

College Procedure: 400.17 – Recruiting, Admissions and Enrollment Related Practices

Policy Reference: 400 – Employee Ethics and Conduct
Responsible Department: Human Resources
Approval Authority: Cabinet
Procedure Owner: Vice President, Human Resources
Effective Date: 06/06/2023

Version Number: 1
Legal Counsel Reviewed (yes/no): No
Legal Reference(s): N/A
Scope: College-wide

Reason for Procedure

To promote fundamental fairness and transparency in the college's enrollment process in accordance with the Higher Learning Commission (HLC) Recruiting, Admissions and Related Enrollment Practices Policy Number: **FDCR.A.20.020**.

The Procedure

All Kirkwood Community College employees are subject to a formal Employee Ethics and Conduct Policy. All employees are responsible for reading and complying with this and all applicable Kirkwood Community College policies as a condition of employment. This supporting document outlines specific guidance for Kirkwood Community College employees involved in recruiting, admissions, and/or enrollment processes. All employees in these roles are notified of these standards during onboarding and are expected to adhere to these standards throughout employment with the college.

1. Information Accuracy

Provide accurate, complete, up to date and factual information regarding accreditation, admission processes, finances and scholarships, academics, competitors, and the college. Act without regard for personal gain or benefit, helping the student or internal customer make informed decisions that benefit them. Do not knowingly withhold information you know to be of benefit to the student. Students should always receive correct and accurate information about Kirkwood Community College regarding how we can help them earn and finance their degree. We do this in the spirit of helping students achieve their personal or professional goals to secure a degree.

2. Gifts or other compensation

Do not accept gifts or compensation from a student, internal customer, vendor, supplier, contractor, corporate partner or education entity (including, but not limited to: high school and college faculty,

instructors, administrators, counselors, vendors). Avoid situations and circumstances where there is a real or perceived conflict of interest. As community leaders, our rewards are intangible in nature. Thank you cards, phone calls, and congratulatory emails are priceless. Financial recognition or reward from sources external to the Student Services division will not be accepted. This can result in a perceived or actual conflict of interest and is prohibited by college policy. All employees are subject to the Code of Ethics and Conduct Procedure, prohibiting conflicts of interest; the acceptance of money, loans, discounts, services, gifts, or favors from vendors or suppliers; and professional actions for the purpose of personal gain.

3. Federal Educational Rights and Privacy Act (FERPA)

Protect and secure student information, college information, and practices and procedures of the college. Information security is very important when working with students. In addition to being mandated by law, college admission and counseling depends on trust, and maintaining confidentiality is an important part of that trust relationship. Names, SSNs, addresses, phone numbers, grades, and any other FERPA-protected information must remain secure. This information is protected and should not be communicated to anyone other than the student, unless we have permission from the student. Consult with Enrollment Services and/or college legal counsel to determine if there is proper authorization to disclose information to a third party before releasing information from a student's records.

4. Student Voice

Actively listen to the student; elevating their voice and needs to the forefront of every discussion. Active listening requires you to be present in the conversation, pay attention to non-verbal cues, keep good eye contact, ask open-ended questions, repeat what you hear, be patient, and withhold judgement.

5. Core Values – Respect, Diversity, Equity, Inclusion

Respect the rights and equality of others. We are all different. Different is good. Diversity of personnel brings innovation, creativity, and reality to better position students and employees to greatness. Without diversity, we fall victim to groupthink, conceptual blocks, and biases. These act as hurdles to personal and organizational success.

6. Mission, Vision, Values and Strategic Plan

Support of the Mission, Vision, Values, and Strategic Priorities of Kirkwood Community College, its respective departments, and the larger profession of Admissions, Enrollment and Financial Officers. Connect daily work of our faculty, staff, students, and community members directly with our Strategic Plan to create an environment where all members of the college community can see the value they provide in meeting goals and moving the college forward.

7. Student Education

Act as a Community Partner to help students decide on what educational and financial options exist so informative, rational, and realistic planning and informed decision-making can take place in a low-pressure environment regardless if the student's final decision is to attend Kirkwood Community College or not. While we would like all students to experience the features and benefits of Kirkwood Community College, it might not be the right fit for everyone. Our responsibility is to help

prospective students learn about the process of going to college, educational and financial options, and future possibilities based upon the decisions they make.

8. Stewards

Act as good stewards of the college's educational, financial, and intellectual resources. Regardless if you personally manage a portion of the college's budget, you have an impact on the financial bottom line.

9. Student Service

Serve the student's needs by minimizing timelines throughout the enrollment life cycle, providing resources and tools to mitigate the financial burden, providing clear policies, and informing them of the academic and financial impact at each step in their experience. Students know that they want to go to college, but they do not always know how to go to college. That is where we step in and provide them with a map for how they can secure and finance their degree, as well as withdraw if necessary. Our policies and actions, as well as expected consequences of inaction, will be transparent and ultimately work toward the benefit of the student.

10. Financial Aid Management

The Financial Aid obligations in this Code of Conduct are in addition to any requirements posed by federal law, state ethical laws and Kirkwood Community College policies. Information provided to a student about their financial aid is accurate, unbiased, and does not reflect preference arising from actual or potential personal gain. No action will be taken by financial aid or college staff that is for their personal benefit or could be perceived to be a conflict of interest. No amount of cash, gift, or benefit shall be accepted by a financial aid staff member or any other college member from any financial aid applicant (or their family), or from any entity doing business with or seeking to do business with the institution (including service on advisory committees or boards beyond reimbursement for reasonable expenses directly associated with such service).

In addition to the above, Kirkwood Community College maintains memberships with the National Association of Student Financial Aid Administrators (NASFAA), American Association of Collegiate Registrars and Admission Officers (AACRAO), and the National Association for College Admission Counseling (NACAC). All of these organizations have established ethical principles and practices that guide the College's work.

References

[Recruiting, Admissions and Related Enrollment Practices Number: FDCR.A.20.020](#)

[Code of Ethics and Conduct – 400.1](#)

[Federal Educational Rights and Privacy Act \(FERPA\)](#)

[Board Policy Series 102: Non-Discrimination Policy](#)

[Annual Non-Discrimination Statement](#)

[Kirkwood Community College Strategic Plan](#)

[National Association of Student Financial Aid Administrators \(NASFAA\) Ethics and Values](#)

[American Association of Collegiate Registrars and Admissions Officers \(AACRAO\) Ethics and Practice](#)

[National Association for College Admission Counseling \(NACAC\) Guide to Ethical Practice in College Admission](#)

Revision Log

Table 1 Revision Log

Version Number	Date Approved	Approved by	Description of Change
1	06/06/2023	Cabinet	New procedure