

**SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE  
BOARD OF GOVERNORS  
SCP-4001**

**SUBJECT:** Student Consumer Protection

**REFERENCE:** The Higher Education Act of 1965 (HEA), as amended and reauthorized by the Higher Education Opportunity Act of 2008 (HEOA); Federal Education Right to Privacy Act (FERPA); Higher Learning Commission (HLC) CRRT.C.10.010, *Recruiting, Admissions, and Related Institutional Practices*; SAM-2000.1, *Employee Handbook*; SCP-7720, *Security of Information*; SCP-4356, *Financial Aid Recipient - Change in Enrollment Policy*; and SCP-5050, *Assessment, Payment, and Refund of Tuition and Fees*; and West Virginia Council for Community and Technical College Education, Title 135, Legislative Rule, Series 52, *Annual Reauthorization of Degree-Granting Institutions*.

**ORIGINATION:** January 30, 2019

**EFFECTIVE:** September 20, 2019

**REVIEWED:**

#### **SECTION 1. PURPOSE**

- 1.1 This policy is developed to ensure compliance with federal and state guidelines in order to maintain eligibility for participation in Federal Title IV funding. The policy's purpose is to ensure student consumer protection in marketing, recruiting, admissions, and financial aid process.

#### **SECTION 2. SCOPE AND APPLICABILITY**

- 2.1 This policy addresses the ethical and fair consumer practices in marketing, recruiting, admissions, and financial aid process. All college employees and/or related contractors participating in marketing, recruitment, admissions and financial aid are subject to this policy.

#### **SECTION 3. DEFINITIONS**

- 3.1 Fair Consumer Practices – Honesty, fairness, and disclosure to students in the areas of recruitment, admission, contractual agreements, student financial assistance, obligations to repay student loans, placement assistance and job placement rates, advertising, refund policies, the meaning and recognition of different types of accreditation, the transferability of the institution's credits to other postsecondary institutions, the offering of quality instructional programs, and other appropriate performance measures.

#### **SECTION 4. POLICY**

- 4.1 Southern West Virginia Community and Technical College will comply with the federal and state guidelines by treating students ethically, professionally, and respectfully in marketing, recruiting, admissions and financial aid process so that students can make an informed enrollment decision without being subjected to high pressure tactics from the College. This policy, and other policies related to consumer protection, will be accessible and transparent.

- 4.2 All College employees, who have responsibilities in recruitment and admissions of students, will have appropriate education, job titles, and training, overseen by the College, which includes enforcement of the ethical standards set forth in the College's manual, SAM-2000.1, *Employee Handbook*.
- 4.3 The College will not pressure a student to enroll by a specific deadline using a promise of cash or free goods or services outside of the regular process of scholarship monies, institutional discounting, fee waivers, financial aid or other assistance, nor will there be a promise that employment is being directly or indirectly offered or is more likely related to its education or provide any guarantees of employment related to that education.
- 4.4 Students will be given sufficient time, prior to enrolling, to review the institution's policies and procedures, to understand the amount of federal, state, and institutional financial aid the student is eligible to receive, and to learn how many credits, if any, will transfer and whether they will be applied to the major or general education requirements or the process and timeline for evaluation of those credits. The College will not induce or pressure students to enroll.
- 4.5 College employees responsible for recruiting and/or admissions may answer general questions about the student application process for admissions and financial aid, but in no case will the employee complete the application or apply the prospective student's signature to any documents.
- 4.6 All information provided to prospective students in the recruiting and admissions process will be accurate, complete, and up-to-date. This information will be freely shared with all prospective students, thus having no requirements that such students share any contact information with the College.
- 4.7 Any job placement, salary information or other student outcome data publicized as part of the recruiting process are based on all students in a cohort or class who completed the program; completing students are not excluded from the published data because they did not utilize the College's career, advising or other services; an institution will maintain back-up documentation related to any such publicized outcome data and will make that back-up data available to accreditors, the public, or governmental agency upon request. If the College publicizes for recruiting purposes, outcome data based on student survey or other partial information about a cohort or class of students, the College will indicate clearly wherever it publicizes the rate the number of students in the cohort or class and the number of students whose outcome data is included. If job placement or other related data are drawn from an external database, economic forecasting or other source, the College will indicate in conjunction with the publication of data its source and will direct students to the original source of the information where applicable (e.g., Department of Labor website).
- 4.8 The College's data privacy policy, SCP-7720, *Security of Information*, will be prominently posted on the College's website. A student's request to have their name removed from phone, email or other contact lists developed through the recruiting, lead, and/or admissions process will be promptly removed and maintained as outlined in the College's data privacy policy.
- 4.9 No student will be automatically registered for classes. All students have the right and responsibility to register for each academic term in which they are enrolled. Students will have the opportunity to cancel that registration before being assessed tuition and fees for that term, but this should be done prior to the beginning of classes.
- 4.10 Should the College require a student to sign an enrollment agreement, the enrollment agreement will be limited to basic information about a student's course of study, tuition and fees, and other related information and in no case will that agreement include any language limiting that student's ability to: file a complaint with an accrediting or state agency; take legal action in the event that any dispute resolution processes agreed to

by the College and the student is unsuccessful in resolving the dispute to the satisfaction of the parties; or seek to discharge a student loan through remedies available to borrowers under state or federal law. Students will be provided sufficient time, as determined by the situation and any mandates in state law, to review any enrollment agreement and to consult with others as a part of that review process before being required to sign the document or lose an offer of admission and related financial assistance.

- 4.11 In addition to the College's policy related to return of Title IV funds, SCP-4356, *Financial Aid Recipient - Change in Enrollment Policy*, the College has a refund policy, SCP-5050, *Assessment, Payment, and Refund of Tuition and Fees*, to assure that students receive a refund where appropriate if they withdraw from an academic term or from the College.

## **SECTION 5. BACKGROUND OR EXCLUSIONS**

- 5.1 None

## **SECTION 6. GENERAL PROVISIONS**

- 6.1 None.

## **SECTION 7. RESPONSIBILITIES**

- 7.1 The Student Service Unit/Vice President for Student Services will be responsible for ensuring that all College employees, who have responsibilities in registration and admissions of students, will have appropriate education, job titles, and training, which includes enforcement of the ethical standards, and which prepares them to answer general questions about the student application process for admissions and financial aid. The Director of Financial Assistance and/or Vice President for Student Services will be responsible for disclosing basic financial aid information and describing the rights and responsibilities of students receiving federal student aid. This includes but is not limited to the awarding and disbursing of Title IV funds; the cost of attendance; the refund and return of Title IV funds; student loan information; satisfactory academic progress; and the college work study program.
- 7.2 The Academic Affairs Unit/Vice President for Academic Affairs will be responsible for ensuring all faculty advisors understand students have the right and responsibility to register for each academic term.
- 7.3 The Registrar will be responsible for FERPA regulations training for all employees, annually.
- 7.4 The Finance and Administration Unit/Vice President for Finance and Administration will be responsible for disclosing campus safety information, and other required general information which includes, but is not limited to, tuition and fees; textbooks; and refund policy.
- 7.5 The Chief Information Officer will be responsible for providing employees and students' access to information and technology for educational purposes. Information will be secured through multi-level authentication and proper disaster recovery methods used to safeguard any potential threats. Technology policies and procedures will be maintained and reviewed on a regular basis to ensure currency of practices and to maintain standards.
- 7.6 The Office of Institutional Advancement/Vice President for Institutional Advancement will be responsible for ensuring that all College employees, who have responsibilities in recruitment of students, will have appropriate education, job titles, and training, which includes enforcement of the ethical standards, and which prepares them to answer general questions about the student application process for admissions and financial aid. They will also be responsible for ensuring that the consumer information is accurately posted

on the College's web page and is accessible to students, prospective students, employees, and the general public.

**SECTION 8. CANCELLATION**

8.1 None

**SECTION 9. REVIEW STATEMENT**

9.1 This policy shall be reviewed on a regular basis with a time frame for review to be determined by the President or the President's designee. Upon such review, the President or President's designee may recommend to the Board that the policy be amended or repealed.

**SECTION 10. SIGNATURES**

---

**Board of Governors Chair**                      **Date**

---

**President**    **Date**

**Attachments:**        None.

**Distribution:**        Board of Governors (12 members)  
                                  www.southernwv.edu

**Revision Notes:**    Originated - January 30, 2019