



BUSINESS AND FINANCE POLICY

NUMBER/TITLE: BO 211, AGGRESSIVE MARKETING AND RECRUITING POLICY

Covered Individuals: All Stakeholders

Strategic Priority: SP 4

Covered Locations: All UIU Locations

HLC: Criterion 2. A

Effective Date: 4/1/2022

Consultations: EM, Univ. Policy Cmte.

Last Revision:

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.

PURPOSE

To define the university's commitment to our military members, veterans, and their families through no participation in any fraudulent, predatory, or aggressive marketing tactics.

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.

CUSTODIAN

Vice President of Marketing & Enrollment Services OR Director of Military Affairs

HISTORY

New/Revision Number:	Date of Action/Approval	Revision Change
BO 211	4/1/2022	Policy recommended by University Policy Committee
211	4/1/2022	Approved by President’s Council
211	9/18/2023	Reviewed and New Template