



## **BUSINESS AND FINANCE POLICY**

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**Number/Title: 211: Aggressive Marketing and Recruiting Policy**

**Covered Individuals: All Stakeholders**

**HLC:**

**Covered Locations: All Locations**

**Consultations: Director of Military**

**Effective Date: 4/1/2022**

**Affairs, AVP Enrollment Management**

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### **POLICY STATEMENT**

Upper Iowa University does not participate in fraudulent, predatory, or aggressive marketing tactics when recruiting military members using TA or veterans and their family members.

### **DEFINITIONS**

Service member- means active duty, guard, and reserve military members

TA- Tuition Assistance

Executive Order 13607- established the Principles of Excellence

### **POLICY IMPLEMENTATION**

In accordance with the Department of Defense (DOD) Memorandum of Understanding (MOU), Upper Iowa University (UIU) will:

(1) Ban 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 in conformity with all applicable laws for the purpose of securing enrollments of Service members or obtaining access to TA funds. Educational institution sponsored scholarships or grants and tuition reductions available to military students are permissible

(2) Refrain from providing any commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid (including TA funds) to any persons or entities engaged in any student recruiting, admission activities, or making decisions regarding the award of student financial assistance.

(3) Refrain from high-pressure recruitment tactics such as making multiple unsolicited contacts (3 or more), including contacts by phone, email, or in-person, and engaging in same-day recruitment and registration for the purpose of securing Service member enrollments.

Additionally, per Executive Order 13607, the same aggressive marketing policy to ban predatory recruitment tactics will be implemented to support and protect student veterans, and family members using Federal education benefits.

**CONTACTS**

**Responsible Administrator** - Enrollment Management: Vice President for Enrollment Management

**Policy Contacts** - Director of Military Affairs

**RELATED DOCUMENTS, FORMS, AND POLICIES**

DoD Voluntary Education Partnership Memorandum of Understanding (MOU) Between DoD Office of the Under Secretary of Defense for Personnel and Readiness (USD(P&R)) and Upper Iowa University 2019

[Executive Order 13607: Establishing Principles of Excellence](#)

Related UIU Policy: [204 Compensation for Enrollments Policy](#)

**HISTORY**

<b>New/Revision No.</b>	<b>Date Approved</b>	<b>Revision Change</b>
		New policy at Upper Iowa University. Up to this point it has been University practice.