Piedmont Virginia Community College

Section IX – Student Affairs

IX – 15.0 Military Student Recruitment Policy

Effective Date: July 2026

Last Revised: July 2026

Responsible Dept.: Vice President of Student Affairs

1. Purpose

To ensure that Piedmont Virginia Community College (PVCC) complies with U.S. Department of Education and U.S. Department of Defense regulations that prohibit the college from misrepresenting the nature of its educational programs, financial charges, the employability of college graduates, and ban the use of certain tactics to secure student enrollment.

2. Policy Statement

In order to eliminate unfair, deceptive, and abusive marketing aimed at service members, PVCC will:

A. Ban 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 service members or obtaining access to tuition assistance (TA) funds. Educational institution sponsored scholarships or grants and tuition reductions available to military students are permissible, and;

B. Refrain from providing any commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid (including TA funds) to any persons or entities engaged in any student recruiting, admission activities, or making decisions regarding the award of student financial assistance, and;

PVCC does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. View the full nondiscrimination statement and find contacts at pvcc.edu/nondiscrimination.

C. Refrain from high-pressure recruitment tactics such as making multiple unsolicited contacts (three or more), including contacts by phone, email, or in-person, and engaging in same-day recruitment and registration for the purpose of securing service member enrollments. This applies to PVCC and its agents including third party vendors, and service providers.

3. Definitions

Misrepresentation: Any false, erroneous or misleading statements to any student, prospective student, member of the public, accrediting agency, state agency, or U.S. agency, or any agent or employee of such an agency. A misleading statement includes any statement that has the likelihood or tendency to mislead under the circumstances or any statement that omits information in such a way as to make the statement false or erroneous.

Prospective Student**:** Any individual who has contacted PVCC to request information about enrolling or who has been contacted directly by the college or indirectly through advertising about enrolling.

Service Member**:** Any individual who is a member of a United States military service(s) including the Army, Navy, Marines, Air Force, and/or Coast Guard.

TA funds**:** Military Tuition Assistance paid to eligible members of the Army, Navy, Marines, Air Force, and Coast Guard to be used towards tuition expenses. The money is usually paid directly to the institution by the individual services.

4. Applicability

This policy applies to all current and prospective students, PVCC employees, and third-party vendors.

5. Responsibilities

The Vice President of Student Affairs is responsible for the implementation of this policy.

6. Procedures for Implementation

N/A

7. **Sanctions for Violation of Policy**

   Any violation of these policy guidelines by PVCC staff or faculty could lead to disciplinary action, up to and including termination.

8. **Other General Information**

   N/A