



Guideline on	Undergraduate Recruitment Practices
Related Policy:	Not Applicable
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I. Introduction

It is important for the University to maintain a single document addressing the legal and ethical treatment of students in the outreach, recruitment and admissions process for matriculation into undergraduate degree programs.

These guidelines are intended to promote and maintain high standards of integrity and service in undergraduate student recruitment, minimize risk for campuses and staff by providing guidance, and help facilitate compliance with University policy and applicable federal regulations.

Consistent with these principles, University practices related to undergraduate outreach, recruitment and admissions¹ will adhere to the guidelines explained in detail below. Unless otherwise noted, these guidelines are effective as of the issuance date of this document. These guidelines assist in interpreting the requirements of the University of California Conflict of Interest Code and all other requirements of University policy and federal and state law and regulation. (A partial listing of relevant University policies is in Appendix A.) The office of the Vice President and Vice Provost for Graduate, Undergraduate and Equity Affairs is responsible for communicating these guidelines and will periodically review and update them, with campus consultation. All references in this document to “the University” or to “University employees” apply to the University as a whole, to individual campuses and to departments.

II. Guiding Principles

- A. As the University meets its enrollment goals, the University will keep the educational interests of the state, prospective students and the University at the forefront of admissions and recruitment practices. Campuses will provide accurate information to assist prospective students in making informed application and enrollment decisions. This includes information about University admissions, costs and other

¹ Based on policy set by the Academic Senate, admissions determination is independent of University recruitment activities. Students participating in UC’s recruitment activities or efforts should not receive differential treatment in the determination of their eligibility or selection for admissions.

information that will allow students to determine whether a campus is a “good fit” for them.

- B. Campuses will abide by local, state and federal laws (e.g., confidentiality and incentive compensation) and University policy (e.g., Standards of Ethical Conduct) applicable to the outreach, recruitment and admission process.

III. Content Areas

This document is grouped into the following general areas:

- A. Employee Relationships with Vendors
- B. University Relationships with Vendors and Other Parties
- C. Incentive Compensation
- D. Relationships with Student Placement Providers
- E. Unaffiliated Third Parties Charging for UC Admissions-Related Information
- F. Prohibition on Use of State Funds in Nonresident Recruitment Activities

A. Employee Relationships with Vendors

Context

University employees historically have interacted with vendors in a variety of contexts, including professional association meetings and industry conferences and through routine interactions related to outreach, recruitment and admissions. The continuing value of such interactions is the exchange of information to inform University decision-makers about the range of products and services available to campuses and students, and to help vendors improve these products and services.

Existing Regulations and University Policy

Financial Conflict of Interest

University staff are considered public employees and are subject to the [California Political Reform Act of 1974](#) (“Act”), which is designed to assure that public officials “perform their duties in an impartial manner, free from bias caused by their own financial interests or the financial interests of persons who have supported them.” The University’s [Conflict of Interest Code](#) incorporates certain provisions of the Act and lists the position titles of those University officials who are required to disclose their financial interests on a Fair Political Practices Commission (FPPC) form called the Statement of Economic Interests. This form is also known as the Form 700. See <https://www.ucop.edu/uc-legal/legal-resources/index.html> for more information.

The Act, the accompanying regulations, and the University’s Conflict of Interest Code require all employees to disqualify themselves from making or participating in the making of any University decision in which they may have a disqualifying conflict of interest – this is known as the disqualification rule.

Guidelines

All University employees engaging directly or indirectly in undergraduate outreach,

recruitment, and admissions should avoid the appearance of favoritism in all of their dealings on behalf of the University.

The following recommendations apply to certain University employees, as specified:

1. All University employees engaging in undergraduate outreach, recruitment, and admissions officers and employees are expected to act with integrity and good judgment, and comport themselves to recognize that accepting personal gifts from those doing business or seeking to do business with the University, even when lawful, may give rise to legitimate concerns about favoritism depending on the circumstances.
2. University employees must act in accordance with the Standards of Ethical conduct and should not suggest nor solicit any gifts or contributions be made to an institutional program, department, or scholarship fund for the employee's own professional benefit or in exchange for services or assistance.
3. University employees whose job responsibilities, directly or indirectly, involve outreach, recruitment or admissions are advised to complete annual undergraduate recruitment conflict of interest training.
4. To avoid any *perceived* conflict of interest if such gifts are accepted, the University discourages all University employees whose job responsibilities, directly or indirectly, involve outreach, recruitment or admissions, from receiving stipends or honoraria for providing informational outreach (such as a presentation to prospective students on the admission and selection process), regardless of amount.

Scenario - Stipend:

A University admissions employee is offered a stipend to provide informational outreach (such as a presentation on University admissions requirements) to an organization. May the employee accept the stipend? As stated above, acceptance of an honoraria or stipend is strongly discouraged to avoid any perceived conflict of interest.

B. University Relationships with Vendors and Other Parties

Context

The University routinely engages the services of vendors, and collaborates with government agencies and other not-for-profit organizations in order to efficiently and effectively fulfill the University's mission.

The University receives financial support from public and private entities, including corporations and business concerns. Examples include sponsored research initiatives, corporate-sponsored scholarships and symposia, and corporate programs that match charitable contributions made by the corporation's employees. The provisions below are designed to maintain a clear distinction between corporate support for University activities and relationships related to outreach, admissions and recruitment.

Existing Regulations and University Policy

Campuses must abide by [University](#) and local campus policies and guidelines regarding the use of the campus name and co-sponsorship. (The webpages for campus policy

offices are listed in Appendix A.) These existing policies and guidelines may prohibit or narrowly restrict commercial activities such as use of University properties for commercial purposes or for personal financial gain; acceptance of advertising in University publications; commercial use of the University logo, name or seal; and co-sponsorship of events, programs, or activities with commercial enterprises.

Guidelines

All members of the University of California community should conform to the highest standards of integrity, transparency, and service to students and the public.

Acceptance of the services, resources or other benefits from a vendor or third-party can help the University to achieve its goal of providing accurate information to prospective students. It is recommended that the university not accept any quid pro quo perquisites (i.e., the promise of future business or other benefit in exchange for a gift) with potential vendors.

Commercial activities with vendors or third parties should not create the appearance that the University endorses, favors, or is affiliated with that enterprise or entity. Proposals for approval of commercial activities must evaluate the degree to which the activity would create an association between the name of the University and that of the commercial entity or organization, and the appropriateness of creating such an association. Because co-sponsorship could appear as favoritism or an endorsement of a vendor, recruitment/admissions units are strongly discouraged from accepting offers from vendors to co-sponsor University events. However, charging a vendor a fee for an advertisement in a University publication or for tabling at a University-sponsored event is acceptable if the publication or table includes a statement to the effect that, "The University does not endorse or otherwise recommend any of these products or sponsors and a fair and equal process was utilized for vendors to have the ability to participate in the accepted process."

Admissions employees should be able to demonstrate that travel or other resources received from a vendor do not result in preferential consideration of that vendor in decision making. Even if acceptance of resources/complimentary items from a vendor does not violate a law, employees should remove themselves from any decision making associated with the particular vendor to avoid real or perceived conflicts of interest.

Relationships with non-profit entities whose primary mission is consonant with the University's Guiding Principles stated above are acceptable. Organizations, such as admissions professional associations (e.g., NACAC, WACAC) or academic preparatory programs (e.g., Puente, MESA), that put the educational interests of the student first may be contracted with to provide information about the University and its admission requirements. Not all non-profit entities act in a way consistent with the Principles and campuses should be judicious in establishing such relationships. Prior to establishing a relationship with any entity, including non-profits, the University and/or campuses should ensure that doing so would advance the University's mission. See also Section III.E below.

Scenario - Co-sponsored Events:

The University hosts a breakfast at a national admissions conference and a vendor

offers to sponsor the breakfast. Since accepting the co-sponsorship of a vendor could create the appearance of the University endorsing the vendor, this activity is strongly discouraged.

Scenario – Advertisement in a University Conference Brochure:

A campus offers vendors the opportunity to place ads in a conference brochure for a fee. The campus includes a statement in the program to the effect that the University does not endorse or favor these vendors, nor is it affiliated with these vendors. Accepting funds from the vendor for the advertisement is acceptable because it does not create the appearance that the University favors the vendor.

Scenario – Vendor Booth:

A vendor offers to set up a table at the University Counselor Conference to promote their services to counselors and teachers. In order to maintain a fair and equitable selection process of vendors, it is recommended that vendors pay for the table, and the University place a notice at or near the table that clearly states, “The University does not endorse or otherwise recommend any of these products or sponsors and a fair and equal process was utilized for vendors to have the ability to participate in the accepted process.”

Scenario – Limiting Travel to Sponsored Travel:

A campus decides to travel only to recruitment events for which an outside organization or vendor has offered to sponsor their travel expenses. This activity is discouraged because the decision to travel only to subsidized events may restrict the University’s ability to identify and receive services that best meet recruitment needs and would provide a real or perceived conflict of interest if that vendor was selected for services.

C. Incentive Compensation

Context

Title IV of the federal [Higher Education Act of 1965](#) (HEA) regulates student financial assistance programs. The University’s compliance with this law and implementing regulations protects over \$1.5B in federal student aid awarded to University students. Ethical concerns also apply.

Existing Regulations and University Policy

Neither University employees nor University contractors may receive incentive compensation for recruiting and enrolling students. Furthermore, the University should consider the applicability of other applicable rules, regulations, guidelines and/or University policies related to these efforts, including section III.D of this document, and the appearance of real and/or perceived conflicts of interest. It is the policy of the University to comply with Title IV of the Higher Education Act. Regulations implementing Title IV of the HEA stipulate that an institution “will not provide any commission, bonus, or other incentive payment based in any part, directly or indirectly, upon success in securing enrollments or the awarding of financial aid, to any person or entity who is engaged in any student recruitment or admissions activity, or in making decisions regarding the awarding of Title IV, HEA program funds.” ([34 CFR 668.14\(ba\)22\(i\).](#))

Guidelines

All University entities must ensure that no incentive compensation is provided to University employees or University contractors to recruit and enroll students. Regardless of their University title, any University employee who is involved in recruitment-, admissions/enrollment-, or financial aid- related activities is subject to this provision. No University campus should pay commissions or bonuses or merit pay to an employee based on recruitment or admissions responsibilities.

Campuses should compensate such staff in the form of a fixed salary. The prohibition against incentive compensation extends to both direct and indirect forms of reward and/or remuneration.

Likewise, in compliance with federal regulations, no University campus should pay incentives, commissions or bonuses to third party servicers for recruitment or admissions-related activities. Campus management is responsible for ensuring that recruitment/admissions consulting or management firms engaged by the institution adhere to this guideline.

Although Federal law prohibiting incentive compensation does not apply to the recruitment or enrollment of international students (because international students are precluded from receiving Title IV funding), University entities are expected to apply the same standard with international students as with domestic students and not provide incentive compensation.

Scenario – Merit Increase or Performance Award for Recruitment Staff:

A University employee encourages students to consider admission to an educational program before an admission deadline. May this employee's merit increase be tied to the number of students he/she recruits? No. Based on the employee's job duties, the employee's compensation is subject to the ban on incentive compensation for covered recruitment activities. His or her merit increase, if any, must be based on standard evaluative factors that are independent of the number of students recruited, retained, or graduated. In addition to seniority or length of employment, standard evaluative factors may include factors such as job knowledge and professionalism, analytic ability, initiative in work improvement, clarity in communications, use and understanding of technology, and traits such as accuracy, thoroughness, dependability, punctuality, adaptability, peer rankings, student evaluations, and interpersonal relations.

Scenario – Academic Preparation Program and Admitted Students²:

A University employee's job duties include tutoring students after they have been admitted and become eligible to receive a disbursement of financial aid, but before they have actually received financial aid or started classes. None of the academic support services provided by this employee fit the federal definition of recruitment or enrollment and thus are not subject to the ban on incentive compensation. Additionally, there was no additional compensation provided to the employee in exchange for the duties or

² Some of the scenarios in section C and D are adapted from the Department of Education Program Integrity Questions and Answers - Incentive Compensation at: <http://www2.ed.gov/policy/highered/reg/hearulemaking/2009/compensation.html>.

services provided to the student.

Scenario – Informational Outreach and Merit Increases:

An employee’s job involves posting general information online about available programs and application procedures and answers general questions about completing an application. The employee does an excellent job designing a website and received a monetary staff recognition award for the work. Is this permissible under the incentive compensation ban? Yes, the employee’s activities are not considered recruitment and therefore are not subject to the federal incentive compensation ban.

D. Relationships with Student Placement Providers

Context

Campuses have been approached by parties offering to assist in domestic and international screening and matriculation of students, among other services.

The practice of providing incentive compensation in international recruitment is complex. Professional admissions organizations differ in their stance on the use of international recruitment agents. Proponents of the agent model argue that agents, paid via per-student commissions, can efficiently bring large numbers of international students to universities. Australian and British universities have worked with agents for years. Despite the controversy, many colleges in the United States contract with agents. However, the University believes that per head compensation produces conditions that can motivate an agent to act out of self-interest rather than the best interests of the student, creating a potential conflict of interest.

Existing Regulations and University Policy

Neither University employees nor University contractors may receive incentive compensation for recruiting and enrolling students.

No employee or University contractor may promise successful admission to the University. The Academic Senate Board of Admissions and Relations with Schools (BOARS) [policy](#) states: “Programs or policies that guarantee freshman admission to the University of California or to a University of California campus must be limited to California residents (as does the current ‘9 x 9 guarantee’). Programs or policies that guarantee transfer admission to the University of California or to a University of California campus must be limited to students completing work at a California Community College (as do current TAG programs).”

Guidelines

In compliance with federal regulations, neither University employees nor University contractors may receive incentive compensation for recruiting and enrolling students. In addition, revenue sharing can create the conditions that motivate an agent to act out of self-interest rather than the best interests of the student. In line with the principle of keeping the educational interests of the state, prospective students and the University at the forefront of admissions and recruitment practices, University units should not enter into any revenue sharing arrangement with a vendor for matriculating undergraduates.

The University is committed to ensuring that third parties provide good services and

accurate information and keep the best interests of students in mind. To this end, staff should not contract with student placement providers or agents who have been convicted of fraud, misrepresentation, or the provision of inaccurate information. University undergraduate outreach, recruitment and admissions staff should conduct due diligence to establish that potential vendors are reputable. Furthermore, staff should not work with providers or agents where substantial evidence exists that the provider currently engages in these practices.

Campuses should share with each other any substantiated negative experience with a vendor.

It is recommended that University employees not hire any vendors, agents or other non-University parties that charge students or parents more than a nominal fee for admissions information.

It is recommended that employees or agents of vendors contracted by the University to interact with students through call centers, counseling, or other means not identify themselves as University employees, unless the term of the contract permits them to do so (e.g., ApplyUC), nor should they misrepresent their relationship with the University.

Scenario – Partnership with Agent for Domestic Recruitment:

A University admissions office is considering signing an agreement with an agent to assist with recruitment of domestic students. The agent wants to be paid solely based on the number of successfully-enrolled students. The agent also charges students or their families \$5,000 for its services. Can the admissions office sign a contract with this vendor? No. The campus may not contract with this agent because payment based on the number of students enrolled violates the federal incentive compensation ban. Furthermore, this partnership is not advisable because the agent charges students more than a nominal fee for services. Even if the recruiter were recruiting international students who are not eligible for Title IV aid, and did not charge those students a fee, it is not permissible, consistent with III.C, for the University engage with the vendor due to the prohibition on incentive compensation.

Scenario – Partnership with Agent for Domestic Recruitment (2):

An agent offers to provide bundled services to assist a campus with domestic recruitment. The services include marketing, admission application assistance, recruitment services, course support for online delivery of courses, the provision of technology, placement services for internships, and student career counseling. The agent requests payment based on the amount of tuition generated for the University. Can the University sign a contract for these services? It is not recommended. While federal law allows the University to pay the third party based on tuition generated for all bundled services, the policy in section III.D. states that the University should not enter into revenue sharing arrangements with vendors in order to yield matriculated students. The campus is advised not to contract with the agent.

Scenario – Partnership with Agent for International Recruitment:

An agent offers to provide international student recruitment services abroad for the University for a flat fee. Can the admissions office sign a contract with this agent? Perhaps. The University may contract with the agent if the agent does not charge students more than a nominal fee for services and if the agent has a good reputation for

providing accurate information to applicants. However, because other rules, regulations, or University policies may apply, it is advisable to seek additional guidance on international recruitment contracts.

Scenario - Partnerships with Other Parties Using Agents:

A University of California Extension office that works with an international recruitment agent invites the campus undergraduate admissions office to collaborate with them on an event. Can the undergraduate admissions office do so? Perhaps. However, because other rules, regulations, or University policies may apply, it is advisable to seek additional guidance on international recruitment contracts. It is recommended that the admissions office verifies that the agent and any subcontractors are reputable and if the arrangement meets the conditions outlined in section III.D, this collaboration would be permissible.

Scenario – Agent Misrepresentation:

A University Extension program learns that, through its partnership with an agent, students were misinformed that the Extension program was a degree-granting program. What action must the campus take? This is in conflict with Guiding Principle A, which advises campuses to provide accurate information to assist prospective students in making informed application and enrollment decisions. The admissions office should encourage the Extension office to terminate its relationship with the agent, and the campus should avoid any collaboration efforts with the agent through the Extension office or otherwise (because the agent is not “reputable,” as discussed in the scenario directly above).

Scenario – Services Other than Recruitment:

A vendor offers services that do not include student recruitment or the awarding of student financial aid, such as student counseling, verification of student aid application information, advertising, and collection of contact information about admission applicants. Can the University’s payment to this vendor be based on the number of students counseled, etc.? Yes. The ban on incentive compensation does not apply to the vendor or their employees because the services offered are not subject to the ban and the vendor is being paid for services provided (as in any other contractual relationship).

Scenario – Name Purchase:

The University contracts with a vendor to provide a list of names of students who have achieved a specified range of test scores. Can the contract include a formula based on the number of names? Yes. The ban on incentive compensation does not apply to the vendor or its employees because the services offered do not meet the federal definition of recruitment and therefore is not subject to the ban.

E. Unaffiliated Third Parties Charging Students for University Admissions-Related Information

Context

Some global and domestic entrepreneurs sell services to prospective University applicants who might be able to get the desired information free of charge. For example:

- International recruitment agents charge students for admission information;

- A local school board invites a University admissions representative to provide informational outreach. The admissions representative subsequently discovers that the event charges a fee to attendees;
- A private company charges prospective students for campus tours and/or overnight stays with enrolled University students for a fee; and
- Private counselors charge for assisting with the application process.

Existing Regulations and University Policy

The [Quick Reference Guide to UC Admissions](#) provides that the University does not partner with agents for the purpose of representing the University for undergraduate student recruitment or to administer any part of the undergraduate admission application process. The University does not endorse the engagement of agents or private organizations for the purpose of recruiting or enrolling international students for undergraduate degree programs. Agents who may be retained by students to help with the application process for undergraduate degree programs are not recognized as representatives of the University and do not have a contractual agreement or partnership to represent the University of California. The University expects all applicants to complete their own application materials as the use of agent services is not aligned with the [University's Statement of Integrity](#) or the expectations explained as a part of applying for undergraduate admission to any of the University campuses.

Guidelines

Because the University puts the educational interests of the state, prospective students and the University at the forefront of the admissions and recruitment practices, the University's goal is to provide ample public advice to prospective students, thereby reducing the need for prospective students to rely on independent counselors or agents. Campuses should not contract with any unaffiliated third party that charges students or parents more than a nominal fee for UC admissions information, or whose subcontractors charge for such information. As mentioned in Section III.B., campuses are free to establish contracts or working relationships whose values and practices are consonant with the Guiding Principles above.

If a campus becomes aware that any individual or entity, including independent admissions counselors or agents, is misrepresenting itself as affiliated with the University by using the University indicia (the name, the University seal, or other related marks) without permission, the campus should consider making an informal request and/or issuing a cease and desist demand.

Scenario – At Risk Student Program:

An at-risk students program charges students a nominal fee to participate and invites University admission employees to present general information to them. Can University admissions staff provide this information to this program? Yes. The University condones and encourages such partnerships, in addition to providing ample information to the public.

Scenario - Public High School Fundraiser:

A California school board invites University staff to present admissions information to

high school students and parents at a fundraiser. May the admissions staff accept the invitation? Perhaps. The University strongly discourages attendance – including presenting a talk or tabling - at such events. However, in order to maintain the quality of the information about University admissions, admission offices may wish to provide information and materials which the school board can distribute at the fundraiser.

Scenario – Agent Seeks a Subcontract:

An agent that charges each prospective student \$10,000 for their services seeks a subcontract with the University. Can the University sign a contract with this agent? In keeping with section III.C, it is not recommended because the agent charges students more than a nominal fee for services. However, in order to maintain the quality of the information about University admissions, admissions officers may provide information and materials that the agent can share with students.

F. Prohibition on the Use of State Funds in Nonresident Recruitment Activities

Context

The University does not receive State funds for enrolled nonresident students. One of the reasons the University is able to accommodate nonresident enrollment is that nonresident students pay supplemental tuition not charged to California residents, an amount that exceeds the State support provided for California residents, providing extra revenue that enables the University to improve educational programs for all students. The University also tracks and monitors its nonresident and resident recruiting expenditures.

Existing Regulations and University Policy

There are no existing regulations in this section. As the State does not provide support for nonresident students, similarly State funds may not be used for the support of nonresident students.

Guidelines

Campuses are encouraged to segregate State and non-State funds in their accounting for recruitment practices to demonstrate that only non-State funds (including Tuition revenue) are being used for nonresidents. Nonresident Supplemental Tuition and Application Fee revenue are not considered State funds.

Scenario - Recruitment Travel:

A staff member is reimbursed using State funds for outreach and recruitment travel outside the United States. Is this permissible? No. Campuses should instead use Tuition, Nonresident Supplemental Tuition, or Application Fee revenue for this reimbursement.

IV. Appendix A - Other Relevant Policies and Laws

University of California Conflict of Interest Code

<https://www.ucop.edu/uc-legal/legal-resources/conflict-of-interest-code.html>

University of California Statement of Ethical Values and Standards of Ethical Conduct

<http://www.ucop.edu/ethics-compliance-audit-services/files/stmt-stds-ethics.pdf>

University of California, Systemwide Policy Office

<http://www.ucop.edu/ethics-compliance-audit-services/policy/index.html>

- PPSM-82: Conflict of Interest
<http://policy.ucop.edu/doc/4010421/PPSM-82>
- BUS-43: Procurement Services. See section on conflict of interest and employee-vendor relationships
<http://policy.ucop.edu/doc/3220485/BFB%20BUS-43>

Campus Policy Offices

- Berkeley: <http://campuspol.chance.berkeley.edu>
- Davis: <http://manuals.ucdavis.edu>
- Irvine: <http://www.policies.uci.edu/about/>
- Los Angeles: <http://www.adminpolicies.ucla.edu>
- Merced: <http://policies.ucmerced.edu>
- Riverside: <https://fboapps.ucr.edu/policies/>
- San Diego: <http://adminrecords.ucsd.edu/Index.html>
- Santa Barbara: <http://www.policy.ucsb.edu/index.php>
- Santa Cruz: <http://policy.ucsc.edu>

California Political Reform Act

<https://www.fppc.ca.gov/the-law/the-political-reform-act.html>

Federal Higher Education Act

<http://www2.ed.gov/policy/highered/leg/edpicks.jhtml>

V. Appendix B - Definition of Terms

Agent: An agent may be an individual contracted with and paid by the University which partners with the University to recruit students. Such agents generally advise students concerning curricula, programs, and policies, but cannot guarantee admission or offer of any financial aid or scholarship award. Agents must not be party to fraudulent conduct or misrepresentation and cannot engage in misleading advertising. Other agents may be unaffiliated with the University and paid for directly by the student for college counseling and other additional services.

Admissions: anyone involved in the review, scoring and selection of applications.

Conflict of Interest: Situations in which financial or other personal considerations may compromise, or **have the appearance** of compromising an employee's professional judgment in administration, management, teaching, research and other professional activities. It is not necessarily a statement of wrongdoing.

Co-sponsorship: Co-sponsorship of events is defined as joint administration by a University unit and a commercial enterprise in managing and financing an event or series of events.

Designated Employee: Certain state and local government officials, including certain University employees, are required to publicly disclose their private economic interests on an official Statement of Economic Interests form. For a list of designated officials, see http://www.ucop.edu/general-counsel/files/glossary_of_designated_positions.pdf.

Gift: A gift within the meaning of the California Political Reform Act includes any object or payment that confers a personal benefit on the recipient where the recipient did not give anything of at least equal value in return for the gift. A gift includes a rebate or price discount unless the rebate or discount is made to the public generally.

Marketing: Marketing activities are not subject to incentive compensation, are generally broad in nature and do not involve making decisions on a specific candidate. Examples of marketing activities provided by the Department of Education include: broad information dissemination; advertising programs that disseminate information to groups of potential students; collecting contact information; screening pre-admission information to determine whether a prospective student meets the requirements that an institution has established for admission to an academic program; determining if an application is materially complete (as long as the admission decision remains with the institution).

Outreach: Public service work with a focus on preparing prospective students for the university and how the admission and selection process works.

Recruitment: Examples of recruiting activities provided by the Department of Education include: targeted information dissemination to individuals; solicitations to individuals; contacting potential admission applicants (including via social media); aiding students in filling out admission application information.