

SOUTHWEST TENNESSEE COMMUNITY COLLEGE**SUBJECT: Ethical Recruitment of Prospective Students & Military Affiliated Individuals****EFFECTIVE DATE: April 8, 2024****Purpose**

The purpose of this policy is to establish guidelines for the recruitment of prospective students, including military service members, reservists, veterans, as well as their spouses and other eligible family members at Southwest Tennessee Community College (“Southwest” or “the College”).

Policy**I. Introduction**

This policy is being implement for compliance with the federal law and [Presidential Executive Order 13607](#) entitled “Establishing Principles of Excellence for Educational Institutions Serving Service Members, Veterans, Spouses, and Other Family Members.”

II. Prohibitions and Requirements

- A. Southwest will not pay commission, bonus, or other incentive payment to a person or entity engaged in student recruiting, admission activities, or making decisions regarding the award of student financial assistance based directly, or indirectly, on securing enrollments or federal financial aid (including military Tuition Assistance Program funds) for any prospective student, including military affiliated individuals. For purposes of this policy, a “prospective student” is an individual who has contacted, or been contacted by, Southwest or its employees/agents for the purpose of communicating about enrolling at the College or the availability financial aid or type of financial aid.
- B. High-pressure recruitment tactics are prohibited. “High-pressure recruitment tactics” include making multiple unsolicited contacts (three (3) or more), including contacts by phone, email, or in-person, and engaging in same-day recruitment and registration for the purposed of securing enrollment of prospective students, including military affiliated individuals or obtaining access to financial aid or tuition assistance funds.
- C. Southwest will not use or offer inducements for securing enrollments of prospective students or obtaining access to financial aid or tuition assistance funds. Inducements include, but are not limited to, gratuity, favor, discount, entertainment, hospitality, loan, transportation, lodging, meals, or other item having a monetary value of more than an insignificant amount, to an individual or entity or its agents, including third-party lead generators or marketing firms. This policy does not prohibit the payment of regular salaries to Southwest employees or fees paid to contractors in conformity with all the applicable

laws for the purpose of securing enrollments of prospective students, including military affiliated individuals or obtaining access to financial aid or tuition assistance funds.

- D. Southwest will not make misrepresentation(s) to prospective students, including military affiliated individuals or their family members, regarding the nature of educational programs, financial charges, or employability of graduates. This prohibition applies to direct or indirect contact with prospective students, including, but not limited to, outreach, recruitment, marketing, advertisement, or admissions operation. Southwest also prohibits the making or use of false, erroneous, or misleading statements to a prospective student. Misrepresentation(s) includes a statement that has the likelihood or tendency to mislead under the circumstances, regardless of whether it is made visually, in writing, orally, or through other means.
- E. Southwest will provide information about educational institution-sponsored scholarships or grants and tuition reductions available to prospective students, including military affiliated individuals.
- F. The College will educate and monitor employees and third-party agents acting on behalf of Southwest regarding compliance with this policy. Any person or business found to have violated the terms set forth in the policy will be subject to corrective action and potential disciplinary action, up to and including termination.

Responsible
Source of Policy: TBR

VP of Student Affairs;
Administrator: VP of Academic Affairs

Related Policy: _____

TBR Policy Reference: 2.03.01.03

Date: April 8, 2024