

Ethical Recruitment of Prospective Students and Military Affiliated Individuals

I. Purpose

This policy establishes standards for 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 TBR 2.03.01.03 and federal law and Executive Order 13607.

II. Scope

DSCC employees and others representing DSCC will adhere to the policy, and the policy shall be stated, at minimum, in the DSCC Catalog and Student Handbook and uniformly applied to all prospective students.

Any revisions to this policy shall be submitted to the TBR Vice Chancellor of Student Success and the TBR Office of General Counsel for review and approval prior to final promulgation at the College.

III. Policy

- A. DSCC will not 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 DSCC or its employees/agents for the purpose of communicating about enrolling at the College 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. DSCC 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, 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. DSCC will 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. DSCC prohibits 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. DSCC may provide information about educational institution-sponsored scholarships or grants and tuition reductions available to prospective students, including military affiliated individuals.
- F. DSCC will educate and monitor employees and third-party agents acting on behalf of the institution regarding compliance with this policy.

IV. Compliance

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.

V. Definitions

Prospective Student - Any individual who has contacted, or been contacted by DSCC or its employees/agents for the purpose of communicating about enrolling at the College and/or the availability/types of financial aid

High-pressure recruitment tactics – This includes 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.

Inducements – Includes but is 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.

Misrepresentation - 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.

VI. Revision History

Policy Approved by the DSCC Administrative Council on September 28, 2023.