

Institutional Policy on Ethical Recruitment Practices

1. Purpose

This policy establishes Stephens College's commitment to ethical and responsible recruitment practices. It ensures compliance with applicable regulations and guidelines regarding the recruitment of students, particularly Service members, and protects prospective students from high-pressure or coercive tactics.

2. Scope

This policy applies to all institutional representatives, including admissions officers, recruiters, marketing personnel, and any third-party entities engaged in recruitment activities on behalf of the institution.

3. Policy Statement

The institution is committed to ethical recruitment and strictly prohibits high-pressure tactics to secure enrollments. Specifically, the institution and its representatives will refrain from:

1. **Unsolicited Contact Limitations** – Making more than two unsolicited contacts with a prospective student, including contacts via phone, email, or in-person visits. A third or subsequent unsolicited contact is strictly prohibited.
2. **Same-Day Recruitment and Registration** – Engaging in recruitment and enrollment processes on the same day for the primary purpose of securing Service member enrollments. Prospective students must be given adequate time to review materials, ask questions, and make informed decisions about enrollment.
3. **Coercive or Misleading Practices** – Using aggressive, deceptive, or coercive language or tactics to pressure individuals into making immediate enrollment decisions.
4. **Third-Party Recruiters** – Ensuring that any third-party recruitment services engaged by the institution adhere to this policy and uphold ethical recruitment standards.

4. Compliance and Accountability

All institutional representatives involved in recruitment must complete training on ethical recruitment practices. Any violations of this policy may result in disciplinary action, including but not limited to termination of employment or contractual agreements.

5. Review and Amendments

This policy will be reviewed annually to ensure compliance with federal and state regulations and to uphold the highest ethical standards in student recruitment. Any amendments will be approved by [Insert Governing Body].

For questions regarding this policy, please contact the Office of Enrollment Management, admissions@stephens.edu.