



ACADEMIC ACHIEVEMENT, NATIVE VALUES

Ethical Student Recruitment Policy

All College of the Muscogee Nation (CMN) representatives involved in student recruitment activities, including marketing, are expected to act ethically and responsibly when recruiting students for admission and attendance at CMN. Ethical behavior in student marketing and recruitment is a foundational expectation, supports consumer protection, and aligns with best practices as recognized by regional and specialized accreditors.

Accordingly, during their onboarding process through Human Resources, employees assigned to recruitment or recruitment-supporting roles must carefully read and sign this policy, indicating their understanding and agreement to adhere to its contents.

CMN employees and representatives serving in recruitment-related roles are responsible for the following:

1. Accurately representing their roles and responsibilities at CMN to prospective students and stakeholders.
2. Treating all prospective students with respect, professionalism, and integrity throughout the recruitment, admissions, and financial aid processes.
3. Providing accurate, up-to-date, and publicly available information to prospective students, their families, and influencers (e.g., high school counselors) without requiring those students to submit personal contact information in return.
4. Ensuring that, prior to course enrollment, each prospective student has the opportunity to:
 - a. Review CMN's policies and procedures;
 - b. Understand the financial aid for which they may qualify, including federal, state, and institutional awards;
 - c. Learn how many, if any, of their transfer credits will be accepted;
 - d. Understand whether those credits will apply toward degree or general education requirements, including information on evaluation processes and timelines.
5. Avoiding any coercive or high-pressure tactics to encourage enrollment, including offers of cash, goods, or services beyond standard scholarships, fee waivers, or financial aid support.
6. Providing clear and complete information on the estimated cost of attendance at CMN without requiring enrollment confirmation prior to the awarding of financial aid (assuming timely submission of all required documents by the student).

7. Respecting students' requests to opt out of contact lists. All personal information gathered through admissions or recruitment efforts must be handled according to the ethical guidelines of the National Association for College Admission Counseling (NACAC) and relevant regulatory bodies.
8. Complying with all Federal, State, and CMN non-discrimination policies. CMN does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, age, disability, veteran status, or marital status.
9. Offering support and guidance to students during the admissions and financial aid process, without completing applications on their behalf.
10. Respecting each student's right and responsibility to register themselves for academic terms. CMN will not automatically register a student for a subsequent term without their consent and will always provide an option to cancel registration prior to assessment of tuition or fees.
11. Clearly communicating CMN's tuition refund policy and all relevant deadlines.
12. Maintaining professionalism by refraining from disparaging other colleges or universities during recruitment efforts.

Implementation and Communication:

1. Upon adoption of this policy, CMN officials responsible for student recruitment will distribute the policy to all relevant personnel, hold informational sessions, and address any questions. All staff will be required to acknowledge receipt and understanding of the policy.
 2. This policy will also be presented to new employees during onboarding for any recruitment-related positions, and acknowledgement of the policy will be required.
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