

## **Recruitment Code of Ethics**

Nashua Community College follows a strict code of ethics in the recruitment of students. As part of efforts to eliminate unfair, deceptive, and abusive marketing aimed at prospective students, Nashua Community 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 minimis amount, to any individual or entity, or its agents 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 students or obtaining access to funds.
- Refrains from providing any commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid to any persons or entities engaged in any student recruiting, admission activities, or making decisions regarding the award of student financial assistance;
- Refrains from high-pressure recruitment tactics such as making multiple unsolicited contacts, including contacts by phone, email, or in-person