



## Pima County Community College District Administrative Procedure

<i>AP Title:</i>	<b>Student Recruitment</b>
<i>AP Number:</i>	AP 3.10.04
<i>Adoption Date:</i>	4/14/21
<i>Schedule for Review &amp; Update:</i>	Every three years
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<i>Sponsoring Unit/Department:</i>	Office of the Provost
<i>Policy Title(s) &amp; No(s).</i>	Admissions and Registration, BP 3.10
<i>Legal Reference:</i>	
<i>Cross Reference:</i>	

### **PURPOSE**

Pima Community College (“College”) is an open enrollment institution, welcoming all qualified applicants. The purpose of this Administrative Procedure (“AP”) is to present the College’s educational opportunities and programs to prospective students from Pima County’s diverse community and beyond through responsible, informative, timely, and inclusive student-recruitment efforts.

### **SECTION 1: Delegation of Authority**

The Provost or designee is primarily responsible for administering this AP at the College. The Provost or designee may delegate authority for implementing various aspects of the College’s overall student-recruitment efforts to the lead administrators of other College units (including, but not limited to, the Vice Chancellor for External Relations) who may, in turn, designate staff member from their respective units to oversee student-recruitment efforts within the scope of the administrators’ delegated authority.

**SECTION 2: Selection of Recruiters**

Student recruitment at the College shall be conducted by well-qualified admissions counselors employed or retained by the College, as well as by trained volunteers, including students and alumni of the College (collectively, “Recruiters”), whose credentials, positions, and/or respective affiliations with the College are clearly and specifically identified to prospective students.

**SECTION 3: Duties and Responsibilities of Recruiters**

College Recruiters shall present accurate information about the College to prospective students; candidly answer questions from prospective students other interested parties (including, but not limited to, students’ parents, guardians, caregivers, spouses, and mentors); guide prospective students through the application process as needed or requested, and refer or connect prospective students to College services, including, but not limited to, Financial Aid, Student Services, Active Duty Military and Veterans Services, Access and Disability Resources, program advisors, and other support systems available at the College.

**SECTION 4: Recruitment Practices**

- 4.1 The College shall endeavor to adhere to the most current best practices for student recruitment as commonly accepted within the United States’ higher education community, including, but not limited to, maintaining the highest levels of ethics and making prospective students’ best educational interests the Recruiter’s foremost priority.
- 4.2 The College shall make every reasonable effort through its recruitment practices to ensure that prospective students receive sufficient accurate information, pertinent to each students’ respective educational goals and interests, to make an informed decision whether to apply to or enroll at the College.
- 4.3 The College shall make every reasonable effort to ensure that its student-recruitment practices and the Recruiters acting on the College’s behalf abide by the following standards:
  - To provide accurate and candid information about job placement and employment opportunities for graduates from College programs;
  - To provide accurate and candid information about the total costs of

- completing various College programs;
- To refrain from making disparaging comparisons of or comments about secondary or post-secondary institutions;
  - To refrain from making disparaging comments about decisions related to military service;
  - To provide accurate and candid information about the abilities and commitments required to complete various College programs.
- 4.4 Neither the College nor any Recruiter acting on its behalf shall engage in any efforts to coerce, compel, unnecessarily pressure, or unfairly obligate a prospective student to apply to or enroll at the College. Prospective students must be free at all times to choose voluntarily whether they will apply to and/or enroll at the College.
- 4.5 The College shall not engage in the following recruitment practices:
- Setting quotas for Recruiters regarding the number or type of applications received from prospective students or on the number or type of students recruited by or enrolled at the College;
  - Offering money or inducements, other than the College's educational services, to prospective students, their parents/guardians or spouses, or other interested parties in exchange for students' applications to or enrollment at the College. Except for awards of privately endowed restricted funds, grants and/or scholarships are to be offered to prospective students only on the basis of specific criteria related to merit or financial need.
- 4.6 The College expressly prohibits Recruiters from engaging in the following practices:
- Guaranteeing or otherwise making assurances to prospective students about future employment unless specific employment arrangements have been made for a particular prospective student and can be verified in writing;
  - Receiving or soliciting any remuneration (beyond their respective College-paid salaries or other agreed-upon compensation) from any

- source for recruiting domestic prospective students (*i.e.*, individuals physically located within the United States and its territories and possessions at the time of recruitment) to apply to or enroll at the College, including, but not limited to, commissions, bonuses, and any other paid or unpaid incentives or gifts above nominal value. This prohibition does not apply to the recruitment of prospective students who a) are not United States citizens or legal permanent residents, b) reside outside the United States and its territories and possessions, and c) are not eligible to receive Federal financial aid;
- Engaging in any efforts to pressure, coerce, compel, or obligate prospective students or any other individuals (including, but not limited to, prospective students' parents/guardians, spouses, extended family members, friends, agents, or representatives) to complete an application to, or to enroll at, the College.