

Title: Recruitment Policy	
Originated by: Dean of Student Services	
Originated Approver: Board of Directors	Originated Date: 1/24/2020
Revised by:	Revised Date:
Reviewed on:	

Policy Statement: Manhattan Area Technical College is bound by a code of ethics, as related to the recruitment of all students, including Service members and their dependents.

Rationale: To ensure compliance with program integrity requirements consistent with the regulations issued by ED ([34 C.F.R 668.71-668.75](#) and [668.14](#)) related to restrictions on misrepresentation, recruitment, and payment of incentive compensation.

Recruitment Policy

Student recruitment promotes enrollment by presenting the learning options available at Manhattan Area Technical College. The recruitment team develops and implements activities consistent with the mission of the College. Activities include providing prospective students, parents, and other members of the community the current and accurate information regarding admission and registration, testing requirements, and program offerings, as well as other resources and related opportunities available at the College.

Manhattan Area Technical College refrains from unfair, deceptive, and abusive marketing tactics in the recruitment of all students. In addition, the College will refrain from using third party lead generators or marketing firms aimed at service members (veterans/military students).

As part of efforts to eliminate unfair, deceptive, and abusive marketing aimed at Service members, Manhattan Area Technical College will:

- Ban incentives, including any gratuity, favor, discount, entertainment, hospitality, loan, transportation, lodging, meals, or other item having a monetary value of more than a de minimis amount, to any individual or entity, or its agents, including third party lead generators or marketing firms, other than salaries paid to employees or fees paid to contractors, in conformity with all applicable laws for the purpose of securing enrollments of Service members or obtaining access to TA funds. Educational institution sponsored scholarships or grants, and tuition reductions available to military students are permissible.
- Refrain from providing any commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid (including TA funds) to any persons or entities engaged in any student recruiting, admission activities, or making decisions regarding the award of student financial assistance.
- Refrain from high-pressure recruitment tactics, such as 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 purpose of securing Service member enrollments.

References

[34 CFR § 668.71 - 668.75](#)

[Department of Defense Instruction 1322.25](#)