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1030 Student Recruitment Guidelines

1. Purpose

As Cochise College works to meet its enrollment goals, the college will keep the educational goals of prospective students at the forefront of its recruitment practices.

2. Scope

All college employees whose job responsibilities, directly or indirectly, involve outreach, recruitment, marketing or admissions shall comply with the standards adopted in Policy 605, Ethical/Professional Standards as well as this policy.

3. Policies

College employees:

- a. shall not receive any incentive compensation such as commissions, stipends, bonus payments, merit salary or promotion decisions in support of increasing student enrollments;
- b. shall refrain from any high-pressure recruitment tactics such as making multiple unsolicited contacts by phone calls, text messages, emails or face-to-face;
- c. shall follow the National Association for College Admission Counseling guidelines governing the recruitment and admission of students;
- d. shall not knowingly recruit or offer enrollment incentives to any student, nor provide prospective students any prize or gift that has more than a de minimis (an insignificant amount) monetary value to any prospective student, individual or entity which could be perceived as an incentive for enrollment, with the exception of scholarships awarded pursuant to Policy 4015, Student Financial Aid;
- e. shall refuse to accept significant gifts, favors, or services; and

- f. shall only provide factually accurate information to assist prospective students in making informed application decisions.

4. Violations

Any violation of this policy may result in disciplinary action, up to and including termination of employment.

Approval Signatures

Step Description	Approver	Date
Senate/Sub Committee Approval	Wendy Davis: VP for Administration	08/2021

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