



Santa Fe College Rules Manual

Title: Recruitment of Students

Rule: 7.10

General Authority: FS 1001.64

Law Implemented: FS 1001.64(8)

Effective Date: June 19, 2019

Purpose: To authorize the College to recruit students.

Recruitment programs and processes will be carried out within the College district boundaries, which include Alachua and Bradford counties.

Recruitment visits outside of the Santa Fe College district may be made only if the request is initiated by the out-of-district entity and prior approval is obtained from the president of the college in that district.

Santa Fe College does not engage in any unfair, deceptive, or abusive recruitment tactics. To this end, among the recruitment techniques Santa Fe College does not condone are:

1. Providing 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 military service members or obtaining access to Tuition Assistance funds.
2. Providing any commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid (including TA funds) to any person or entities engaged in any student recruiting, admissions activities, or making decisions regarding the award of student financial assistance.
3. Making multiple unsolicited contacts (3 or more), including contacts by phone or email, or in-person, and engaging in same-day recruitment and registration for the purpose of securing military service member enrollments.

Anyone who experiences such practices is encouraged to report this to the Associate Vice President for Student Affairs at 352-395-5648.

Rule History

June 2019 (410.559)

October 1981 (410.92)

November 1973 (410.40)