



 Policies

Student Recruitment Policy

Standards and Guidelines for Ethical and Transparent Enrollment Practices

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Table of Contents

PURPOSE.....	3
RESPONSIBLE AUTHORITY.....	3
IMPLEMENTATION.....	3
APPLICABILITY.....	3
EFFECTIVE DATE.....	3
POLICY.....	3
1. Standards Adherence.....	3
2. New Admissions Personnel Orientation and Training Session.....	4
3. Code of Conduct Acknowledgement Form.....	5
4. Disclosure of Graduation and Employment Rates.....	5
EQUIPMENT, REPAIR, AND MAINTENANCE PROVISIONS.....	5
BUDGET.....	5
REVISIONS.....	5
POLICY AVAILABILITY.....	5

POLICY CONTENT BEGINS ON NEXT PAGE

PURPOSE	The purpose of this policy is to establish ethical and compliant standards for the recruitment of prospective students, ensuring transparency, accuracy, and alignment with institutional values and regulatory requirements.
RESPONSIBLE AUTHORITY	The Director of Admissions is responsible for the oversight and enforcement of this policy.
IMPLEMENTATION	Implementation of this policy is carried out by all admissions and recruitment personnel, including staff, agents, and third-party representatives engaged in student outreach.
APPLICABILITY	This policy applies to all student recruitment activities conducted on behalf of Intellectual Point, including domestic, online, and third-party recruitment efforts.
EFFECTIVE DATE	August 1, 2025

POLICY

1. Standards Adherence

It is Intellectual Point's commitment to adhere to ACCSC Standards for Recruitment, as per the Standards of Accreditation Manual:

- A school's recruitment efforts focus on attracting students who are qualified and likely to complete and benefit from the education and training provided by the school and not simply obtaining enrollments.
- A school's recruitment efforts describe the school to prospective students fully and accurately and follow practices that permit prospective students to make informed and considered enrollment decisions without undue pressure.
- A school only uses its own employees to conduct student recruiting activities and is prohibited from engaging employment agencies to recruit prospective students. Schools under common ownership may employ a single recruiter.
- A school is responsible to its students and prospective students for the actions and representations of its recruiters and representatives and, therefore, selects these individuals with the utmost care and provides adequate training and proper supervision. A school has and enforces an acceptable code of conduct for all school personnel whose primary responsibilities are to engage in recruiting and admissions functions prior to and during admission and matriculation. The school's code of conduct is in writing, includes, minimally, all elements set forth in Appendix IV, Substantive Standards, Standards of Accreditation, is signed and dated by the individual employee, and a copy of which is maintained in the individual's personnel file.
- A school's personnel are trained and qualified to engage in recruiting activities and may only use a title that accurately represents the individual's primary duties.

- f. A school complies with applicable federal and state laws and regulations pertaining to student recruitment.
- g. A school approves all promotional materials used by school personnel in advance and accepts full responsibility for the materials used.
- h. A school has in place policies and procedures and takes reasonable steps to ensure that its personnel do not make false, exaggerated, or misleading statements about the school, its personnel, its training, its services, or its accredited status and to ensure that its personnel do not make explicit or implicit promises of employment or salary prospects to prospective students.
- i. A school internally reviews and evaluates its recruiting policies and procedures and the performance of personnel involved in recruiting activities for compliance with accrediting standards and applicable law and regulation at least once annually, and maintains documentation of the review and evaluation. The Commission, at its discretion, may require a school to audit its recruiting activities for compliance with accreditation standards or applicable law and regulation using a qualified independent third-party that is approved by the Commission prior to the verification review being conducted.
- j. A school shall not permit its personnel to engage in recruiting activities in settings where prospective students cannot reasonably be expected to make informed and considered enrollment decisions such as in or near welfare offices, unemployment lines, food stamp centers, homeless shelters, or other similar settings. A school may, however, engage in recruiting activities at employment opportunity centers operated under government auspices, provided that the school has permission to do so and that all other recruitment and admissions requirements are met.
- k. A school shall not permit the payment of cash or other similar consideration to any prospective student as an inducement to enroll.
- l. A school shall not permit its personnel whose primary responsibilities include recruiting and admissions activities to assist prospective students in completing application forms for financial aid.
- m. A school shall not permit personnel whose primary responsibilities include recruiting and admissions activities to become involved in admission testing or admission decisions, including signing and accepting the enrollment agreement.
- n. A school clearly identifies itself in all advertising, promotional materials, and contacts made with prospective students.
- o. A school provides the applicant with a receipt for any money collected.
- p. School personnel do not discredit other schools or influence any student to leave another school by: falsely imputing to another school dishonorable conduct, inability to perform contracts, or questionable credit standing; making other false representations; falsely disparaging the character, nature, quality, value, or scope of another school's program of instruction or services; or demeaning another school's students.

2. New Admissions Personnel Orientation and Training Session

This policy is presented to new admissions personnel at their New Admissions Personnel Orientation and Training Session.

3. Employee Acknowledgement

Admissions personnel acknowledge this and all other admissions policies by signing the Admissions Policies and Practices Acknowledgement Form after completing the New Admissions Personnel Orientation and Training Session.

EQUIPMENT, REPAIR, AND MAINTENANCE PROVISIONS

The equipment necessary for the implementation of this policy is the responsibility of the SVP, Software Engineering, who coordinates any repairs, purchases, or updates required. Such requests are to be made directly to the SVP of Software Engineering via email, who will follow up accordingly.

BUDGET

The funding necessary for the implementation of this policy is allocated in the institution's annual operating budget under the line item "Admissions." Revisions to the funding need approval by the Chief Financial Officer.

REVISIONS

Revisions to this policy are to be approved at one of the Institutional Assessment and Improvement meetings. Personnel is informed of revisions via email. Revisions are published at the staff and student webpage.

POLICY AVAILABILITY

Intellectual Point's policies and procedures are available for review by administrative staff, faculty, advisory members, and students at <https://compliance.intellectualpoint.com>.