

**EASTERN WEST VIRGINIA COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS
POLICY NO. BP – 4.8**

TITLE: ETHICS FOR RECRUITMENT IN ADMISSIONS

SECTION 1: GENERAL

- 1.1 Scope: **This issuance applies to all departments, employees, and agents of Eastern West Virginia Community and Technical College.**
- 1.2 Authority: The Higher Education Act of 1965 (HEA), as amended and reauthorized by the Higher Education Opportunity Act of 2008 (HEOA); Federal Education Right to Privacy Act (FERPA); Higher Learning Commission (HLC) CRRT.C.10.010, *Recruiting, Admissions, and Related Institutional Practices*; B.P 7.2, *Assessment, Payment, and Refund of Tuition and Fees*; B.P 5.8, *Ethics*, and West Virginia Council for Community and Technical College Education, Title 135, Legislative Rule, Series 52, *Annual Reauthorization of Degree-Granting Institutions*.
- 1.3 Effective Date: November 27, 2023

SECTION 2: PURPOSE

- 2.1 This policy is developed to ensure compliance with federal and state guidelines in order to maintain eligibility for participation in Federal Title IV funding. This policy ensures student consumer protection in marketing, recruiting, admissions, and financial aid process.

SECTION 3: SCOPE AND APPLICABILITY

- 3.1 This policy addresses the ethical and fair consumer practices in marketing, recruiting, admissions, and the financial aid process. All college employees and/or related contractors participating in marketing, recruitment, admissions, and financial aid are subject to this policy.

SECTION 4: DEFINITIONS

- 4.1 Fair Consumer Practices – Honesty, fairness, and disclosure to students in the areas of recruitment, admission, contractual agreements, student financial assistance, student loan repayment obligations, placement assistance and job placement rates,

advertising, refund policies, the meaning and recognition of different types of accreditation, the transferability of the institution's credits to other postsecondary institutions, the offering of quality instructional programs, and other appropriate performance measures.

SECTION 5: POLICY

- 5.1 Eastern West Virginia Community and Technical College will comply with federal and state guidelines by treating students ethically, professionally, and respectfully in marketing, recruiting, admissions and the financial aid process so students can make an informed enrollment decision without being subjected to what may be construed as high-pressure tactics from the College. This policy and other policies related to consumer protection are accessible and transparent.
- 5.2 Students are given sufficient time, prior to enrolling, to review the institution's policies and procedures, to understand the amount of federal, state, and institutional financial aid the student is eligible to receive, and to learn how many credits, if any, will transfer and whether they are applied to the major or general education requirements, and the process and timeline for evaluation of those credits. The College will not induce or pressure students to enroll.
- 5.3 College employees responsible for recruiting and/or admissions may answer general questions about the student application process for admissions and financial aid, but in no case will the employee complete the application or apply the prospective student's signature to any documents.
- 5.4 All information provided to prospective students in the recruiting and admissions process is accurate, complete, and up-to-date. This information is freely shared with all prospective students. No requirements shall be indicated that such students share any contact information with the College.
- 5.5 Any job placement, salary information or other student outcome data publicized as part of the recruiting process are based on all students in a cohort or class who completed the program; completing students are not excluded from the published data because they did not utilize the College's career, advising or other services, the institution will maintain back-up documentation related to any such publicized outcome data and will make that back-up data available to accreditors, the public, or governmental agency upon request. If the College publicizes for recruiting purposes, outcome data based on student surveys or other partial information about a cohort or class of students, the College will indicate clearly wherever it publicizes the rate and/or the number of students in the cohort or class and the number of students whose outcome data is included. If job placement or other related data are drawn from an external database, economic forecasting, or other source, the

College will indicate in conjunction with the publication of data, its source and will direct students to the original source of the information where applicable (e.g., Department of Labor website).

- 5.6 The College's data privacy policy, [*B.P 6.13, Security of Information*](#), is prominently posted on the College's website. A student's request to have their name removed from phone, email or other contact lists developed through the recruiting, lead, and/or admissions process is promptly addressed, and such information removed and maintained as outlined in the College's data privacy policy.
- 5.7 No student is automatically registered for classes. All students have the right and responsibility to register for each academic term in which they are enrolled. Students will have the opportunity to cancel that registration before being assessed tuition and fees for that term, but this should be done prior to the beginning of classes.
- 5.8 Should the College require a student to sign an enrollment agreement, the enrollment agreement is limited to basic information about a student's course of study, tuition and fees, and other related information and in no case will that agreement include any language limiting that student's ability to: file a complaint with an accrediting or state agency; take legal action in the event that any dispute resolution processes agreed to by the College and the student is unsuccessful in resolving the dispute to the satisfaction of the parties; or seek to discharge a student loan through remedies available to borrowers under state or federal law. Students are provided sufficient time, as determined by the situation and any mandates in state law, to review any enrollment agreement and to consult with others as a part of that review process before being required to sign the document or lose an offer of admission and related financial assistance.
- 5.9 In addition to the College's policy related to return of Title IV funds, [*Financial Aid Recipient – R2T4*](#), the College has a refund policy, [*B.P 7.2, Assessment, Payment, and Refund of Fees*](#), to assure that students receive a refund where appropriate if they withdraw from an academic term or from the College.

SECTION 6: BACKGROUND OR EXCLUSIONS

- 6.1 None

SECTION 7: GENERAL PROVISIONS

- 7.1 None.

SECTION 8: RESPONSIBILITIES

- 8.1 The Vice President for Academics and Student Services or designee is responsible for ensuring that all College employees, who have responsibilities in registration and admissions of students, will have appropriate education, job titles, and training, which includes enforcement of ethical standards, and which prepares them to answer general questions about the student application process for admissions and financial aid. The Financial Aid Office and/or Vice President for Academics and Student Services are responsible for disclosing basic financial aid information and describing the rights and responsibilities of students receiving federal student aid. This includes the awarding and disbursing Title IV funds; the cost of attendance; the refund and return of Title IV funds; student loan information; satisfactory academic progress; and the college work study program.
- 8.2 The Vice President of Academics and Student Services or designee is responsible for ensuring all faculty advisors understand students have the right and responsibility to register for each academic term.
- 8.3 The Student Services Department is responsible for FERPA regulations training for all employees, annually.
- 8.4 The Chief Financial Officer is responsible for disclosing campus safety information and other required general information including tuition and fees, textbooks, and refund policy.
- 8.5 The Chief Information Officer is responsible for providing employees and students' access to information and technology for educational purposes. Information is secured through multi-level authentication and proper disaster recovery methods used to safeguard against any potential threats. Technology policies and procedures are maintained and reviewed regularly to ensure practices are current and to maintain standards.
- 8.6 The Vice President for Academics and Student Services or designee ensure that all College employees, who have responsibilities in recruitment of students, will have appropriate education, job titles, and training, which includes enforcement of ethical standards, which prepares them to answer general questions about the student application process for admissions and financial aid. They are also responsible for ensuring that consumer information is accurately posted on the College's web page and is accessible to students, prospective students, employees, and the public.

SECTION 9: CANCELLATION

Approved by IET: 08/23/2023

Approved by President's Cabinet: 10/10/2023

Posted for 30 day public comment period: 10/11/23

Approved by the Board of Governors: 11/27/23

9.1 None

SECTION 10: REVIEW STATEMENT

10.1 This policy shall be reviewed on a regular basis with a time frame for review to be determined by the President or the President's designee. Upon such review, the President or President's designee may recommend to the Board that the policy be amended or repealed.

SECTION 11: SIGNATURES

Gregory A. Greenwell

Board of Governors, Chair

11/27/2023

Date

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