

**Ethical Recruitment of Students, 4.04**  
**Chapter 4: Student**

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**Responsible Office: Enrollment Management****Applies to:** Administrators, Staff, and Faculty**BOT Approved:** 03/21/2023

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**Policy:** The purpose of this policy is to prevent aggressive recruitment of students (including but not limited to veterans and Military Service members) to the College.

**Guidelines:****I. Definitions**

- a. **High-Pressure Tactics:** include but not limited to making three or more unsolicited contacts by phone, email, or in person or engaging in same-day recruitment and registration
- b. **Military Service:** Army, Navy, Air Force, Marine Corps, Coast Guard, National Guard and their reserve components
- c. **Substantial Misrepresentation:** a false, erroneous, or misleading statement on which the recipient could be reasonably expected to rely --or has relied on -- to his or her detriment

**II. Prohibitions**

- a. The College does not use third parties or agents to represent it for purposes of recruiting or enrolling students. Only appointed employees, trained students, or trained alumni of the College are authorized to officially represent the College in recruiting and enrolling students through direct contact with the applicant, their parents or legal guardians, spouse, or school counselors.
- b. No one may offer an inducement (including a gratuity, favor, discount, entertainment, hospitality, loan, transportation, lodging, meals or other items) to any individual or entity or its agents, for the purpose of securing enrollment of students or obtaining access to federal financial aid or tuition assistance funds.
- c. No one may provide any commission, bonus, or other incentive payment based directly or indirectly on securing enrollment of federal financial aid to any person or entities engaged in student recruiting, admission activities.
- d. No one may engage in High-Pressure Tactics to recruit or secure enrollment of students.
- e. Substantial Misrepresentation about the nature of the College's educational programs, financial charges, or employability of graduates is prohibited in all forms.

**III. Exceptions**

- a. The use of commissioned agents to recruit students who are neither US citizens nor US permanent residents is a recognized exception. Agents must ensure that their relationship is completely transparent to students and families and conducted with integrity and accountability.

**Related Policies or Procedures:**

N/A

**Compliance References:**

[Recruiting, Admissions and Related Institutional Practices \(CRRT.C.10.010\) | Policies \(hlcommission.org\)](#)

**History:**

|                 | <b>Date:</b> | <b>Reason:</b>   |
|-----------------|--------------|--|
| <b>Issued:</b>  | 07/16/2019   | Original policy was reviewed and approved by Board of Trustees |
| <b>Revised:</b> | 03/21/2023   | New policy number to align with new structure                  |
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*This policy and / or procedure provides operating principles for Human Resources issues at Rhodes State College. It supersedes any prior policy covering specific subject. This policy and/or procedure may be suspended, modified or cancelled as determined by the College. This policy and/or procedure does not create a contract of employment, nor is it a condition of employment between the College and its employees.*