**Black River Technical College**

**Admissions and Recruiter Principles of Good Practice**

* Maintain the highest level of personal and professional conduct.
* Do not speak adversely about another professional or institution.
* Treat prospective students/parents/visitors professionally and respect the confidentiality of information, so that students can make an informed enrollment decision without being subjected to high-pressure tactics from the institution or a related contractor.
* Do not seek information based upon race, sex, creed, or physical or mental disability. Act without bias. Ensue equitable access.
* Do not promise admission, scholarship, or financial aid. Provide information and deadlines.
* Promote institution through program brochures and materials, informational request cards, catalogs, and other factual information. Information provided to prospective students in the recruiting and admissions process is accurate, complete and up-to-date and is provided to all prospective students without any requirement that such students provide contact information to receive basic information about the institution. The institution also makes its policies related to consumer protection accessible and transparent.
* The use of display boards/stand-up campus advertisements will not interfere or conceal the area of another representative. These will be confined to the designated/assigned area, and will remain behind the area or may be placed to the side, if it does not cause interference.
* All institutional recruiters and admissions personnel do have appropriate education, job titles, and training from the institution for their role and are overseen by the institution, which enforces a formal code of conduct for all such personnel; the institution also oversees any third-party contractors who provide recruiting and admissions services and assures that any personnel who work with their prospective students have similar education, and experience as personnel employed by the institution and are trained by the institution to provide a similar level of service.
* The institution also promptly honors any request from such student to remove that student’s name from phone, email or other contact lists.
* Institutional recruiters, admissions officers or appropriate third parties will answer questions about the student application process for admissions and financial aid, but in no case will such personnel complete these applications or apply the signature of the prospective student.
* Students will have the right and responsibility to register for each academic term in which they are enrolled, and in no case will the institution automatically register a student in the next term without that student’s affirmative consent to such registration or the opportunity for the student to cancel that registration before the student is assessed tuition or fees for that term.
* Prior to enrolling a prospective student in a program or major, the institution will ensure that the student has had sufficient time to review the institution’s policies and procedures, to understand the amount of federal, state and institutional financial aid the student will likely is eligible to receive, and to learn how many credits, if any, will likely transfer and whether they will be applied to requirements of the major or general education or the process and timeline for evaluation of those credits; in no case will the institution use high-pressure tactics to get a student to enroll or matriculate before it provides this basic information.
* The institution will not induce or pressure a student to enroll by a specific deadline with the promise of cash or free goods or services outside of the regular process of scholarship monies, institutional discounting, fee waivers, financial aid or other assistance; the institution will not promise that employment is being directly or indirectly offered or is more likely related to its education or provide any guarantees of employment related to that education.
* In addition to a policy related to return of Title IV funds, the institution has a refund policy to assure that students receive a refund where appropriate if they withdraw from an academic term or from an institution.