

Policy Regarding the Use of HLC Mark of Affiliation

The Higher Learning Commission of the North Central Association provides institutions with a symbol that can be used to indicate that the institution is accredited by, and thus a member of The Higher Learning Commission. The symbol contains the mark of the Higher Learning Commission and the North Central Association collective membership mark. The collective membership mark remains at all times the property of The Higher Learning Commission.

Western Michigan University has been accredited by and, thus, a member of the Higher Learning Commission and the North Central Association since 1915. WMU discloses its affiliation with the Higher Learning Commission in two ways.

1. Mark of Affiliation

WMU may use the HLC-provided mark of membership according to HLC regulations. Thus, WMU complies with HLC's rules of appropriate usage for both print and electronic forms and is responsible for ensuring that contractual providers do not misuse the mark.

The mark may be used in printed WMU documents disseminated to the public undergraduate and graduate catalogs, admissions materials, recruiting brochures, print advertisements, and transcripts. It may also be used on WMU's self-study report or other WMU documents prepared for or to advertise the evaluation visit. It may also be used on the WMU Web site or other online information about WMU, replacing previous accreditation statements.

WMU must:

- Use the entire mark, its design and colors as provided without any changes.
- Use the most up-to-date mark provided by HLC.
- Provide WMU's name and contact information within reasonable proximity to the mark.

WMU may:

- Scale the mark to a size appropriate for the document or Web site.
- Allow third parties (e.g., printing companies) access to the mark if they are acting as WMU's agent in producing institutional documents in print or electronic form, and after they agree to HLC's terms for using the mark.

The mark **may not** be used on mugs, folders, notebooks, clothing, sporting equipment, TV ads, billboards, vehicles, or any other similar display; nor on email solicitations, electronic banner ads or similar electronic documents.

In addition, WMU may not:

- Use the mark on items to promote WMU programs or the institution.
- License or allow third parties to use the mark in their own electronic or printed publications or documents for any purpose.

- Allow contractual providers offering coursework or services for WMU to use the mark in their documents or Web site, even where the third party may want to indicate what it is providing for WMU.
- Allow contractual providers that market WMU or WMU programs to use the mark in their printed documents or Web sites, even where such sites link to WMU's Web site.

2. HLC contact information

If WMU chooses to reference its accreditation status in advertising and recruitment materials, it must accompany that reference with information on how to contact the HLC. Accordingly, WMU will provide the HLC's Website address, mailing address, and telephone number, as listed below, and will include the following text:

The HLC prefers that all correspondence be directed to its Web site address or mailing address.

Electronic materials shall use the HLC's collective membership mark of affiliation.

Web site: www.ncahigherlearningcommission.org

Mailing address: The Higher Learning Commission
30 North LaSalle Street, Suite 2400
Chicago, Illinois 60602-2504

Telephone: (800) 621-07440/(312) 263-0456

For questions about the use of the HLC mark, please contact Dr. Eileen B. Evans, Vice Provost for Institutional Effectiveness at (269) 387-2314, or eileen.evans@wmich.edu.