



TECHNICAL COLLEGE OF THE LOWCOUNTRY

PROCEDURE: Student Recruitment Practices **Number: 4.1.1.5**

Responsibility: Vice President of Student Services
Last Updated: April 14, 2022
Related Policy: 4.1.1 Admissions Criteria

President

The Technical College of the Lowcountry (TCL) recruitment and marketing offices and staff adhere to the following standards to be in compliance with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) “Advertising and Student Recruitment Guidelines”, Department of Education, 34 C.F.R. 668 and National Association for Colleges Admission Counseling (NACAC) code of ethics and best practices.

- Maintain high professional standard, providing impartial advice and guidance to prospective students;
- Develops promotional material which accurately portray TCL, its programs and services;
- The College will not provide any commission, bonus or other incentive payment based in any part, directly or indirectly, upon success in securing enrollment of the award of financial aid;
- Abide by the regulations in the Family Educational Rights and Privacy Act (FERPA);
- Refrain from high pressure recruitment tactics to prospective students, such as multiple unsolicited contact by phone, email or in person or same day recruitment and registration practices;
- Not engage in any deceptive, fraudulent or illegal practices regarding recruitment.