

## WHY DOES ACCREDITATION MATTER?

Accreditation is designed to help educational institutions boost their ongoing performance efforts for the benefit of their students. AdvancED insists on a relentless pursuit of excellence – for itself and for the institutions it accredits. This ethic of excellence ensures that institutions will find rich benefits from accreditation and that parents can confidently make informed decisions about their children's education, knowing their child's school is accredited. Accreditation matters because our students deserve the highest level of educational excellence possible.

Educational institutions that engage in AdvancED Accreditation will:

- Unite with a global network committed to standards of educational excellence.
- Earn the distinction of quality through the recognized seal of AdvancED accreditation.
- Experience a unified, clear, and powerful accreditation process with a scalable and sustainable evaluation of education quality.
- Receive external and objective validation of the areas in which they're doing well, and the areas for continuous improvement.
- Benefit from AdvancED research that shapes educational policy and improves learning practices.
- Experience a state-of-the-art web-based accreditation system that is continuously being upgraded and improved.
- Hear the best available ideas and thinking on education practices and trends through innovative products, educational technologies, and the collective knowledge of peers.
- Benefit from shared expertise and powerful professional learning through local and global workshops, training, conferences, and personalized service.

Students and their parents will:

- Experience ease in transferring credits from one school to another.
- Gain greater access to federal loans, scholarships, postsecondary education and military programs that require students attend an accredited institution.
- Benefit from their institution or educational system's commitment to raising student performance and accountability.