Arts in Political Science and Government degree from Ashford University. Demonstrate your understanding of how our political institutions work. Your courses provide systematic studies that focus on political behavior, power and authority, and conflict resolution.

30 words

Declare your independence with your online Bachelor of Arts in Political Science and Government degree from Ashford University. With your degree, you demonstrate your understanding of how our political institutions work.

Bachelor of Arts in Project Management – summary**100 words**

Create ambitious goals and get results! With your online Bachelor of Arts in Project Management degree from the Forbes School of Business® at Ashford University, you will master the discipline of successfully completing the specific objectives of any large endeavor.

Project managers lead and motivate teams of workers while making sure that work flows steadily, despite setbacks. Earn your Bachelor of Arts in Project Management, and develop successful approaches to contracting and procurement. Learn risk analysis, cost management, and quality control. Your online courses include leadership and communication skills in addition to basic business knowledge. This unique degree demonstrates your ability to plan, execute, and oversee any project.

60 words

Complete your goals with your online Bachelor of Arts in Project Management degree from the Forbes School of Business® at Ashford University. You will develop successful approaches to contracting and procurement. Learn risk analysis, cost management, and quality control. Your online courses include leadership and communication skills in addition to basic business knowledge. This unique degree demonstrates your ability to plan, execute, and oversee a well-documented project.

30 words

Complete your goals with your online Bachelor of Arts in Project Management degree from Ashford University. This unique degree demonstrates your ability to plan, execute, and oversee a well-documented project.

Bachelor of Arts in Psychology – summary**100 words**

If you are interested in human behavior, earn your online Bachelor of Arts in Psychology degree from Ashford University to build the foundation necessary to continue your education at the graduate level and to potentially pursue a career in psychology. Explore psychology both as an area of scientific investigation and as a health or human services profession so you can apply the learning effectively in careers that involve an understanding of human behavior and leadership development, including business, government, health care, and law. As today's workplace continues to evolve, your psychology degree will help you understand how human behavior impacts the dynamics of any organization.

60 words

Earn your online Bachelor of Arts in Psychology degree from Ashford University to potentially pursue a career in psychology or to move on to graduate school. Explore psychology as an area of scientific investigation and as a health or human services profession so you can apply the learning effectively in careers that involve an understanding of human behavior and leadership development.

30 words

Earn your online Bachelor of Arts in Psychology degree from Ashford University. Explore psychology as an area of scientific investigation and as a health or human services profession.

Bachelor of Arts in Public Administration – summary

110 words

Take the lead in public service by earning your online Bachelor of Arts in Public Administration degree from the Forbes School of Business® at Ashford University. Form a solid foundation of knowledge and skills in the public sector. A Bachelor of Arts in Public Administration degree is a great fit if you are seeking entry into federal, state, and local government jobs, as well as careers in non-profit management. This degree demonstrates your proficiency as a professional in public service. You will complete online coursework in urban management, budgeting and finance, political science and intergovernmental issues, and public policy development. This degree also offers you a full complement of courses in the social sciences.

60 words

Take the lead in public service with your online Bachelor of Arts in Public Administration degree from the Forbes School of Business® at Ashford University. Your Bachelor of Arts in Public Administration degree demonstrates your proficiency in public service. You will complete coursework in urban management; budgeting and finance; political science and intergovernmental issues; and policy development.

30 words

Take the lead in public service with your online Bachelor of Arts in Public Administration degree from Ashford University. Your completion of this undergraduate degree demonstrates your proficiency in public service.

Bachelor of Arts in Public Administration - specializations

Logistics Management
Sports and Recreation Management

Commented [lw11]: Use as a list or with descriptions

Logistics Management

Coordinate your career for success by adding a specialization in Logistics Management. You will learn how to distribute products, services, and material while preparing for a career managing transportation, warehouses, and supply chains.

Sports and Recreation Management

Score a point for your career! With this specialization added to your Bachelor's degree, you will enhance both your business and technical skills in the sports and recreation industry.

Bachelor of Arts in Public Relations and Marketing – summary

100 words

Explore the many ways in which public relations and marketing influence virtually every aspect of your life when you earn your online Bachelor of Arts in Public Relations and Marketing degree from the Forbes School of Business® at Ashford University. You'll find public relations and marketing are the foundation of every successful business and organization. Discover stimulating and creative areas of study that encompass such topics as communication, consumer behavior, advertising and promotion, research, and strategy. Find out how the best marketing professionals succeed in capturing potential customers' attention, addressing their needs, and securing their business.

60 words

Explore the many ways in which marketing and public relations shape our modern business world when you earn your online Bachelor of Arts in Public Relations and Marketing degree from the Forbes School of Business® at Ashford University. This degree can propel you into a professional career in sales, advertising, communications, events planning, or public relations..

30 words

Explore the ways public relations and marketing shape our modern world when you earn your online Bachelor of Arts in Public Relations and Marketing degree from Ashford University.

Bachelor of Arts in Public Relations and Marketing – specializations

Information Systems
International Management
Project Management

Commented [lw12]: Use as a list or with descriptions

Information Systems

Take advantage of a wide range of opportunities in one of the fastest growing areas in business organizations. You will increase both business and technical skills with an Information Systems specialization added to your online Bachelor of Arts in Public Relations and Marketing degree.