



Executive Order 13607 and the Principles of Excellence

June 2012



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Executive Order Overview

- Signed by President Obama on April 27, 2012
- Designed to provide information, support, and protections to Federal education beneficiaries
- Strengthens oversight, enforcement and accountability activities within educational benefit programs
- Establishes Principles of Excellence as guidelines for educational institutions receiving Federal funding
- Expands student data collection efforts to better understand educational outcomes
- Requires development of a Centralized Complaint System for students



Principles of Excellence

The Principles encourage schools to:

- Prior to enrollment, provide students a personalized form covering the total cost of an educational program
 - Program costs, student debt estimates, and Federal financial aid options upfront
- Provide educational plans for all military and veteran education beneficiaries
- End fraudulent and aggressive recruiting techniques and misrepresentation
- Provide accommodations for service members and reservists absent due to service requirements
- Designate a point of contact for academic and financial advising
- Ensure accreditation of all new programs prior to enrolling students
- Align institutional refund policies with those under Title IV



Executive Order Implementation

Agency Tasks – Increasing Information:

- Notification and identification of schools agreeing to comply with Principles of Excellence
 - Schools agreeing to comply will be identified on www.GIBILL.VA.gov
- Strategy for developing Veteran and service member outcome measures
- Collect information on the amount of funding received pursuant to GI Bill and Tuition Assistance Benefits and place on College Navigator
- Streamlined tools for prospective students to compare educational institutions based on value and affordability
 - Additional resources on eBenefits
- Revise regulations, Department of Defense instructions, guidance and policy documents, and Memoranda of Understanding (MOUs)



Executive Order Implementation (con't)

Agency Tasks – Strengthening Enforcement and Compliance:

- “GI Bill” registration as a trademark
 - Prevent misleading use of “GI Bill” (e.g. implied sponsorship, etc)
- Centralized Complaint System to register, track and respond to complaints
 - Collaboration with Department of Education (ED), Department of Defense (DoD), Department of Justice (DOJ), Consumer Financial Protection Bureau (CFPB)
 - Forum for students to report concerns about recruiting and other issues
- Uniform procedures for receiving and processing complaints across State Approving Agencies
 - Integrated process for sharing information between VA, SAA, accrediting agencies, Department of Education
- Procedures for targeted risk-based program reviews
 - Validate compliance with Principles of Excellence
- Develop uniform rules and strengthen procedures for institution access to military installations
- Appropriate steps to prevent websites and programs from engaging in deceptive marketing



Executive Order Implementation (con't)

Agency Tasks – Reporting:

- Preparing 90-day implementation reports to White House
 - Implementation Progress
 - Plan to strengthen enforcement and compliance mechanisms



VA Focus: Near Term/Completed Actions

- Submitted application to trademark “GI Bill”
 - 13-18 month process at Patent and Trademark Office
- Sent letter to Educational Institutions
 - Outlined Principles of Excellence, encouraged compliance, requested notice of intent to comply
- Identifying opportunities to enhance resources on eBenefits and GI Bill website
- Developing strategy to determine and collect Veteran outcome measures



DoD Focus: Memorandum of Understanding (MOU)

Purposes of MOU:

- Articulates the commitment and agreement educational institutions provide to DoD by accepting funds via each Service's tuition assistance (TA) program in exchange for education services
- Address all methods of learning (on-installation, off-installation, and on-line/distance)
- Require all institutions to be subjected to a 3rd party review process
- Expand adherence to key Service member protections
 - Award credit (where appropriate) for military training and experience
 - Provide an evaluated educational plan to the Service member
 - Provide flexibility in residency requirements (total and last year)
- Provide avenue to withhold TA from those institutions who do not adhere to protections



DOD MOU – Current Status

- Concerns regarding language in the MOU prevented some key institutions of higher learning from signing the MOU; other concerns were that the MOU contained insufficient protections for military students
- DoD provided a 90-day delay to the requirement to sign the MOU (January - March 30, 2012)
- DoD collaborated with key stakeholders to address concerns
 - Congressional staffers
 - Veterans/Military Service Organizations
 - American Council on Education
 - Institutions of Higher Learning
- Change 1 to DoDI 1322.25 with the revised DoD MOU now in DoD internal coordination (estimated completion: Summer 2012)
- Schools will have time after coordination is completed before the requirement to sign the MOU goes into effect



DoD Focus: Principles of Excellence Requirements

DoD Requirements:

1. Require Schools to:
 - a. Provide Students with an Education Plan
 - b. Provide students with a personalized, standardized form with costs, financial aid and outcome measures
 - c. Inform students of the availability and eligibility Federal financial aid before arranging private student loans
 - d. End fraudulent and unduly recruitment on military installations
 - e. Obtain approval of institution accrediting agency for new course or program offerings before enrolling students
 - f. Allow service members and reservists to be readmitted to a program if they are temporarily unable to attend class or have to suspend their studies due to service requirements
 - g. Have a refund policy that is aligned with the refund of unearned student aid rules applicable to Federal student aid
 - h. Designate a point of contact for academic and financial advising
2. Provide military students, prior to using their benefits, streamlined tools to compare educational institutions using key measures for affordability and value through the VA's eBenefits portal
3. Create an interagency Centralized Complaint System
4. Establish new uniform rules and strengthen existing procedures for access to military installations by education institutions
5. Establish procedures for targeted risk-based program reviews of institutions to ensure compliance with the principles

Currently in the MOU to be released in mid-summer:

- Full requirement 1. a, c, d, h.
- Partial requirement: 1. g.

What needs to be included/additional verbiage in the MOU: 1. b, e, f, g.

Tasks to be preformed: 2, 3, 4, and 5.



ED Focus: Better Information to Inform Veteran and Service Member Student Choice

- Provide prospective veteran and service member students with a personalized and standardized form to help understand the total cost of the educational program including:
 - tuition and fees;
 - the amount of that cost that will be covered by Federal educational benefits;
 - the type and amount of financial aid they may qualify for; their estimated student loan debt upon graduation;
 - information about student outcomes; and
 - other information to facilitate comparison of aid packages offered by different educational institutions;
- Inform veteran and service member students about the availability of Federal financial aid and have in place policies to alert those students of their potential eligibility for that aid before packaging or arranging private student loans or alternative financing programs.



Questions and Answers