FORUM Research in Brief

How to Identify Diploma Mills and Axact Websites, and Tools for Your Protection

By Allen Ezell

Editor's Note: This is the final in a series of three articles about academic fraud.

Article one provided background into the centuries-old fraud of selling diplomas and transcripts from fake schools and counterfeit documents in the name of legitimate schools. Article two provided a detailed look into the operations of the world's largest diploma mill, Axact, Ltd., which is still operating today. This article identifies ways to recognize fake schools quickly and provides tools for detecting them.

Axact Red Flags

Knowledge is power! The more you know about any subject increases your ability to quickly recognize what you are looking at for what it truly is, especially in the realm of academic credentials. In the infancy of the Internet, and before Axact had been identified with its cadre of fake schools, Dr. John Bear and I developed a "red flag" list ("92 Things Bad and Fake Schools Do to Mislead People") that was included in our 2005 book (and the 2012 revised edition) Degree Mills: The Billion Dollar Industry That Has Sold over a Million Fake Diplomas. Bear recently added this list to our website, which also contains the Pakistan Federal Investigation Agency (FIA) FIR (First Information Report) on the Axact investigation (prepared after the May 2015 raids).

The red flag list deals with some of the major fraud areas, including false statements regarding schools'

existence, facilities, faculty, student body, etc.; accreditation; memberships or affiliations; misleading statements; advertising and marketing; and claims regarding acceptance of degrees. There are probably more than 5,000 diploma mills and accreditation mills on the Internet today. But given the sheer size and breadth of the Axact fraud empire, you are most likely to encounter its fraudulent documents rather than those from other sources. Axact has more than 4,000 websites and has issued an estimated 8,000,000 fraudulent diplomas, 250,000 plus of which have gone to people in the United States. In view of this, I have created a new list of 71 Axact red flags derived from my review of numerous Axact websites. Bear in mind that Axact continues to operate today and is constantly creating new websites and honing its techniques as it identifies new sales avenues.

The fictitious diplomas, transcripts, and counterfeit attestations being created and sold by Axact will haunt the academic and business communities for at least the next 20 years. To better understand Axact, see the video at <a href="align: cente

Ontent of the report has been reproduced and made available at <degreemills. com/axact.html>.

manner and of "witness intimidation and bribery" and "statutory delay." In addition, a list of all the "facilities" (perks) the schools offer employees is included. This is the "bait" Axact uses in its recruiting of new, young, inexperienced employees. Similarly, Axact attracts new "students" by promising new jobs and attractive scholarships via fake personnel agencies.

Website Commonalities

Axact typically makes grandiose statements regarding its fake schools. When you encounter this verbosity, you will recognize it. Here are some examples:

- "Accommodative learning"
- "Accreditation is a critical credential, a symbol of credibility."
- ◆ "A global university for the 21st century"
- "A mission-driven university ensuring excellence in education and teaching"
- "Methodologies"
- "Among top 5% universities worldwide"
- "Begin your journey (here); blog"
- "Better tomorrow program (promote quality affordable education globally)"
- "Countless options"
- "Creating future leaders"
- "Creating leaders that are ready to make a difference"
- "X,xxx degrees granted"
- "Delivering valuable academic experience to ambitious students"
- "Distance learning university"
- "Enroll for just \$199!" (for early schools which sold 'graduation package' of documents)
- "Experience beyond classroom"
- "Explore, prepare, and succeed
- "Faculty members who are experienced experts and leaders in their respective fields"
- "Faculty—visiting, permanent, and associated"
- "First choice of working adults across the globe"
- "Freedom in education"
- "Free consultancy"
- "Free yourself from boundaries"
- "Gain international experience"
- "Global alumni network" (regional chapters listed)
- "Global footprint university, 180 countries"
- "Global presence across 6 continents, in 120 countries, 1,300 cities"

- "Great course options"
- "Highly experienced and qualified faculty"
- "High-quality education delivered!"
- "Industry experts teach here"
- "Intellectual excellence"
- "Investing in the future"
- "Learn from top minds"
- "Learning on your finger tips"
- "Limited time offer—Reserve your scholarships now!"
- "Limitless global career opportunities"
- "48,527 lives made better and still counting – 'become an alumni'"
- "www.nationalcreekuniversity.education"
- "New online classrooms"
- "97% of our graduates get employment offer from multi-national organizations within the first 6 months of their graduation"
- ♦ "94% student satisfaction"
- "100% globally accredited online programs"
- "Offers online chat, toll-free telephone number, or e-mail"
- "Online education at its best"
- ♦ "Online learning at its best"
- ◆ "Our university consists of 70% (also 90%) Ph.D.-qualified faculty members."
- "Open the door to unlimited opportunities."
- "Our alumni and graduates earn 13 percent more than other universities' students—as much as \$73,500 per annum."
- "Presidential scholarships (eligibility criterion so minimal that 90 percent of applicants qualify)"
- "Pursue your goal, reach your destination"
- "Providing the best academic experience anywhere, anytime"
- "Ranked in the top 15 best online universities"
- "Reserve your scholarship –up to 90 percent qualify—Enroll today."
- "Roosevelt Scholarship saves up to 90% of tuition."
- "Scholarships available for students in United States."
- "Scholarship programs for student's worldwide"
- School displays logos of all acceptable means of payment: Visa, MasterCard, Discover, Diners Club, AMEX, JCB, Cash U, Travelers Express, Western Union, and Money Gram.
- Special tuition fees for military personnel, reducing their total tuition program fee by 50 percent

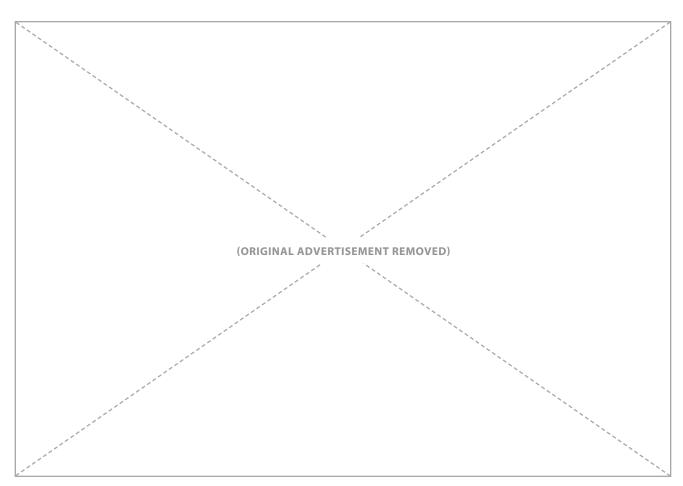
- "State-of-the-art online education"
- "Step into the world of Inspiration and knowledge"
- "73 percent of our alumni are in upper management and leadership roles with multinational firms (increased by 2 percent last year)"
- "The most credible online university"
- "The place for effective learning and education"
- "Today only, registration deals"
- "Top 100 + employers want graduates who are job ready"
- "Tour virtual Campus"
- Translate page; Offers to translate home page into 103 languages (Afrikaans to Zulu)
- Tuition fee comparisons (displays graph showing supposed tuition rates for five legitimate schools with the lowest tuition shown being for the Axact school)
- "Unmatched 'affordabilities"
- "World class' frequently used"
- "We are one of the world's top 10 (or 100) universities in the world."
- "We have global collaborations."

- "We have the same level of institutional accreditation as the world's elite schools."
- "World's Largest University (statement observed on several of their school sites during the same time period!)"
- "You may seek education through our 48 campus-based universities."
- "Your time, your place, our support!"

Website "Flow"

In addition to puffery, Axact sites typically have a certain "flow" to them. Usually, their sites present content in the following order (recall the various false statements/claims cited above):

- Web address (especially if .edu or .education extension is included in the school's URL)
- School name and address
- ♦ About us; why choose [school name]
- Mission and vision
- Photos of school buildings and facilities
- Photos of expert faculty and school leaders



- President or chancellor's message
- Student and campus photographs
- Global presence and regional chapters shown (great graphics)
- Accreditations (with links to "certificate" and their website)
- Calendar
- Scholarships
- ◆ Tuition and financing; fee reduction options
- Referral program (earn points toward discounts on enrollment fees)
- ♦ Download school brochure (which may turn out to be a recruitment booklet for a new "University Certified Educational Associate Program," representative who collects "tuition" from recruited students, retaining portions for himself based on his sales volume—e.g., 40 percent, 50 percent, and 75 percent [silver, gold, and platinum recruiters]. The site may also include the following statements: "For our PLA (Prior Learning Assessment) degree, you can charge any tuition you want from your referred students, after covering the cost of our education process, which is only \$500." Also: "You can offer apostle [sic] and embassy legalization to students who successfully earn PLA degree at your price after covering up our quoted price." No base fee or "quoted price" is given. (Sources advised that the amounts are between \$500 and \$4,000, with resales up to \$100,000, depending on the wealth of the victim.)
- website may display "sample" copy of school diploma, transcript, and/or verification form letter
- Schools: natural sciences, performing arts, psychology, education, social sciences, fire sciences, social services, and applied arts
- Professional schools: business and management, nursing, criminal justice, law and legal studies, computer science, health sciences, engineering, and political science
- ◆ Degree programs: associate degree, bachelor's degree, master's degree, Ph.D. programs, certificate programs, diploma programs
- ♦ News and events; view demo
- Services we provide (e.g., scholarship program; online student and alumni center; credit transfer facility; apostille and embassy legalization; career center, and free consultancy (student/

- career advisors) accessible 24/7 through e-mail, call (toll-free number) or chat)
- ♦ Student life
- Corporate partners
- Alumni association and career center
- School ranking
- News room
- Overview
- ◆ Acceptance of degree
- Graduates employed at Fortune 500 companies. (Their colorful logos are displayed in the background or in the form of an impressive rubik's cube).

Axact Websites to Review

Thirty-two of Axact's thousands of websites, including its home office, are listed in Table I (on page 51). These fake school sites were in existence from 1998 until 2019, with URL extensions ranging from .com, .us, .org, .net, and .edu to .education. The company has also used .university. Several of the older schools are listed to demonstrate the foundation of Axact's growth from "early primitive" (when the schools outright sold "graduation/degree packages" with "Enroll now with just \$199") to their more expensive professional-looking websites of today.

How Fake Schools Mislead Prospects (71 Red Flags)

Accreditation Claims

- Claims accreditation by an unrecognized agency (even using gceab.org).
- ◆ The unrecognized accrediting entity uses words such as "global," "international," "national," "American," "United States" (or name of a specific region), "Mid Eastern," or "GCC," etc., as well as the URL extension .org.
- The unrecognized agency claims to accredit legitimate schools and provides a long list and state search.
- ◆ Fake accrediting entities have names similar to legitimate entities; for example, ushlc. education (United States Higher Learning Commission) is a look-a-like/sound-a-like

Table 1. Select Axact Fake Schools and Their Websites

Address	Name	Registered
axact.com	Axact (parent company)	11/4/98
alhosnedu.com	Alhosn University	5/30/19
national creek university. education	National Creek University	3/9/19
trevorfield university. education	Trevor Field University	2/27/19
whitelakeuniversity.org	White Lake University	2/7/19
pfu.education	Paragon Field University	1/1/19
hsu.education	Hempster Shire University	12/24/18
uomayford.education	University of Mayford	10/11/18
uot.education	University of Tulane	9/10/18
brexituniversity.com	Brexit University	8/5/18
uocv.education	University of Camville	7/12/18
umf.education	Myers Field University	5/28/18
uocf.education	Costa Field University	2/21/18
tisdaleuniversity.com	Tisdale University	2/3/18
richforduniversity.com	Richford University	12/26/17
uogw.education	University of Greatwood	12/6/17
hcu.education	High Claire University	11/14/17
bayshoreuniversity.com	Bayshore University	8/28/17
university of may for d.com	University of Mayford	7/16/17
mainefield university. edu	Mainefield University	Unknown
mainefield university.com	Mainefield University	3/4/17
gates villeuniversity.com	Gatesville University	9/12/16
mayfielduniversity.com	Mayfield University	9/10/12
corllinsuniversity.org	Corllins University	9/19/10
hilluniversity.net	Hill University	11/5/08
lorenzuniversity.com	Lorenz University	11/5/08
nauedu.us	Northeast Alabama University	7/30/04
orlandouniversity.com	Orlando University	5/18/04
almedauniversity.com	Almeda University	6/23/04
belforduniversity.org	Belford University	7/9/03
rochvilleuniversity.org	Rochville University	7/9/03
mississippistateuniversity.com	Mississippi State University	1/26/02
standforduniversity.com	Standford University	10/17/00

for the legitimate hlcommission.org (Higher Learning Commission, Chicago, IL).

- Accreditation may be claimed from a legitimate entity that has name recognition but does not accredit institutions.
- Links are provided to a certificate and to accreditors' website(s).
- Whereas legitimate schools usually have one accreditor, Axact schools have four

"international, regional, and subject specific"; Mount William University indicates it has "20+ different accreditation bodies." (More fakes must be better in this instance!)

Other False or Misleading Claims

 Steals photos of legitimate school buildings, facilities, students, and texts

- Abuses the process of awarding life/ work experience credit
- Creates fictitious school background, length of existence, size, number of faculty, and graduates
- Claims fifteen schools with 70 majors and 1,100 programs (exact figures vary)
- Frequently lists names of legitimate schools and their tuition amounts (usually Kaplan, Capella, Strayer, and Walden University) and indicates that the fake school's tuition is lowest and the fake school is the best choice
- Displays logos of Fortune 500 companies claiming that their graduates are employed there
- Often displays a Rubik's cube depicting logos of the many companies that employ their graduates
- May tout academic offerings with the statement "Top 3 Ranking as Gulf's Top Islamic Banking Program Provider"

False or Misleading Memberships and Affiliations

- Membership in real organizations but ones that don't screen members
- Implied legitimacy through United Nations– related organizations, or school listings
- Membership in nonexistent or bogus organizations established by themselves—some with websites

Fake or Meaningless Documents

- International Organization for Standardization (ISO) 9002 and similar certifications
- Occasional misuse of state certificate of incorporation to claim degree-granting authority
- ◆ Testimonial videos by staff and students posted on various social media sites (e.g., Facebook, YouTube, Twitter, Google+, etc.)

Advertising and Marketing

- Paid search engine placement (search engine optimization) so the fake school's name often appears with the names of legitimate schools
- Relies daily on all aspects of internet-based social media sites to create "drumbeat"; uses Google, Facebook, LinkedIn, Bing, Yahoo, and other sites to distribute propaganda to attract new students and others to establish credibility

- Issues press releases regarding their schools then posts these for the world to see on free websites such as CNNiReport and prweb.com.
- Posts school PowerPoint presentations for potential students on various sites, such as slideshare.net and others, thus lending credibility to the fake school
- Occasionally saying they are not a degree mill, because "degree mills are illegal"
- Persuasive, aggressive telemarketing calls by fake school officials who themselves did not attend college
- Offers "graduation packages" at a flat price (backdated, if one desires), with discount if purchased today
- Offers numerous degree options (e.g., associate, bachelor's, master's, and doctoral) individually or combined (with hefty discounts for multiple degrees packages)
- Claims to offer "employer tuition reimbursement program"
- Utilizes a "spiderweb" of websites to entangle potential students searching for online education
- Utilizes fake job placement and personnel agencies to entice individuals to purchase degrees in order to obtain the high-paying job offered, sometimes in the Middle East
- ◆ If the fake school requires students to submit a thesis or dissertation as part of their "online education," the school offers means by which to have the paper prepared for a price.
- If a student desires a "required" paper to be published, the school conveniently has a vanity publishing company that will also do this for a price.

Misleading or Fake Internet Presence

- Purchases older schools' websites for their .edu extensions then assigns names to new fake schools with the same initials as the old
- Fake schools also use the school name followed by .edu, .university, or .online to appear legitimate
- Assign the new fake school a name similar to that of a well-known legitimate school (i.e. confusion by design)
- ◆ Establishes fake chat rooms and discussion groups, along with social media, to increase the frequency with which the new fake schools are publicized

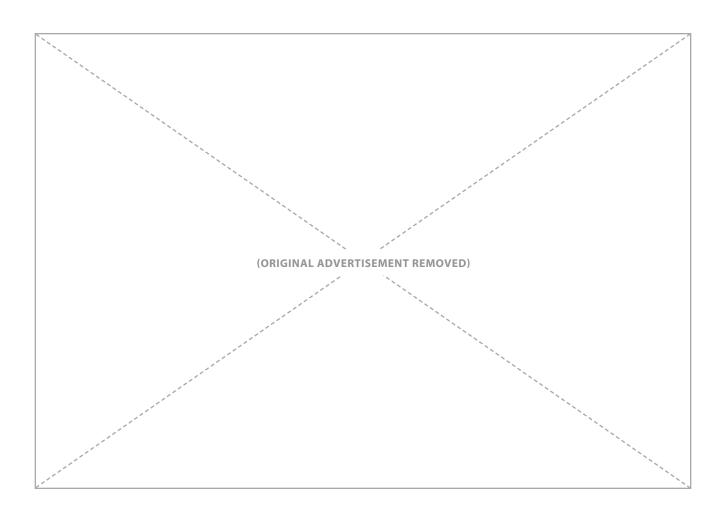
The Trappings of Real Schools

- ◆ Occasionally sells school paraphernalia (*e.g.*, t- shirts, rings, coffee mugs, etc.)
- Offers "presidential scholarships" in the form of tuition reduction (70 to 90 percent)
- Fake course lists may occasionally appear, usually copied from legitimate school sites
- May provide map of or directions to non-existent campus
- Frequently, "internships" are offered on fake school sites
- May only offer PLA (prior learning assessment) and OE (online education) but no "live, on-campus classes"
- Occasionally mentions a student loan program, but it's really a tuition discount
- ◆ "Tuition fee reduction" may also be mentioned; In reality, these are 7, 9, 14.5, 15, and 20 percent tuition discounts, depending on whether one pays the entire balance in one or two payments

- Referral program (earn points toward "discounts" for each tuition paid)
- Non-existent alumni association and/or alumni gatherings, with regional chapters on all continents
- Several display copies of the diploma, transcript, and verification letter they award.
- ◆ Uses "copyright date," for example, 1995–2015, when the website was created, e.g., 3/7/12 in Delaware. (Note: The internet was "created" in mid 1995.)

Misleading "Acceptance of Degree" Claims

- Broad statements regarding graduates' employment, never specifically identifying a named student with a specific employer
- General statements such as "Our graduates are employed by Wells Fargo, Ford, Apple, etc." that cannot be verified or refuted because no graduates' names are given
- Displays logos of graduates' employers around the world



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Tabi	e 2.	Internet	t Rese	earch	Tools

Data Type/Tactic	Service URLs	Notes
Domain Name Lookup	▶ lookup.icann.org	Determine ownership information for any given URL, including varying amounts of registrant detail
Reverse IP Lookup	mytoolbox.comipchecking.com	Identify URLs associated with a user-provided IP address
Internet Archive	▶ archive.org	Its "Wayback Machine" provides the number and date range of a massive collection of archived web pages
Reverse Image Search	▶ tineye.com	Determine where user-provided images (via upload, URL, or copy/paste) appear online
Reverse Information Search	▶ whitepages.com▶ 411.com	Help in finding/verifying contact information for people and businesses based on user input (names, telephone numbers, addresses, etc.)
Street and/or Satellite View	 maps.google.com showmystreet.com mapstreetview.com apquestview.com instantstreetview.com 	Helps in verifying the existence of an entity based on street-level and/or aerial views of its physical address

 School makes claims such as "More than 952 global partners provide employment opportunities to our graduates."

Misleading or Fake Physical Presence

- Fake pictures of the school's buildings that in fact are stolen from the websites of legitimate schools.
 (For example, several Axact schools' websites show a picture of Butler Library at Columbia University.)
- Photos of real buildings with the sign of the fake school superimposed
- PMB (private mail box) presented as "Suite" or "Floor" or "Building number"
- Photo of a building in which the fake institution either does or did rent a room or use a mailbox service

Misleading Policies

- Claims to be the "world's largest university" and the "world's largest distance learning university" simultaneously while "sister schools" make the same claims
- Claims exclusivity—for example, stating that only 5 percent of applicants are accepted

- ♦ Backdates diplomas to the year 1997
- Sells graduate honors (e.g., magna cum laude, summa cum laude) and grades of buyer's choice
- Allows students to select which courses/grades they wish to appear on their transcripts
- Assures the student, "We'll always be here for you"; "lifetime degree verification and support"
- ◆ "Free lifetime credentials verification services"
- ♦ Claims "We are here 24/7"
- Allows students to enroll for more than one degree at a time
- Multi-level marketing (sale of diplomas) through "certified educational associates" and brokers worldwide, with commissions ranging from 40 to 75 percent of tuition collected
- Uses hard-sell marketing techniques such as "Order by midnight tonight," "today only, during this call"
- ◆ Promises "your degree and transcript will be in your hands in five to ten business days, or within 24 to 48 hours" by new "overnight courier service," if desired
- Sells degrees and transcripts for fake schools COD (cash on delivery); buy now, pay later!

Research Tools

Table 2 highlights some of the methods and resources to assist in determining the legitimacy of schools and their websites.

Of Special Interest

Beware of one Axact website and its implications. It is like no other site: It hides in plain sight, under the guise of credential evaluation and verification, along with accreditation, yet fits in perfectly in conjunction with the blackmail, extortion, and strong-arm tactics of Axact and its employees against its "students." This site is for Global Credential Evaluation and Authentication Board, created March 17, 2019.² It purports to provide "worldwide credential verification" (with a twist). There appear to be two main areas: Global Alert Database (GAD) and Global Board of Investigation (GBI). GCEAB is purportedly a "regional accreditor" for Bayshore University³ (created August 28, 2017).

GCEAB "is an international body that verifies educational records, medical records, criminal records, employment records, traveling records, and credit records." Look at the flags displayed for all the countries it says it serves. Look at the "august partners," including the building at the center, and "Government Bodies" with the bright United States flag. The site states that it is "The Sole International United National Organization for Verification of Credentials."

Read the Global Board of Investigation content closely: Through its own Global Verification Agents (GVA), it examines records for discrepancies, and, if detected, places the names of individuals (as appropriate) in GAD (Global Alert Database). GCEAB claims to share the GAD data with "embassies, missions, immigration bodies, global organizations, government ministries, law enforcement agencies, education institutes, health institutions, and large private and public concerns, such as insurance, banking, technology, automotive, real estate, construction, and various others. The effect is such that if an individual is undergoing any process such as admission, employment, immigration, credit verification, travel, investigation, or health, then it is halted immediately and the relevant institu-

tion makes the appropriate decision. There are cases in which criminal investigations were provided assistance and the subject individual was brought to justice by going to jail."

Following the previous statements, GCEAB displays numerous red ink stamps with "Here's what happens to individuals upon entry in Global Alert Database." (See Figure 1, on page 56.)

Practical Application

You now have the tools to peel the Axact diploma mill conglomerate "onion" one layer at a time and to expose it for what it truly is. You have learned about Axact's 71 red flags, along with other material, as well as a list of tools available when checking the legitimacy of academic credentials.

Practice this for a moment. With your red flags checklist at hand, select one (or more) of the Axact schools listed above, apply your knowledge, and examine it critically. Check off each red flag you identify. (Hint: If you select National Creek University—a typical Axact fake school site—download the 34-page brochure, then look at page six closely. Note that the NCU website was created on March 9, 2019, whereas the Richford University site was created on December 26, 2017.) On many occasions, quality control is lacking; these are the tell-tale signs you are looking for. I found at least 30 tell-tale signs (i.e. misspelled words, improper grammar, unusual word combinations, the name "Richford," etc.) in this brochure. Investigate the University of Tulane, and you will note that it is modeled after Myers Field University. Axact has consistently used one fake school website after another as the foundation for its next new school, sometimes neglecting to change some of the "little things"; these are the very things you are searching for.

Conclusion

This article describes the normal "flow" of an Axact website as well as the commonalities that link its sites together and make it easier to trace. Warning signs are categorized and detailed as are the URL extensions used by Axact schools (*i.e. .com, .us, .org, .net, .edu,* as well as *.university* and *.education.* Thirty-two (32) Axact fake school websites spanning from November 1998 through May 2019, including Tulane University and

² See <gceab.org>.

³ See <bayshoreuniversity.com>.

Figure 1

Sample Page from Fake Accreditor/Evaluator's Website



Source: <gceab.org/gad/>

Standford [sic] University, are listed with their "created on" dates to serve as benchmarks, in conjunction with 71 red flags specific to Axact fake schools and their fake accreditors. Numerous Internet tools are described for use when checking the legitimacy of academic credentials. You are encouraged to utilize all of the information provided, in conjunction with the 71 red flags list, and to examine several of the listed Axact sites (and the school brochures, if offered), to see how many boxes you can check. You were also alerted to the heinous Axact site gceab.org, the Global Credential Evaluation and Authentication Board (also offering "regional accreditation") and its tentacles, global verification agents,

and the "Global Alert Database" used by Axact in its overall blackmail, extortion, and strong-arm tactics.

Adhere to your office protocols in conjunction with using the recognized school databases maintained by the Council for Higher Education Accreditation⁴ and the U.S. Department of Education,⁵ which contain information about 7,600 legitimate schools and 23,000+programs.

Remember: To protect yourself and your institution, verify everything.

About the Author

Allen Ezell, Special Agent, FBI (retired), was in charge of the FBI's Diploma Scam investigations (DIPSCAM) from 1980 until 1991. He continues academic fraud consulting today and is a frequent AACRAO presenter and author.

⁴ See <chea.org/directories>.

⁵ See <ed.gov/accreditation>.