



Administrative Policy

Policy Title:	Ethical Standards in College Recruitment
Policy Number:	3006
Date Adopted:	11/14/2012
Version:	5.00
Review Cycle:	Biennially
Date Last Reviewed:	3/26/2024
Office Responsible:	Student Services
Reviewing Committee:	Leadership
Related Policies:	Equity in Athletics Reporting; Intercollegiate Athletics Programs
Related Laws:	NA

Policy Summary:

In representing Jackson College (JC) at recruitment events (i.e., college/career fairs, high school visits, athletic scouting events, etc.), admissions and scouting representatives shall conduct themselves in a professional manner, reflecting the dignity of their profession and the College's mission, vision, values and beliefs.

Scope: All college employees participating in recruitment activities are subject to this policy.

Policy Statement:

As a member of Michigan Association of College Registrars and Admissions Officers (MACRAO), a member of the National Junior College Athletic Association (NJCAA), and an institution that accepts the National Association for College Admission Counseling *Statement of Principles of Good Practice*, all JC employees shall conduct themselves professionally and ethically in accordance with aforementioned associations' recruitment practices and standards.

Employees will refrain from providing commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid (including Tuition Assistance funds) to any persons or entities engaged in any student recruiting, admission activities, or making decisions regarding the award of student financial assistance. Further, employees will refrain from high-pressure recruitment tactics such as making multiple unsolicited contacts (3 or more), including contacts by phone, email, or in-person, or engage in same-day recruitment and registration for the purpose of securing Service member enrollments.

Resources:

<https://www.nacacnet.org/globalassets/documents/advocacy-and-ethics/statement-of-principles-of-good-practice/Proposed-SPGP-CEPP>

www.macrao.org/Calendar/CollegeDayNight/CollegeDayNightProgramGuidelines.asp

NJCAA handbook and casebook



Change Log:

Date Of Change	Version	Description of Change	Responsible Party
10/2012	1.0	Initial release	C. Bosheff
10/22/14	2.0	Biennial Update and Review	K. Hottenstein
6/10/16	3.0	Biennial update and review	K. Hottenstein
2/19/19	4.0	Biennial Update and Review	N.Venske
3/26/24	5.0	Review and Update	Z. McNitt/C. Ivan