

MFHEA COMMUNICATION MFHEA/08/2021

Title: Physical and Digital Advertising of home-grown programmes undergoing accreditation

From: Head Accreditation, Licensing, Validation and Quality Assurance, MFHEA

Date: 24/09/2021

Dear colleagues,

Article 2 of the Further and Higher Education Act- Chapter 607 of the Laws of Malta states that accreditation means “the formal approval by the competent authority established under this Act or any regulations made thereunder, that the operation of a further or higher education provider, or that an educational programme pegged against levels within the Malta Qualifications Framework, meets quality standards.”

This communication establishes the parameters within which a licensed educational provider can market and advertise, physically and/or digitally, an educational programme which is undergoing accreditation, hence awaiting formal approval for delivery from the MFHEA.

1. Publishing of clear information to potential students and/or the general public
Whenever an educational provider publishes a physical and/or digital advert for an educational programme which is still undergoing accreditation, the educational provider shall ensure that any physical and/or digital advert concerning that particular programme, informs the potential student and/or the general public, in a clear and prominent manner, about the unaccredited status of the programme, by publishing on the same advert the text found in paragraph no.3 below.
2. No financial and/or obligatory agreement/s are to be signed while the educational programme is undergoing accreditation. Whenever an educational provider publishes a physical and/or digital advert for an educational programme which is still undergoing accreditation, there shall be no signing of financial and/or obligatory agreement/s between the educational provider and the potential student and/or the general public. The advert shall invite the potential student and/or the general public to contact the educational provider and to express his/her interest in registering for the educational programme.

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The educational provider shall not in any way ask the said potential student and/or general public for money to secure his/her place for the educational programme which is still undergoing accreditation. This information shall be made clear to the potential student and /or the general public through the clear and prominent publication of the text found in paragraph 3. below.

3. Text to be inserted in a clear and prominent manner on any physical and/or digital advert for any programme undergoing accreditation

Whenever an educational provider advertises an educational programme which is undergoing accreditation by the MFHEA, the educational provider shall publish the text below on each and every physical and/or digital advert concerning the said programme.

ACCREDITATION PENDING

Kindly be informed that this programme is undergoing *accreditation from the Malta Further and Higher Education Authority (MFHEA).

Should you wish to express your interest to register for this educational programme you are kindly requested to contact us on XXX. A student agreement inclusive of payment of registration and tuition fees shall only be signed upon approval of accreditation of this educational programme, by the MFHEA.

**Accreditation is a form of certification in which the MFHEA will verify that an academic or vocational programme meets minimum academic and vocational standards. Accreditation ensures that the qualification a student works so hard to obtain meets quality standards, and that it will be recognized as such by other educational institutions and employers. The decisive stage of accreditation is the mapping of the programme to the Malta Qualifications Framework (MQF) and the European Qualifications Framework (EQF) – further information on the MFHEA and the MQF/EQF may be obtained from www.mfhea.mt*

Any breach of the guidelines contained in this Communication may lead to the imposition of fines as per Communication MFHEA/07/2021 on fines.

Regards,

Mr Lawrence Azzopardi
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