

### **3332-1-12.1 Recruitment and solicitation of students.**

- (A) Solicitation and recruitment of prospective students must be conducted by an employee of the registered school (not by an independent contractor or other third party). Solicitation and recruitment may be conducted through means such as:
  - (1) Telemarketing; and,
  - (2) Direct mail; and,
  - (3) School fairs; and,
  - (4) Print or electronic media.
- (B) All persons whose primary job duty includes the solicitation of students must possess an agent permit as required by rule 3332-17 of the Administrative Code.
- (C) All persons involved in solicitation and recruitment who are not licensed as agents must still conduct their recruiting and solicitation activities within the ethical standards set forth in rules 3332-1-17.1 and 3332-1-17.2 of the Administrative Code.
- (D) Schools are prohibited from soliciting prospective students through contact with members of the public on public streets, sidewalks, and parking lots, on public modes of transportation, in and around other schools, door-to-door, and in buildings open to the public such as welfare offices unless the activity has been requested or approved by that agency or the entity controlling the premises. Where approved, schools must utilize booths, tables, or offices which clearly identify the name of the school and the training programs offered.
- (E) No school may claim accreditation from an accrediting agency through any of its advertising, promotional material, or during the solicitation process unless the accrediting agency is currently recognized as an accrediting agency by the United States department of education.

HISTORY: Eff 12-1-70; 4-16-90 (Emer.); 7-12-90; 10-14-94; 10-1-02; 07-1-09.

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Replaces: former 3332-1-12.1