



**Policy Title:** Recruitment Policy

**Policy Number:** ADM.102

**Policy Owner:** VP for Administrative Affairs

**Responsible Office:** Admissions Office

**Revision Date:** 9/13/2017

---

## 1. Purpose and Scope

North American University (NAU) Office of Admissions is responsible for the recruitment and guidance of students. The policy outlines the recruitment standards, guidelines, and procedures to ensure that

- the recruitment efforts describe the school to prospective students fully and accurately and
- the recruitment practices permit prospective students to make informed and considered enrollment decisions without undue pressure.

## 2. Policy

NAU is committed to providing a quality admissions experience to all applicants. The University strives to ensure that its recruitment, selection and admissions processes are transparent and focused towards their intended audiences in the manner that's acceptable. On this basis, NAU offers the opportunity to prospective students for admissions to learn more about the University, its academic programs, admission requirements, tuition and fees, and other support services.

It is the aim of the University to welcome a wide range of applicants who are likely to complete and benefit from the education and training provided. All candidates must submit the application documents for official review before any acceptance is granted to the University.

Recruitment activities at North American University are carried out by the Admission Staff. North American University adheres to the following guidelines to ensure that the recruitment policies and procedures are ethical, and compliant with applicable federal, state accreditation laws and regulations.

### **Guidelines:**

1. The University's recruitment efforts will focus on attracting students who are qualified and likely to complete and benefit from the education and training provided by the school and not simply obtaining enrollments.
2. The University's recruitment initiatives will provide prospective students with a full disclosure and follow practices that permit prospective students the opportunity to make informed and considered enrollment decisions without undue pressure.
3. The University only uses its own employees to conduct student recruiting activities and is prohibited from engaging employment agencies to recruit prospective students.
4. The University takes responsible to its students and prospective students for the actions and representations of its recruiters and representatives and, therefore, selects these individuals with the utmost care and provides adequate training and proper supervision. The University has and enforces an acceptable code of conduct for all school personnel whose primary responsibilities are to engage in recruiting and admissions functions prior to and during admission and matriculation. The University's code of conduct is signed and dated by the individual employee, and a copy of which is maintained in the individual's personnel file.

5. The University's recruiting staff is provided training upon hire and given follow up training sessions throughout the academic year.

6. The University complies with all applicable federal and state laws and regulations pertaining to student Recruitment.

7. The University approves all promotional materials and items used by school personnel in advance and accepts full responsibility for the materials used.

8. The University takes reasonable steps to ensure that its personnel do not make false, exaggerated, or misleading statements about the school, its personnel, its training, its services, or its accredited status and to ensure that its personnel do not make explicit or implicit promises of employment or salary prospects to prospective students.

9. The University conducts internal reviews and evaluates its recruiting policies and procedures and the performance of personnel involved in recruiting activities for compliance within accrediting standards.

10. The University does not engage in recruiting activities in settings where prospective students cannot reasonably be expected to make informed and considered enrollment decisions such as in or near welfare offices, unemployment lines, food stamp centers, homeless shelters, or other similar settings.

11. The University shall not permit the payment of cash or other similar consideration to any prospective student as an inducement to enroll.

12. The University shall not permit its personnel whose primary responsibilities include recruiting and admissions activities to assist prospective students in completing application forms for financial Aid.

13. The University shall not permit personnel whose primary responsibilities include recruiting and admissions activities to become involved in admission testing or admission decisions, including signing and accepting the enrollment agreement.

14. The University identifies itself in all advertising, promotional materials, and contacts made with prospective students.

15. The University will provide the applicant with a receipt for any money collected.

16. The University personnel will not discredit other schools or influence any student to leave another school by: falsely imputing to another school dishonorable conduct, inability to perform contracts, or questionable credit standing; making other false representations; falsely disparaging the character, nature, quality, value, or scope of another school's program of instruction or services; or demeaning another school's students.

### **3. Who Should Read This Policy**

- Prospective Students
- Records Department

### **4. Related Documents and References**

- Academic Catalog at [www.na.edu/documents/academics/catalog.pdf](http://www.na.edu/documents/academics/catalog.pdf)
- Student Handbook at [www.na.edu/documents/students/student-handbook.pdf](http://www.na.edu/documents/students/student-handbook.pdf)
- Admissions Website at [www.na.edu/admissions](http://www.na.edu/admissions)
- Enrollment Agreement
- Admissions Code of Conduct