



## Pima County Community College District Administrative Procedure

<i>AP Title:</i>	<b>Student Recruitment, Enrollment, and Financial Aid</b>
<i>AP Number:</i>	AP 3.10.04
<i>Adoption Date:</i>	4/14/21
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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 and current students from Pima County’s diverse community and beyond through responsible, respectable, ethical, informative, timely, and inclusive recruitment, enrollment, and financial aid and scholarship 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 recruitment, enrollment, and financial aid and scholarship efforts to the administrators of other College units who may, in turn, designate staff member from their respective units to oversee recruitment, enrollment, and financial aid and scholarship efforts within the scope of the administrators’ delegated authority.

## **SECTION 2: Selection of Recruitment, Enrollment, and Financial Aid and Scholarships Personnel**

Prospective and current student recruitment, enrollment, and financial aid and scholarship services at the College shall be conducted by well-qualified recruitment, enrollment, and financial aid and scholarships personnel employed or retained by the College, as well as by trained volunteers, including student employees and alumni of the College, whose education, credentials, skills, positions, job titles, and/or respective affiliations with the College are clearly and specifically identified and described to prospective and current students.

The College will also oversee and assure any third-party contractors that provide recruitment, enrollment, and financial aid and scholarship services to prospective and current students have similar education, skills, and experience as the personnel employed by the College. Third-party contractors shall maintain an appropriate compliance and ethics program, shall commit to compliance with the standards described in Section 5 (including its own Code of Conduct), and shall immediately report violations related to its representation of the College or material violations that might reflect upon the College to the College (include where and how).

## **SECTION 3: Training for Recruitment, Enrollment, Financial Aid and Scholarships Personnel and Third-Party Contractors**

The College will provide timely training to all recruitment, enrollment, financial aid and scholarships personnel, third-party contractors, and lead generators to ensure consistent, accurate information and high-quality service is provided in all recruitment, enrollment, and financial aid practices. This includes adherence to federal and state regulations, accreditation standards, or other requirements governing recruitment, enrollment, and financial aid activities in any area.

## **SECTION 4: Duties and Responsibilities of Recruitment, Enrollment, and Financial Aid and Scholarships Personnel**

College recruitment, enrollment, and financial aid and scholarships personnel shall present accurate, complete, and up-to-date information about the College to prospective and current students; candidly answer questions from prospective and current students and 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 and current 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 5: Recruitment, Enrollment, and Financial and Scholarship Practices**

- 5.1 The College will comply with federal requirements and assumed practices and expectations of the Higher Learning Commission and shall endeavor to adhere to the most current best practices for student recruitment, enrollment, and financial and scholarships as commonly accepted within the United States higher education community, including, but not limited to, maintaining the highest levels of ethics and making prospective and current students' best educational interests the foremost priority.
- 5.2 The College shall make every reasonable effort through its recruitment, enrollment, and financial and scholarship practices to ensure that prospective and current students receive accurate information, pertinent to each students' respective educational goals and interests, to make an informed decision with sufficient time whether to apply to or enroll at the College, including their financial aid and scholarship eligibility and transfer credit(s) acceptance.
- 5.3 The College shall make every reasonable effort to ensure that its recruitment, enrollment, and financial and scholarship practices and the personnel 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 provide timely response to students' requests for additional substantive information related to enrollment or loan obligations;
  - To refrain from using threatening, abusive, or manipulative language;
  - To refrain from making disparaging comparisons of or comments about other secondary or post-secondary institutions;

- To refrain from making disparaging comments about decisions related to military service;
- To refrain from discouraging prospective students from consulting with other parties unrelated to the College prior to finalizing their admissions and enrollment decisions;
- To provide accurate and candid information about the abilities and commitments required to complete various College programs;
- To adhere to the College's Employee Handbook, including the Code of Conduct.

5.4 Neither the College nor any personnel acting on its behalf shall engage in any efforts to coerce, compel, deceive, 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.

5.5 The College shall not engage in the following recruitment enrollment, and financial and scholarship practices:

- Setting quotas for personnel 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 and current 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.
- Obtaining prospective students' contact information through websites that falsely claim to provide assistance with finding employment or obtaining government benefits.

5.6 The College expressly prohibits recruitment, enrollment, and financial and scholarships personnel from engaging in the following practices:

- Guaranteeing or otherwise making assurances to prospective and current students about future employment unless specific employment arrangements have been made for a particular prospective or current 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;
- Engaging in any efforts to pressure, coerce, compel, or obligate prospective and current students or any other individuals (including, but not limited to, prospective and current students' parents/guardians, spouses, extended family members, friends, agents, or representatives) to complete an application to, enroll at the College, or make a financial aid decision;
- Completing an admissions application for prospective students without their permission or applying the signature of a prospective student to an application;
- Automatically registering a prospective or current student in the next term without the student's consent or failing to provide an opportunity for the student to cancel registration before tuition and fees are assessed.