

POLICY BANNING INDUCEMENTS FOR SECURING ENROLLMENTS OF SERVICE MEMBERS

BACKGROUND

As a condition of participating in the tuition assistance program that is available to eligible U.S. service members who attend Goucher College, the college is required to sign a Memorandum of Understanding with the Department of Defense, Office of the Under Secretary of Defense for Personnel and Readiness, which requires the adoption of a policy banning inducements for securing the enrollment of service members in the college. Pursuant to that memorandum, Goucher has adopted the following policy:

POLICY BANNING INDUCEMENTS

Goucher College bans inducements (including any gratuity, favor, discount, entertainment, hospitality, loan, transportation, lodging, meals, or other item having a monetary value of more than a de minimus amount) to any individual or entity 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 tuition assistance funds (TA funds). Educational institution sponsored scholarships or grants and tuition reductions available to military students are permissible.

This includes:

- Refraining 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.
- Refraining 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.

Approved, December 2012. Amended August 2014.