

COLLEGE OF THE MUSCOGEE NATION

Ethical Recruitment

Training Materials

Academic Achievement, Native Values.



- **CULTURAL CONTEXT:** The College of the Muscogee Nation tradition is founded in Muscogee language and culture passed to us by our elders. On our campus, all are free to speak Native languages, share culture, and participate in traditions. Vrakkeuckv (Respect) is cultivated. Muscogee ways are interwoven into the curriculum by honoring generations past while teaching and learning in the present to build our tribal nation for generations to come. Academic quality is very much a part of the College of the Muscogee Nation learning outcomes.
- **MISSION STATEMENT:** The College of the Muscogee Nation is the institution of higher education for the Muscogee (Creek) Nation emphasizing culture, value, language and self-determination. The college will provide a positive learning environment for tribal and non-tribal students as citizens of a tribal and global society supported by teaching excellence and will offer exemplary academic programs that meet student, tribal, and societal needs. Through instructional quality and visionary leadership, the College of Muscogee Nation will encourage lifelong learners, for personal growth, professional development, and intellectual advancement.
- **VISION STATEMENT:** The College of the Muscogee Nation fosters the spirit of enthusiasm for learning, identity embedded in culture and appreciation for tradition that will serve our students well into the future, benefiting the interests of the Muscogee Nation and enhancing greater participation within the tribal, local, and global communities.
- **PHILOSOPHY:** As an institution of higher education, the College of the Muscogee Nation is dedicated to helping students achieve their academic and career goals by providing a quality learning environment sensitive to our rich tribal culture, language and history. Students, community, and Muscogee (Creek) people are the true foundation for every class taught, every degree offered and every service provided at the college. Together, we build and maintain a tribal college that embraces excellence.

Why Recruitment Matters

Recruitment is often a student's first real interaction with CMN, and it sets the tone for trust that carries through their entire enrollment.

Everyone recruits! Any time a potential student asks questions about CMN, you must be accurately representing CMN.

Title IV

Federal funding depends on honest, compliant recruiting practices

HLC

Accreditation reviews assess integrity in recruitment and enrollment

What Is Ethical Recruitment?

Legal Foundation

- Accurate, complete, and truthful information
- No misrepresentation of programs, costs, or outcomes
- No incentive pay tied to enrollment numbers
- Equal treatment of every prospective student

Relational Foundation

- Respect for the student's and family's own timeline
- Honoring CMN's role within the Muscogee Nation
- Building trust through honesty, not urgency
- Supporting an informed choice, not a quick close

Federal Compliance Foundations

Because CMN participates in Title IV federal student aid programs, recruitment is regulated by federal law.

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Incentive Compensation Ban

Staff who recruit or admit students may not be paid, promoted, or evaluated based on the number of students enrolled.

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Misrepresentation Rules (34 CFR 668.71-75)

Prohibits false or misleading statements about programs, financial charges, employability, transferability, or accreditation.

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Truth-in-Aid Communication

Financial aid estimates and award information must be accurate and given without pressure to enroll immediately.

Prohibited Recruiting Practices



Tying pay, bonuses, or evaluations to enrollment numbers



Overstating job placement rates or program outcomes



Guaranteeing financial aid amounts before an official award



Pressuring a same-visit enrollment or aid decision



Misrepresenting accreditation or credit transferability



Withholding costs, requirements, or program limitations

Red Flags and Common Mistakes

Say this

"Here's exactly what this program costs, and what aid you may qualify for."

"Take the materials home and talk it over — I'm happy to answer more questions."

"I can't guarantee that outcome, but here's what similar students have experienced."

Not this

"This aid offer is only good if you enroll today."

"Everyone who graduates this program gets hired right away."

"You don't need to check with anyone else — just sign here."

Key Takeaways

- 1 Accuracy is non-negotiable. Never misrepresent programs, costs, or outcomes. If you're unsure of an answer, connect the student to the correct office.
- 2 No recruiter or advisor is paid or evaluated based on enrollment numbers.
- 3 Never rush a student to make an enrollment decision.
- 4 CMN's recruiting reflects our institution - represent it with care.
- 5 When in doubt, ask before you speak, and report concerns without hesitation.