

Advertising/Recruitment/Marketing Materials Acknowledgment

Pursuant to Public Law 116-315 Section 1020 and 38 USC § 3696, the Department of Veterans Affairs requires State Approving Agencies to review all of a school's advertising, recruitment, and marketing materials and other associated language.

As a representative of _____ (name of School), I acknowledge that all advertising, recruitment, marketing materials, sales and enrollment practices, and other associated language or documentation used in the school's public relations actions are submitted for the review by the Tennessee State Approving Agency (TN-SAA) as part of the catalog approval.

Items to include (not all inclusive):

Social Media	Pamphlets/brochures
Radio/TV transcripts	Recruitment scripts
Billboards or other signage	Other sources of Advertising, Recruitment, Marketing
School Websites	
External websites	

- Understand that if other sources of advertising materials are discovered during the SAA review, the school will be responsible for gathering these items within a limited timeframe to return to the TN-SAA before the approval process can continue
- Understand as per Public Law 116-315 section 1020, and 38 USC 3696, schools are prohibited from engaging in substantial misrepresentation or misleading or deceptive statements, or other violations of this statute.
- Understand that Infractions of this law could cause suspension or withdrawal of all program approvals at the school.
- If the school has a focused advertising campaign and the statement is repeated in multiple documents, then a single sample of this campaign may be submitted

By signing this form, the School Certifying Official, or official responsible for submitting advertising documentation acknowledges that all materials have been electronically submitted to the Tennessee State Approving Agency and have notified the appropriate school administrators of this responsibility.

Signature of SCO or school representative submitting Catalog Approval Packet

NOTE: If the materials are too large to submit electronically (25MB or more), contact the Tennessee State Approving Agency for other methods to submit these materials.