

Role of Admissions Counselors and Recruitment Policy

Date of original implementation: June 3, 2011

Date of Last Revision: March 4, 2020

Cambridge College admissions counselors serve as the first point of contact for prospective students and applicants to the college. They counsel students about Cambridge College and how to complete the application process. Admissions counselors are not academic advisors nor do they participate in any functions related to student registration or assessment, i.e. writing, placement, etc. Admissions counselors will refer applicants/students to appropriate parties for advising, registration, etc.

As the College meets its enrollment goals, the College will keep the educational interests of all prospective students and the College at the forefront of admissions and recruitment practices. As such, the College will provide accurate information to assist all prospective students in making informed application and enrollment decisions. This includes information about College admissions, costs and other information that will allow students to determine whether a campus is a “good fit” for them. All admission counselors, will abide by local, state and federal laws (e.g., confidentiality and incentive compensation) applicable to the outreach, recruitment and admission process

College practices related to undergraduate outreach, recruitment and admissions will adhere to the guidelines explained in detail below.

- (1) Ban inducements, including any gratuity, favor, discount, entertainment, hospitality, loan, transportation, lodging, meals, or other item having a monetary value of more than a de minimis [defined as "an insignificant 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 potential students including service members or obtaining access to all federal funds.
- (2) Refrain from providing any commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid (including Department of Defense 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;
- (3) Refrain from high-pressure recruitment tactics such as making multiple unsolicited contacts including contacts by phone, email, or in-person, and engaging in same-day recruitment and registration for the purpose of securing enrollments.

Individual Responsible for Revision and Implementation: Vice President of Innovation and Strategic Initiatives, Provost, and Regional Center Directors