



EUROPEAN ASSOCIATION FOR HIGHER EDUCATION ADVANCEMENT

Document 2.1:
PRINCIPLES OF ETHICS FOR ACCREDITED INSTITUTIONS

Integrity is a central, indispensable, and defining characteristic of a quality institution demonstrated by the operation of the institution and its programs in accordance with the Principles of Professional Ethics for EAHEA Institutions. In support of its Standards for Accreditation, EAHEA members must uphold the following principles of professional ethics:

- To provide programs of study that are educationally sound, up-to-date, of high quality, and demonstrably effective.
- To publicly state and clearly demonstrate that the institution does not discriminate on the basis of age, race, ethnic origin, gender, sexual orientation, or religion.
- To maintain fair, ethical, and clearly stated advertising, admission, and enrollment practices by accurately and fairly representing the institution and its services to all people.
- To provide effective student services that recognize individual differences and ensure successful student retention, graduation, and employability where applicable.
- To demonstrate the ultimate benefit of private educational training programs through satisfied students.
- To ensure proper and ethical administration of all financial aspects of the institution.
- To embrace voluntary self-regulation, which is inherent to the accreditation process.
- To demonstrate a commitment to the people served by the institution through local community involvement and participation.
- To demonstrate the effectiveness of private educational training, thereby providing essential skills to support a productive workforce.
- To promote all education and training programs of the highest quality and integrity.

In the accreditation process, an institution must provide the Commission with accurate, complete, and pertinent information, including reports of other accrediting, licensing, and auditing agencies. An institution's failure to report honestly by providing false or misleading information, including misrepresentation by omission, will constitute a breach of integrity and seriously jeopardize the institution's accreditation status, with the risk of an adverse action by the Commission.