ALLEN COLLEGE – UNITYPOINT HEALTH
STANDARD OPERATING PROCEDURE

Supersedes: 6/98, 4/05, 10/07, 7/13, 7/17
11/17, 12/22, 5/24, 10/25

No: 2-R-800-03
Date: July 2026
Required Review Date: July 2029
Written By: Enrollment Management
Approved By:

Jared Seliger, PhD, CNMT
President

SUBJECT: Recruitment Policy

PURPOSE: To attract well-qualified students to Allen College programs.

POLICY: Program information will be provided to prospective students.

PROCEDURE:

1. Allen College is committed to a policy that admits students capable of meeting the educational obligations of the College without regard to race, religion, color, sex, marital status, age, national origin, veteran status, sexual orientation, disability or handicap, gender identity, or any other protected class, to all rights, privileges, programs, and activities generally accorded or made available to students at the school.

   Allen College does not discriminate on the basis of race, religion, color, sex, marital status, age, national origin, veteran status, sexual orientation, disability or handicap, sexual orientation, gender identity, or any other protected class in administration of its educational policies, admissions policies, disbursement of scholarships and/or loan programs, and other school-administered programs. Any person having concerns with respect to rights under Section 504 of the Rehabilitation Act of 1973, please contact the President of Allen College, 1825 Logan Avenue, Waterloo, Iowa 50703, telephone: (319) 226-2011. Any person having concerns with the respect to rights under Title IX of the Education Amendments of 1972, please contact the Title IX Coordinator, 1825 Logan Ave, Waterloo, IA 50703, telephone: (319) 226-2004.

   Allen College faculty and staff believe in the dignity, worth and potential of each and every student. To enable all students to make the dream of higher education a reality, these institutions and individuals develop and provide programs and services in postsecondary counseling, admission and financial aid. They strive to eliminate bias within the education system based on ethnicity, creed, gender, sexual orientation, socio-economic status, age, political affiliation, national origin, and disability. They understand and value the importance of college counseling and view it as a fundamental aspect of their job as educators.

2. All programs will be advertised according to the current marketing plan.
   A. Promotion and Recruitment
   Allen College faculty and staff agree they will:
   1. accurately represent and promote their schools, institutions, organizations, and services;
   2. not use disparaging comparisons of secondary or postsecondary institutions;
   3. not offer or accept any reward or remuneration from a secondary school, college, university, agency, or organization for placement or recruitment of

students,
4. not employ agents who are compensated on a per capita basis when recruiting students outside the United States, unless ensuring they and their agents conduct themselves with accountability, transparency, and integrity;
5. be responsible for compliance with applicable laws and regulations with respect to students' rights to privacy.

B. Admission, Financial Aid and Testing Policies and Procedures

Allen College faculty and staff agree they will:

1. not publicly announce the amount of need-based aid awarded to any student without his/her permission;
2. not guarantee admission or specific college placement or make guarantees of any institutionally-affiliated financial aid or scholarship awards prior to an application being submitted, except when pre-existing criteria are stated in official publications;
3. not make unethical or unprofessional requests of other admission counseling professionals;
4. send and receive information about candidates in confidence;
5. consider transcripts official only when transmitted in a confidential manner, from the secondary or postsecondary institution(s) attended by the applicant;
6. not use minimum test scores as the sole criterion for admission, advising or for the awarding of financial aid;
7. be responsible for ensuring the accurate representation and promotion of their institutions in recruitment materials, presentations and scholarship materials;
8. provide, in a timely manner, accurate, legible and complete transcripts for all students for admission or scholarships;
9. counsel students to abide by the application requirements and restrictions when they file;
10. permit pending Early Action, Restrictive Early Action and Early Decision candidates to initiate any Regular or Rolling Decision applications.

3. Information will be provided to prospective students by a variety of methods as indicated in the current marketing plan.

Process for changes to marketing and recruitment materials

1. Each SOP is on a review cycle, as dictated by policy 2-S-100-01. The responsible party, (a committee or department director or chair) reviews the policy and makes changes as appropriate. The policy is then distributed to the entire college so updates can be made to the advertisements and recruitment materials.

2. Changes to the website are initiated following SOP 2-W-100-04 Website Reviews.