**Code of Ethics**

for Student Recruitment Personnel of

Accredited Distance Education Institutions

As a student recruitment representative\* of an accredited distance education institution, I recognize that I have certain responsibilities toward students, the public, and my institution. To fulfill these responsibilities, I pledge adherence to this Code of Ethics.

I will observe fully the standards, rules, policies, and guidelines established by my institution, the Distance Education Accrediting Commission, the State Education Agency (or Agencies), and other legally authorized agencies applicable to the jurisdiction in which the institution operates.

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I will adhere to high ethical standards in the conduct of my work, and to the best of my ability, will:

1. Observe fully the rights of all applicants and commit no action that would be detrimental to any applicant’s opportunity to enroll because of race, sex, color, creed, or national origin.
2. Never knowingly make any false or misleading representation to any applicant nor use any coercive practices in presenting information.
3. Enroll applicants only in the course or program in which they have expressed their interest, provided they meet the qualifications and standards established by my institution for enrollment.
4. Provide applicants only with information authorized by my institution regarding the occupational opportunities for graduates, and never make claims guaranteeing employment, job promotion prospects or income increases to an applicant.
5. State accurately and clearly to prospective students the approvals, accreditation, business and employer recognition, and course acceptance accorded to my institution.
6. Provide only full and accurate information on the transferability of academic credits and acceptance of degrees or credentials by other educational institutions, and disclose affirmatively the fact that the acceptance of credits and degrees is entirely the prerogative of the receiving institution and acceptance cannot be guaranteed.
7. Provide prospective applicants only complete and accurate information on the total financial obligation they will be incurring prior to accepting their enrollment application.
8. Provide students complete and accurate information about financing options and answer any questions prior to enrolling.
9. Never use tuition assistance available from a governmental agency or other source as the primary inducement for enrollment.
10. Refrain at all times from making any statement or inference that might falsely impugn the integrity or value of any other institution, method of training, or profession.
11. Discharge faithfully, and to the best of my ability, all of the duties, obligations, and procedures established by my institution for my position and know all of my obligations as an institutional representative.
12. Reflect at all times the highest credit upon myself, my institution, and the field of distance education and always strive to enhance the reputation of my profession through my conduct as an institutional representative.

\*A recruitment representative is someone who enrolls prospective students, including but not limited to telephone marketers, enrollment advisors, and admissions representatives.