



**Responsible Executive(s):** VP for Strategic Enrollment Management

**Responsible Office(s):** Division of Strategic Enrollment Management

**Effective date:** June 15, 2026

**Next review date:** June 15, 2027

## Recruitment and Admissions Code of Conduct

### Purpose

This Code of Conduct establishes the ethical standards that govern recruitment, admissions, enrollment, marketing, and financial aid advising at Rosalind Franklin University of Medicine and Science (RFUMS). It satisfies the Higher Learning Commission Federal Compliance requirement for an institutional admissions code of conduct (FDCR.A.20.020) and is grounded in the professional standards of the National Association of College Admission Counselors; Association of College Admission Counseling, the National Association of Graduate Admissions Professionals, and the National Association of Student Financial Aid Administrators

At RFUMS, how we recruit and admit students matters as much as who we recruit. Every prospective student who interacts with us deserves honest information, respectful communication, and enough time and space to make a genuine decision about their future. This Code puts that commitment in writing.

### Scope and Applicability

This code applies to all individuals who engage in recruitment, admissions, enrollment, marketing, or financial aid advising on behalf of RFUMS, regardless of title or employment classification. This includes:

- admissions counselors and recruitment staff
- marketing, communications, and advertising personnel who create or distribute materials directed at prospective students
- financial aid advisors and bursar staff involved in counseling prospective or enrolled students
- faculty and staff serving on program admissions committees
- faculty, staff, volunteers, alumni ambassadors, and student workers participating in recruitment events, open houses, fairs, or prospective student communications

This Code is distinct from and does not supersede the RFUMS Employee Code of Conduct. Where a Financial Aid Code of Conduct exists, this Code should be read alongside it. In cases of conflict, the more specific standard governs.

RFUMS does not use commissioned or third-party recruitment agents. All recruitment activities are conducted by RFUMS employees and authorized representatives subject to this policy.

### Definitions

**Enrollment personnel.** Staff, faculty, volunteers, and authorized representatives who engage in recruitment, admissions advising, financial aid counseling, or direct communication with prospective or enrolled students on behalf of RFUMS.

**Admissions committee.** Faculty, staff, or other individuals formally appointed to evaluate applicants and make or recommend admissions decisions for a specific RFUMS program. Committee composition varies by program.

**Prospective student.** Any individual who has expressed interest in or inquired about an RFUMS program, submitted an application, or is actively being recruited.

**Inducement.** A gift, special arrangement, or quid pro quo offer made to pressure a specific enrollment decision, as distinct from legitimate institutional incentives such as application fee waivers or merit scholarships available to all similarly situated applicants.

## **Standards of Conduct**

### ***Truthfulness and Transparency***

Anyone communicating with prospective students on behalf of RFUMS must provide information that is accurate, current, and complete. That includes:

- program requirements, curriculum, and what students can expect from the experience
- the full cost of attendance, clearly distinguishing what RFUMS bills directly from estimated costs such as books and living expenses
- accreditation status for the institution and each program, including any conditions — this is especially critical for licensure-track programs
- financial aid options, renewal requirements, and what each component of an award means, using NASFAA standard terminology
- admissions requirements, deadlines, interview processes, and program-specific prerequisites
- student outcomes including board exam pass rates and employment data, cited with the time period and population they reflect and not presented as guarantees
- program-specific prerequisites, technical standards, background check and health requirements, and clinical placement conditions — disclosed as early in the process as possible, and before enrollment whenever feasible

Marketing materials must be reviewed by SEM and Marketing and Communications before distribution. They may not guarantee employment or specific salary outcomes but may include accurate outcomes data presented in context and attributed to a defined source. RFUMS personnel do not disseminate inaccurate or disparaging information about other institutions or professionals.

### ***Professional Conduct and Student-Centered Practice***

The primary ethical responsibility of all RFUMS enrollment personnel is to advocate for students' best interests. In practice, that means:

- giving honest guidance about academic, professional, and financial fit — including when a student might be better served by a different program or institution
- not using high-pressure tactics, including repeated unsolicited outreach, artificial deadlines, or same-day enrollment pushes
- giving students enough time to review their financial aid award before asking them to commit — RFUMS makes good-faith efforts to deliver aid notifications before deposit deadlines and will extend deadlines when possible
- being clear with students about their own responsibilities — honest applications, accurate supporting documents, and notifying RFUMS if they decide not to enroll
- disclosing any real or perceived conflict of interest to a supervisor or to the VP for Strategic Enrollment Management

RFUMS offers legitimate enrollment incentives such as application fee waivers and merit scholarships. Compensation for enrollment personnel is not based on the number of students recruited or enrolled.

### ***Graduate and Professional Program Admissions***

Graduate and professional health sciences admissions at RFUMS are program-driven. Faculty play a central role in evaluation, programs have their own criteria, and committee processes carry real weight for students pursuing licensure-track careers.

Enrollment personnel and admissions committees serve distinct functions. Enrollment staff may share relevant context about an applicant — including information not reflected in the application file — but they do not lobby for or against admission outcomes, and they do not communicate decisions or committee deliberations to applicants outside of official notification channels.

Anyone serving on a program admissions committee is expected to:

- keep all application materials, deliberations, scores, and rankings confidential
- recuse themselves from reviewing any applicant with whom they have a personal, financial, or professional relationship that could affect objectivity, and document that recusal with the program director
- apply evaluation criteria consistently across the applicant pool, based on qualifications established before the review period begins
- evaluate all applicants fairly regardless of race, ethnicity, national origin, religion, sex, gender identity or expression, sexual orientation, age, disability, socioeconomic status, or immigration status
- conduct interviews in a structured, consistent manner free from unlawful questions or questions unrelated to program readiness

### ***Financial Aid Advising***

All staff who advise prospective or enrolled students on financial aid are subject to both this Code and the RFUMS Financial Aid Code of Conduct. Core standards include:

- award letters clearly identify each component as gift aid, loans, or employment using NASFAA terminology, and distinguish billable charges from estimated costs
- renewal requirements for any conditional award are communicated in writing at the time of the initial offer
- aid counseling is driven by what serves the student, not by enrollment targets
- financial aid staff do not accept gifts, meals, travel, or other benefits from lenders, servicers, or guaranty agencies beyond nominal value, consistent with federal law

### ***Confidentiality and Privacy***

All applicant and student records are confidential. Enrollment personnel — including admissions staff, financial aid advisors, faculty on committees, and student workers with system access — are expected to:

- access records only for legitimate work within their role
- not share application status, admissions decisions, financial aid details, or academic records with anyone not authorized to have that information
- protect system credentials and not share login access
- comply fully with FERPA and RFUMS institutional FERPA policy

### ***Prohibited Practices***

The following are prohibited for all personnel covered by this Code, regardless of intent or instruction:

- misrepresenting RFUMS programs, costs, outcomes, or accreditation status in any communication
- using high-pressure, coercive, or manipulative recruitment or advising tactics

- exploiting prospective students who are in financial distress or personal crisis when making enrollment decisions
- offering unauthorized inducements to pressure enrollment decisions
- accepting or offering compensation based on the number of students recruited or enrolled
- disclosing committee deliberations, individual evaluations, or admissions decisions outside authorized channels
- failing to disclose or recuse from a conflict of interest in admissions, advising, or financial aid decisions
- accessing or sharing student records outside the scope of an authorized role
- disseminating inaccurate or disparaging information about peer institutions or professionals

## Training and Oversight

**Responsible executive.** The VP for Strategic Enrollment Management is responsible for the implementation, maintenance, and annual review of this Code. Questions about application or interpretation should be directed to that office.

**Required training.** All personnel covered by this Code complete training at onboarding and annually thereafter. Training records are maintained by the Division of Strategic Enrollment Management and are available to HLC upon request.

**Training content.** Training covers this Code, the NACAC, NAGAP, NAFSA, and NASFAA frameworks it draws on, FERPA, program-specific admissions requirements, and scenario-based practice.

**Committee orientation.** Faculty and staff joining a program admissions committee for the first time complete a targeted orientation on confidentiality obligations, conflict of interest procedures, and evaluation standards before participating in any applicant review.

**Policy availability.** This Code is published on the RFUMS website and included in onboarding materials, committee orientation packets, and HLC training documentation.

## Enforcement and Consequences

Compliance with this Code is a condition of employment and participation in RFUMS admissions and enrollment activities. Violations are addressed through the appropriate institutional process:

- first or minor violations may result in additional training, written notice, and closer supervision
- serious or repeated violations may result in removal from committee responsibilities, suspension of duties, or referral to Human Resources for action up to and including termination
- violations involving fraud or unlawful conduct are referred to institutional leadership and may carry legal or regulatory reporting obligations

Anyone who reports a suspected violation in good faith will not be retaliated against. Concerns may be directed to the VP for Strategic Enrollment Management, AVP for Human Resources, or any institutional reporting channel available to RFUMS employees.

## Policy Review

This Code is reviewed annually by the Division of Strategic Enrollment Management with the Office of General Counsel and the Office of Human Resources. The review assesses alignment with HLC Federal Compliance requirements, updates to NACAC, NAGAP, NAFSA, and NASFAA standards, changes in federal or state law, and any patterns in reported concerns from the prior year.

Material changes require approval by [APPROVAL AUTHORITY] and are communicated to all covered personnel before they take effect. This Code and prior versions are retained in accordance with the RFUMS records retention schedule.

### **Related Information**

HLC Federal Compliance Policy FDCR.A.20.020:

<https://www.hlcommission.org/Policies/recruiting-admissions-and-related-enrollment-practices.html>

NACAC Guide to Ethical Practice in College Admission: <https://www.nacacnet.org>

RFUMS Financial Aid Code of Conduct: [link]

RFUMS Employee Code of Conduct: [link]

### **Contacts**

Questions regarding this policy should be directed to:

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