

ETHICAL RECRUITMENT OF MILITARY STUDENTS POLICY

Subject: Ethical Recruitment of Military Students Policy

Purpose: To prevent and/or eliminate misrepresentation and fraudulent and aggressive recruitment of students including, but not limited to, veterans and Military Service members. To comply with federal regulations of the Department of Education (**34 C.F.R. section 668**) and the Department of Defense (DoD) Voluntary Education Partnership Memorandum of Understanding (MOU).

POLICY STATEMENT

Pontifical Catholic University of Puerto Rico (PCUPR) is committed to ethical standards and high integrity in the recruitment of college prospects, and is devoted to ensuring that the actions and activities conducted by the university personnel promote such an environment.

GUIDING PRINCIPLES

- I. All university recruitment and admissions officers and employees are expected to act with integrity and good judgment.
- II. Substantial misrepresentations are prohibited in all forms, including those made in any advertising, promotional materials, or in the marketing or sale of courses or programs of instruction offered by the institution. University employees whose job responsibilities, directly or indirectly, involve outreach, recruitment or admissions will commit to not provide any false, erroneous, or misleading statements to a student, prospective student, or to the family of an enrolled or prospective student regarding the nature of the university's educational programs, financial charges, or employability of graduates.
- III. High-Pressure Tactics to recruit or secure enrollment of students (including military students) is prohibited in all forms.
- IV. Providing compensation to individuals for securing military enrollments is completely prohibited. No one may offer an inducement (including a gratuity, favor, discount, entertainment, hospitality, loan, transportation, lodging, meals or other items) to any individual or entity or its agents, for the purpose of securing enrollment of students or obtaining access to federal financial aid or tuition assistance funds.
- V. University recruitment and admissions employees should avoid the appearance of favoritism in all of their dealings on behalf of the University.

DEFINITIONS

Misrepresentation: Any false, erroneous or misleading statement the institution, one of its representatives, or any other institution, organization, or person with whom the institution has an agreement to provide educational programs, or to provide marketing, advertising, recruiting or admissions services makes directly or indirectly to a student, prospective student or any member of the public. Misrepresentation includes the dissemination of a student endorsement or testimonial that a student gives either under duress or because the institution required the student to make such an endorsement or testimonial to participate in a program.

Statement: Is any communication made in writing, visually, orally, or through other means.

Misleading statement: Includes any statement that has the likelihood or tendency to deceive.

Prospective student: Any individual who has contacted PCUPR for the purpose of requesting information about enrolling at the institution or who has been contacted directly by the institution or indirectly through advertising about enrolling at the institution.

Substantial misrepresentation: Any misrepresentation on which the person to whom it was made could reasonably be expected to rely, or has reasonably relied, to that person's detriment.

High-Pressure Tactics: Includes but is not limited to making three or more unsolicited contacts by phone, email, or in person or engaging in same-day recruitment and registration.

Military Service member: A member of the U.S. Army, Navy, Air Force, Marine Corps, Coast Guard, National Guard and their reserve components.

DISCIPLINARY ACTION

Any university employee who violates this policy may be subject to the appropriate disciplinary action, including employment termination.