

21 NCAC 30 .0617 STUDENT RECRUITMENT

(a) In its recruitment of students, an approved school shall:

- (1) Not use employment agencies to recruit prospective students, or place advertisements in help-wanted sections of classified advertisements, or otherwise lead prospective students to believe they are responding to a job opportunity;
- (2) Ensure that its recruiting agents and other personnel do not make false or misleading statements about the institution, its personnel, its programs, its services, its approval status, its accreditation, or any other pertinent information;
- (3) Inform each student accurately about financial assistance and obligations for repayment of loans;
- (4) Not make explicit or implicit promises of employment or salary expectations to prospective students;
- (5) Not permit the payment of cash or nonmonetary incentives to any student or prospective student as an inducement to enroll; nor shall it use the word "free" or its synonyms in reference to any equipment, tuition, books, or other items in conjunction with recruiting or advertising;
- (6) Conduct the recruitment process to ensure that its personnel do not discredit other institutions by
 - (A) falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or similar negative characteristics;
 - (B) making other false representations;
 - (C) disparaging the character, nature, quality, value or scope of their program of instruction or services; or
 - (D) demeaning their students.

(b) The school shall also ensure that its personnel do not knowingly influence any student to leave another institution or encourage a student to change plans after signing an enrollment application and paying a registration fee to another institution.

*History Note: Authority G.S. 90-626(9); 90-631;
 Eff. October 1, 2007;
 Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. November 12, 2014.*