

SECTION: 1.0 GENERAL
SUBJECT: RECRUITMENT POLICY

Background: The recruitment of students requires considerable resources including money, time, and effort. The college has employed sound practices in recruiting students but has not documented formal policies and procedures guiding student recruitment. Student recruitment has been influenced by the federal regulatory environment (e.g., Title IV), which necessitates a more uniform approach to student recruitment from all campus agencies.

Point of Contact: Sr. Vice President/Vice President for Student Affairs

Other LC State offices directly involved with implementation of this policy, or significantly affected by the policy: Provost, Vice President for Finance and Administration, Athletics, Admissions

Date of approval by LC State authority: August 2018

Date of State Board Approval: N/A

Date of Most Recent Review: 6/2025

Summary of Major Changes incorporated in this revision to the policy: Minor grammatical updates.

PURPOSE: The purpose of this policy is to establish financial, regulatory, and operational parameters within which all agents of the college will work when tasked with recruiting students, working with guidance counselors, transfer advisors, international education agents, or other professionals who refer students to Lewis-Clark State College (LC State).

1. Institutional funds may be used to support the recruitment of students. Institutional representatives tasked with recruiting students will be reimbursed for related expenses per state and college policies and procedures. Additional approved student recruitment expenses include meals and/or refreshments for the student and his/her family, on-campus entertainment (e.g., complimentary tickets to an athletic event) for the student and his/her family, transportation costs for the student, and lodging for the student.
 - A. Transportation costs may be completely or partially reimbursed and will not be paid in advance.
 - B. Promotional materials including brochures, T-shirts, and other LC State accessories may be given to the student and his/her family during the recruitment and enrollment process.
 - C. Meals, entertainment, lodging, and travel expenses may be paid on behalf or directly to counselors, agents, transfer advisor, or other professional referral agents with advanced approval from the appropriate vice president or president.
 - D. All liability for travel to the campus as a part of a formal campus visitation or preview is assumed by the traveler.
2. All brochures, flyers, and other printed (digital, paper, etc.) marketing materials as well as promotional videos will include references to the college's non-discrimination policy, the college's Consumer

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Information web page, and references for obtaining information about the college in alternative formats for those who have visual and auditory impairments. Videos will include closed captioning or similar translation.

- A. All marketing material will conform to the parameters outlined in the college's official branding guidelines.
 - B. Marketing materials will accurately represent the college's programs and services.
 - C. Any use of stock or other non-college photography will include a disclaimer indicating that the photos do not depict actual college images.
3. Formal offers of scholarships or waivers extended to a student during the recruitment process must be reported to the college's Financial Aid Office by the appropriate agent of the college.
 4. Any expenses including testing fees, housing deposits, application fees, or transcript fees paid by the college on behalf of a student must be reported to the college's Financial Aid Office.
 5. All college staff tasked with recruiting students will represent the college's programs, services, and community accurately and will be familiar and compliant with all state, federal, and international laws/regulations pertaining to student recruitment. Likewise, any agent (e.g., alumni representative, international education agent, etc.) contracted to represent the college to recruit students will be subject to training to ensure that the college is appropriately and accurately represented.
 6. All student information formally acquired during the recruitment process must be stored in the college's central student database, unless an exception is approved by the president or appropriate vice president. Any such exceptions must be reported to Information Technology and to the Registrar & Records Office.
 7. LC State does not provide commission, bonuses, or incentive payments to active-duty service personnel for any purpose including recruitment and/or retention. LC State does not selectively recruit or induce enrollment of service members or utilize high-pressure recruitment tactics in order to secure federal tuition assistance from military personnel.