

SOUTH DAKOTA SCHOOL OF MINES AND TECHNOLOGY

Policy Manual

SUBJECT: Recruitment Code of Conduct

NUMBER: Policy IV-20

All South Dakota Mines recruiting, admissions, and financial aid personnel (“covered personnel”) who are involved in the enrollment process are expected to uphold the highest ethical standards when engaging with students and their families. As defined in Higher Learning Commission policy FDCR.A.20.020, enrollment process includes lead generation, recruiting activities, admissions processing through matriculation, financial aid determinations and administration, and other related practices.

In engaging in enrollment process activities, South Dakota Mines covered personnel will abide by the following standards:

1. provide accurate information regarding the enrollment spots available in any program and will not take advantage of a student’s lack of understanding to pressure students to enroll in the institution or any program.
2. refrain from engaging in repeated unsolicited contact with prospective students.
3. convey their formal title and accurately describe the nature of their role in any direct contact with students, their parents or legal guardians, spouse, or school counselors.
4. promptly honor any request from a prospective student to remove that person’s name from phone, email, or other contact list.
5. answer questions about the student application process for admissions and financial aid, but in no case will such personnel complete applications for students or apply the signature of a student to an application.
6. prior to enrolling a student in a program or major, ensure that the student has had sufficient time to review the institution’s policies and procedures; to understand the amount of federal, state and institutional financial aid the student is eligible to receive; to learn how many credits previously earned, if any, will transfer and whether those transferred credits will be applied to requirements of the major or general education; and to understand the timeline for evaluation of those credits.
7. not induce or pressure a student to enroll by a specific deadline outside of the regular process of scholarship monies, institutional discounting, fee waivers, financial aid, other assistance or institution-branded gifts of nominal value.
8. not obtain students’ contact information through websites that falsely claim to aid with finding employment or obtaining government benefits.
9. not discourage students from consulting with parties unrelated to the institution prior to finalizing their decisions or commitments.
10. respond to students’ requests for additional substantive information related to any aspect of the institution, program, or enrollment process in a timely manner.
11. not use threatening, abusive, aggressive, or manipulative language to influence a student’s decision.