

2.03.01.03 Ethical Recruitment of Prospective Students and Military Affiliated Individuals



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Policy/Guideline Area

Academic Policies

Applicable Divisions

TCATs, Community Colleges

Purpose

To establish consistent policies and practices at Tennessee Board of Regents (TBR) institutions for the recruitment of prospective students, including military affiliated individuals (such as service members, reservists, veterans, spouses and other eligible family members), that are compliant with the requirements of federal law and Executive Order 13607.

Policy/Guideline

- I. Introduction
 - A. This policy establishes standards for recruitment for all prospective students, including military affiliated individuals at the community colleges and colleges of applied technology under the governance of the Tennessee Board of Regents.
 - B. Each institution is directed to enact a policy consistent with the requirements of this policy. Alternatively, an institution may operate under this system policy. Institutional policy, and any subsequent revisions thereto, shall be submitted to the Vice Chancellor of Student Success and the Office of General Counsel for review and approval prior to final promulgation at the institution.
 - C. The applicable policy regarding the recruitment of students, including military affiliated individuals, shall be stated, at minimum, in the institution's catalog or handbook and uniformly applied to all prospective students.

II. Prohibitions and Requirements

- A. No institution shall pay any commission, bonus, or other incentive payment to any person or entity engaged in any 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 any individual who has contacted, or been contacted by, the institution or its employees/agents for the purpose of communicating about enrolling at the institution and/or the availability/types of financial aid.
- B. High-pressure recruitment tactics are prohibited. “High-pressure recruitment tactics” include making multiple unsolicited contacts (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. Institutions are prohibited from using or offering inducements for securing enrollments of prospective students or obtaining access to financial aid or tuition assistance funds. Inducements include, but are not limited to, any gratuity, favor, discount, entertainment, hospitality, loan, transportation, lodging, meals or other item having a monetary value of more than an insignificant amount, to any 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 institutional 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. Institutions shall not make any 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. The prohibition shall apply to any direct or indirect contact with prospective students, including, but not limited to, any outreach, recruitment, marketing, advertisement, or admissions operation. Institutions shall also prohibit the making or use of any false, erroneous, or misleading statements to a prospective student. Misrepresentation(s) includes any 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. Institutions are permitted to provide information about educational institution-sponsored scholarships or grants and tuition reductions available to prospective students, including military affiliated individuals.
- F. Institutions shall educate and monitor employees and third-party agents acting on behalf of the institution regarding compliance with this policy. Persons 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.

Sources

Authority

T.C.A. § 49-8-203; Executive Order 13607; 34 C.F.R. Part 668

History

TBR Board Meeting, June 16, 2023.