



Ethical Student Recruitment Policy

All Murray State College representatives involved with student recruitment activities, including marketing, are to act ethically and responsibly when recruiting students for admission and attendance at Murray State College. Exhibiting ethical and responsible behaviors in student marketing and recruitment activities is a basic expectation, an element of consumer protection, a best practice, and an assumed practice of regional and specialized accreditors. Therefore, during their onboarding process in Human Resources, these employees are to carefully read and sign the policy stating they understand the contents of the document.

MSC employees and representatives serving in student recruitment or recruitment-supporting roles are responsible for the following:

1. Personnel accurately describe the nature of their role at the institution.
2. Treating students ethically, respectfully and professionally in the marketing, recruiting, admissions and financial aid process.
3. Providing accurate, current and publicly posted information to prospective students, families, and influencers (i.e., high school counselors) without any requirement that such students provide their contact information;
4. Ensuring that, before the student is enrolled into courses, the prospective student has the opportunity to:
 - a. review the institution's policies and procedures,
 - b. understand the amount of federal, state and institutional financial aid (financial aid award) for which they are eligible;
 - c. learn how many credits, if any, will transfer;
 - d. learn whether the transfer credits will be applied to requirements of the major or general education; and inform students of the process and timeline for evaluating those credits
5. Ensuring no pressure is applied to students to enroll or register with the promise of cash, goods, and/or services outside of the regular process of scholarship monies, fee waivers, financial aid, or other assistance;
6. Providing complete and accurate information about the estimated cost of attendance at MSC without requesting or requiring the student confirm enrollment at MSC prior to awarding a financial aid package (provided students submit and complete necessary financial aid documents in a timely manner);
7. Complying with requests from students who wish to remove themselves from contact lists. Information obtained through the admissions, recruiting, or lead generation

procedures will be handled in accordance with National Association for College Admissions Counseling (NACAC) and the National Junior College Athletic Association (NJCAA) code of ethics;

8. Complying with all Federal, State, and College non-discrimination policies, including non-discriminating on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, age, protected disability, veteran status, height, weight, or marital status;
9. Providing guidance on completing admissions and financial aid applications without completing the applications on behalf of a prospective or current student;
10. Ensuring students have the right and responsibility to register for each academic term in which they are enrolled. In no case will the institution automatically register a student in the next term without obtaining that student's consent or providing the student the opportunity to cancel that registration before the student is assessed tuition or fees for that term;
11. Communicating the institution's refund policy and relevant dates with students;
12. Refraining from speaking disparagingly about other higher education institutions while serving in student recruitment or recruitment-supporting roles.
13. Implementation/Communication
 - a. Upon certification and adoption of this policy, responsible enforcement officials will distribute the policy to all relevant personnel and hold sessions to discuss details and answer questions. Staff will be required to acknowledge receipt and understanding of the policy.
 - b. This policy will be presented to and acknowledged by new employees during the on-boarding process for recruitment-related positions.

I have read and understood the Student Recruitment, Admissions and Enrollment Policy set forth by Murray State College. I agree to act in accordance with this policy as a condition of my employment.

Employee Signature

Date

Employee Name (Please Print)