**University Policy on High-Pressure Recruitment Tactics**

**Purpose:**

To ensure compliance with the Department of Defense (DoD) Memorandum of Understanding (MOU), particularly paragraph 3.j.(3), this policy outlines the prohibited recruitment tactics and establishes guidelines to prevent high-pressure recruitment of Service members.

**Policy Statement:**

The university is committed to ethical recruitment practices and adherence to the DoD MOU requirements. This policy prohibits high-pressure recruitment tactics and defines acceptable practices for recruiting Service members.

**Definitions:**

* **High-Pressure Recruitment Tactics:** Actions that exert undue pressure on potential students to enroll, including making multiple unsolicited contacts and engaging in same-day recruitment and registration.
* **Unsolicited Contacts:** Contacts initiated by the recruiter without a prior request or expressed interest from the potential student.
* **Same-Day Recruitment and Registration:** The process of recruiting and enrolling a student within the same day, without allowing adequate time for the student to make an informed decision.

**Prohibited Actions:**

1. **Multiple Unsolicited Contacts:**
	* Recruiters are prohibited from making three or more unsolicited contacts with a potential student through phone calls, emails, or in-person visits.
2. **Same-Day Recruitment and Registration:**
	* Recruiters are prohibited from engaging in recruitment and registration of Service members on the same day. Adequate time must be given to the potential student to consider the offer and gather necessary information.

**Acceptable Recruitment Practices:**

1. **Initial Contact:**
	* Recruiters may make an initial contact to introduce themselves and provide information about the institution.
2. **Follow-Up Contacts:**
	* Follow-up contacts may be made only if requested by the potential student or if there is expressed interest in further communication.
3. **Information Sessions:**
	* Recruiters may invite potential students to information sessions where they can learn more about the institution and its programs.
4. **Scheduled Appointments:**
	* Recruiters should encourage potential students to schedule appointments for in-depth discussions and registration processes.