



I. Introduction

University of Western States ensures that recruitment and enrollment activities are conducted with integrity, and in compliance with federal laws and regulations regarding ethical recruitment and enrollment activities conducted at the university.

II. Scope

This policy applies to all departments, employees, and agents of UWS.

III. Procedures

UWS ensures compliance with Program Integrity Rules consistent with federal regulations (34 CFR 668.71-668.75 and 668.14) and the Department of Defense (DoD) Voluntary Education Partnership Memorandum of Understanding (MOU) regarding restrictions on misrepresentation, recruitment, and payment of incentive compensation. The university complies with all applicable laws to secure enrollments of Service members or obtain access to tuition funds.

The University, and its agents, including third-party lead generators and marketing firms:

- A. Prohibits 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 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. Educational institution-sponsored scholarships or grants and tuition reductions available to military students are permissible.
- B. Refrains from providing any 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 student recruiting, admission activities, or making decisions regarding the award of student financial assistance. These restrictions do not apply to recruiting international students residing in foreign countries who are not eligible for federal student assistance.
- C. Refrains 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 to secure service member enrollments in non-credit courses or programs.

IV. Violations of Standards for Ethical Recruitment of Students

Violations of this policy or associated procedures may result in disciplinary measures in accordance with the UWS employee handbook.

V. Sources

34 CFR 668.71-668.75 and 668.14; Department of Defense Memorandum of Understanding; Federal Student Aid Program Participation Agreement; NACAC's Code of Ethics and Professional Practices



UNIVERSITY of
Western States

Policies and Procedures

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Ethical Recruitment of Students

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Related Policies: [Policy 2001 Admissions Requirements](#)

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